

# IPSOS MORI POLITICAL PULSE

March 2021

Ipsos MORI





# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

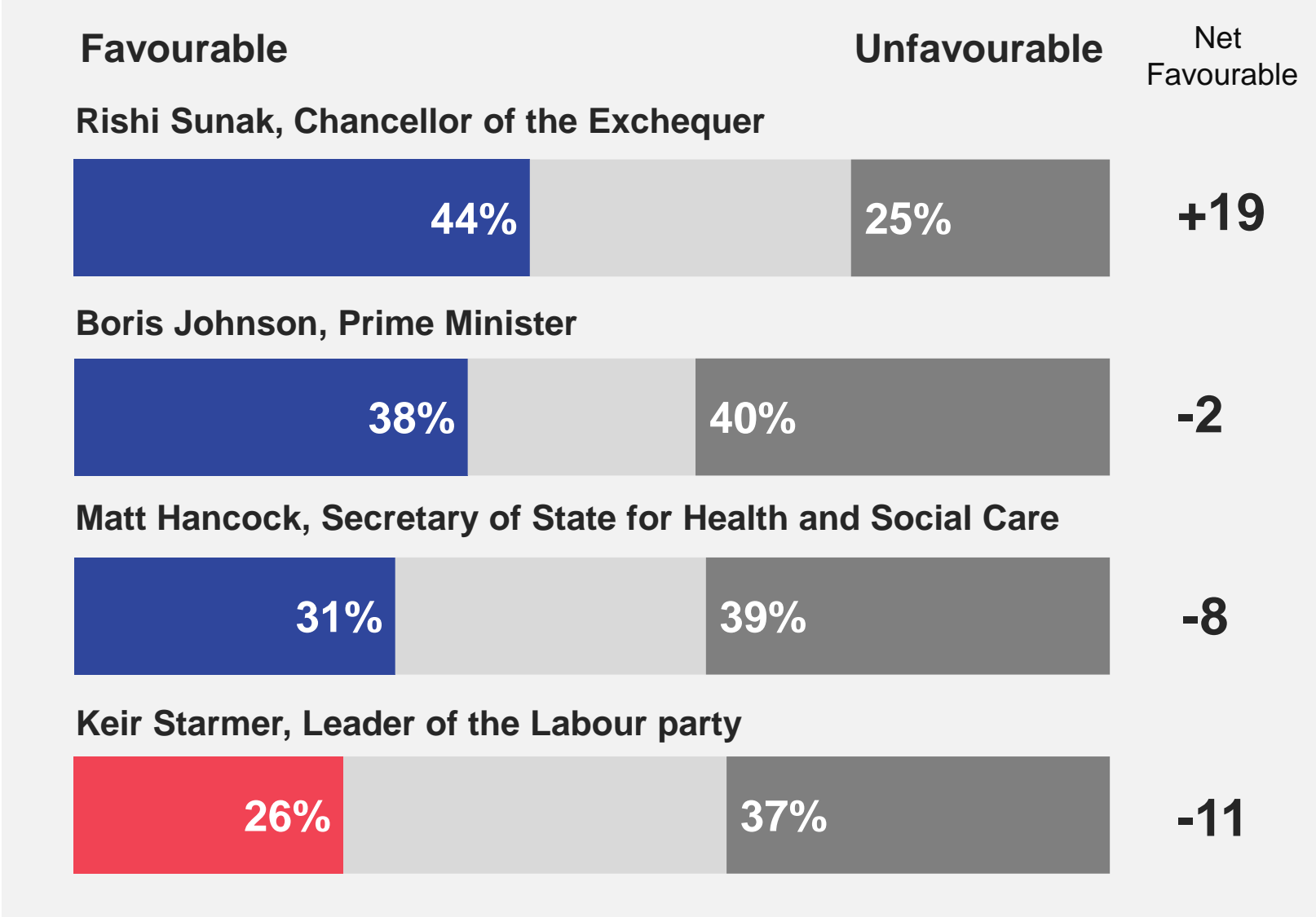
March 2021

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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 and political parties?

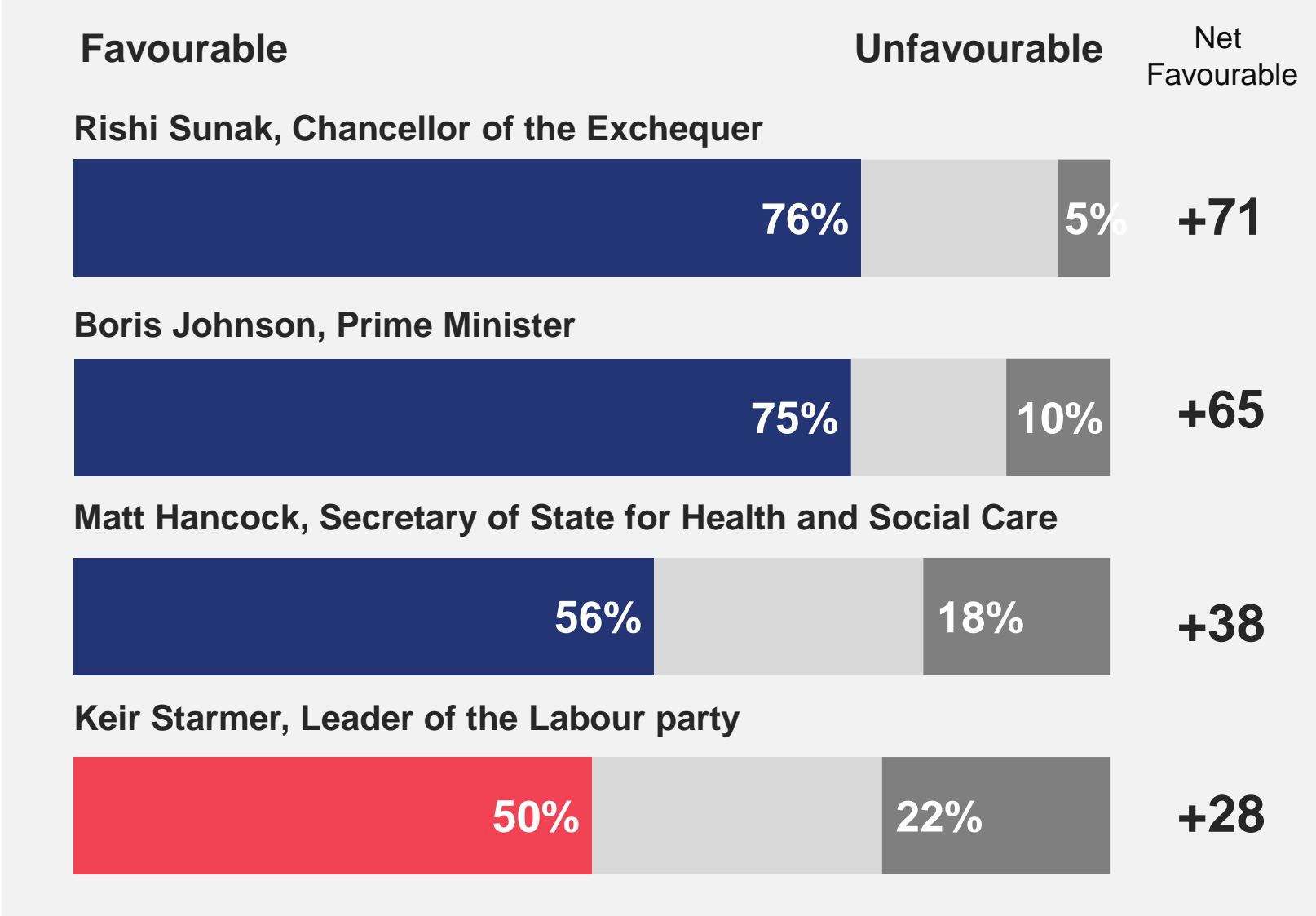


Base: 1,128 Online British adults aged 18+, 26-29 March 2021

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?



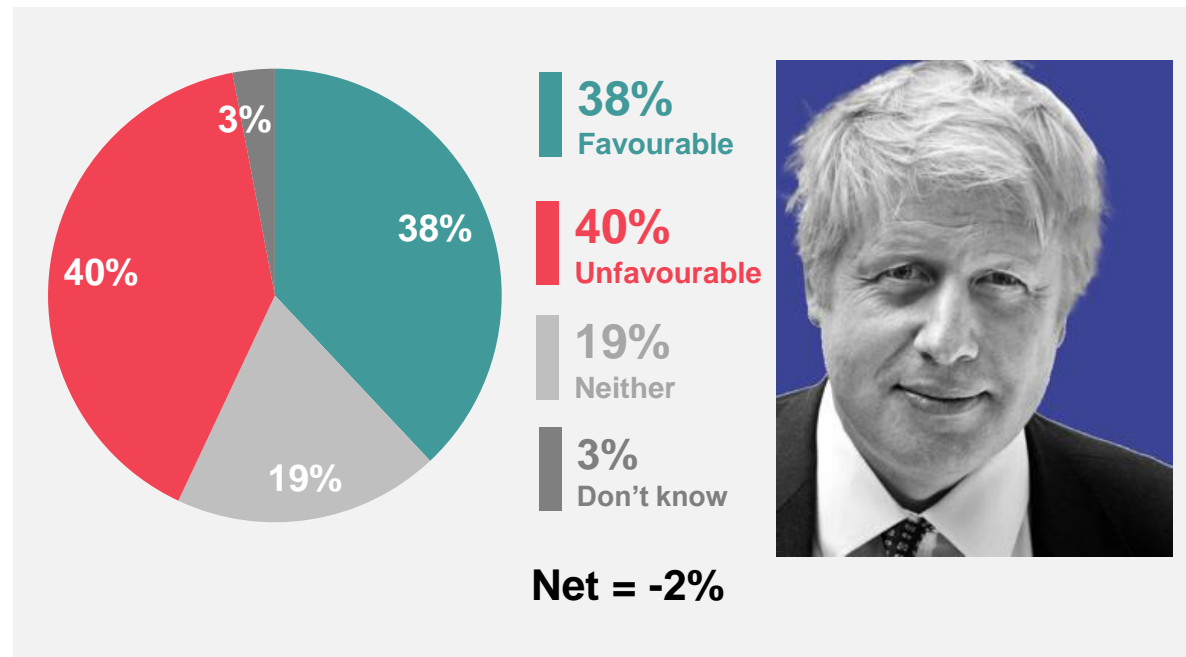
Base: 1,128 Online British adults 18+, 2019 Conservative party supporters (369), 2019 Labour party supporters (283), 26-29 March 2021.

Source: Ipsos MORI

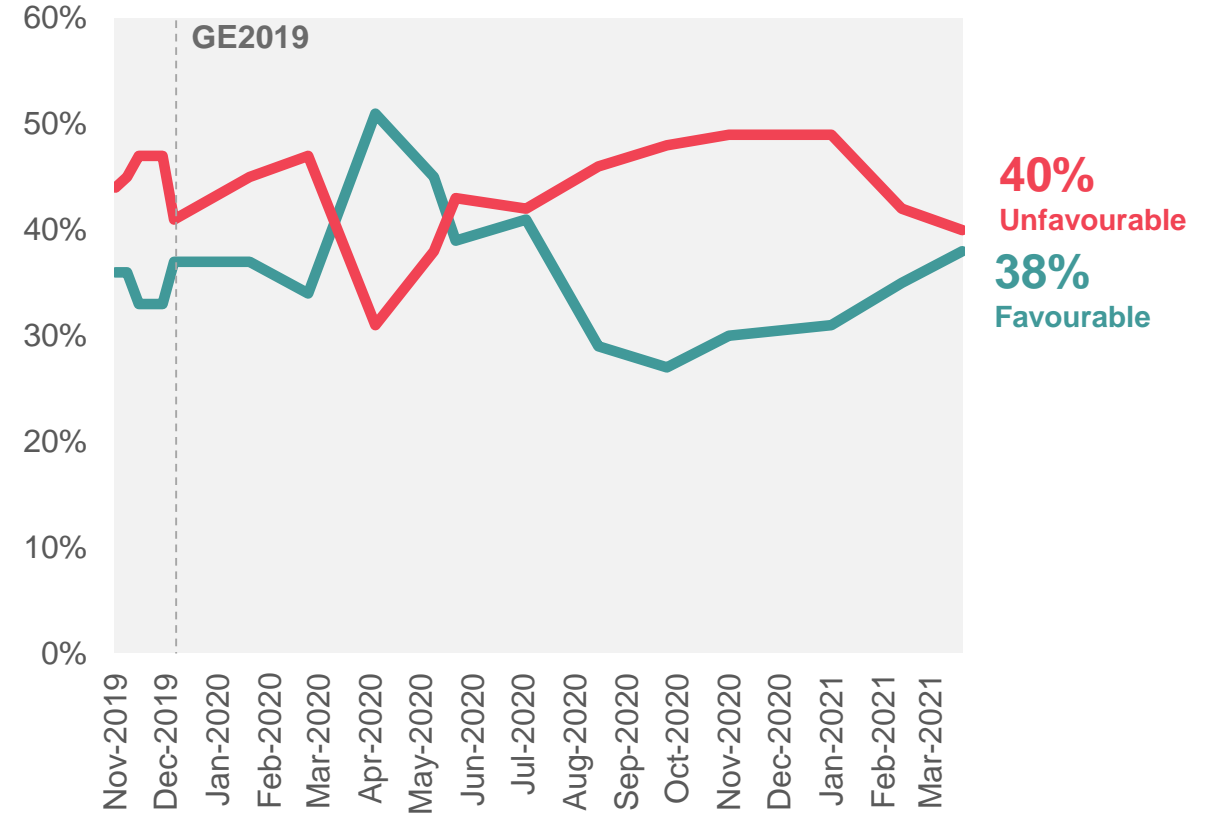
# Boris Johnson: Favourability

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

March 2021



November 2019 – March 2021



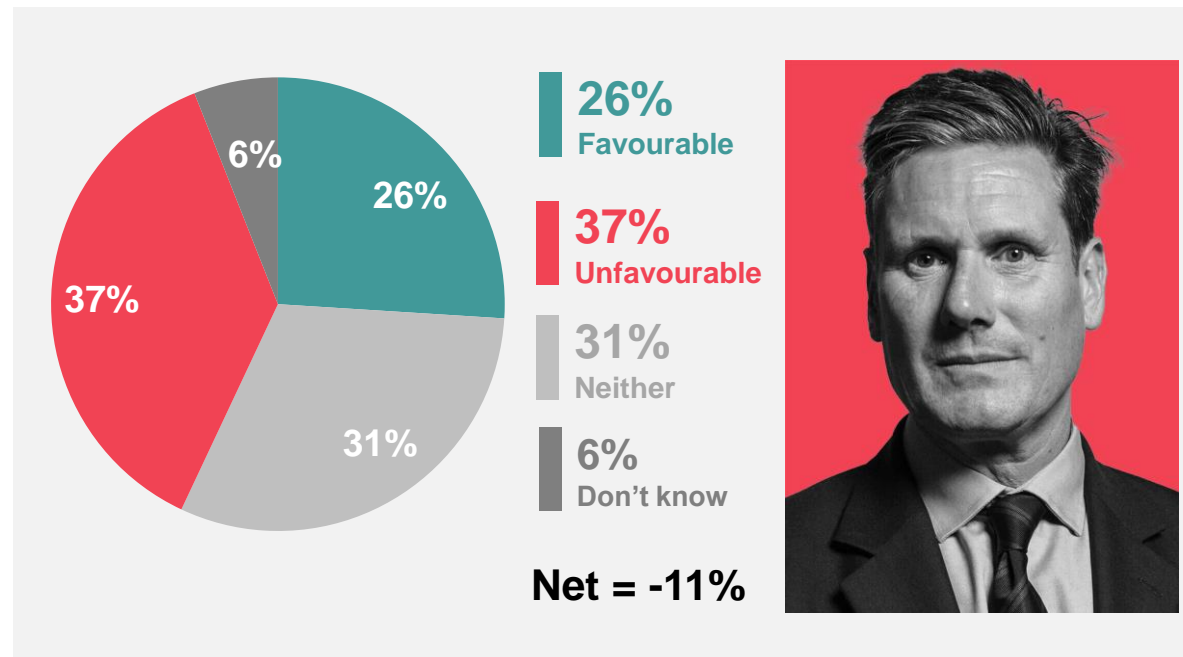
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

Source: Ipsos MORI

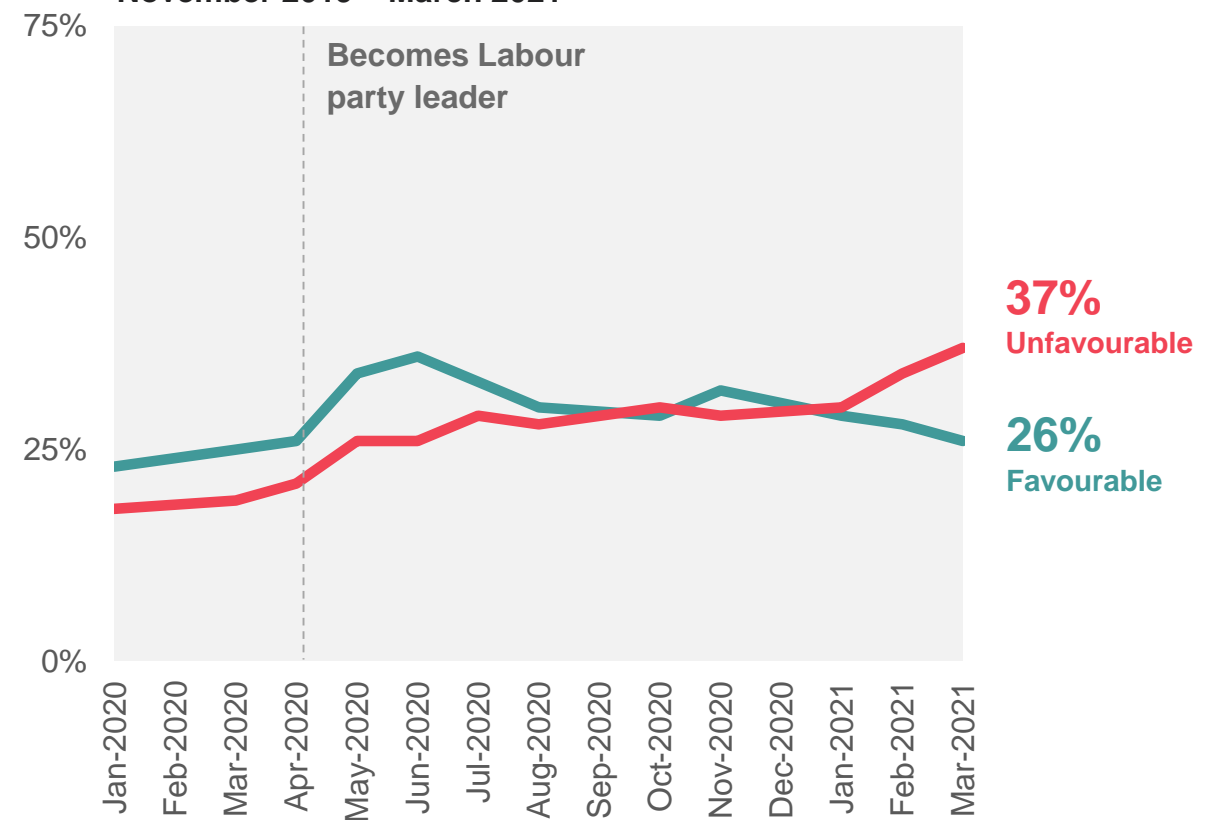
# Keir Starmer: Favourability

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

March 2021



November 2019 – March 2021



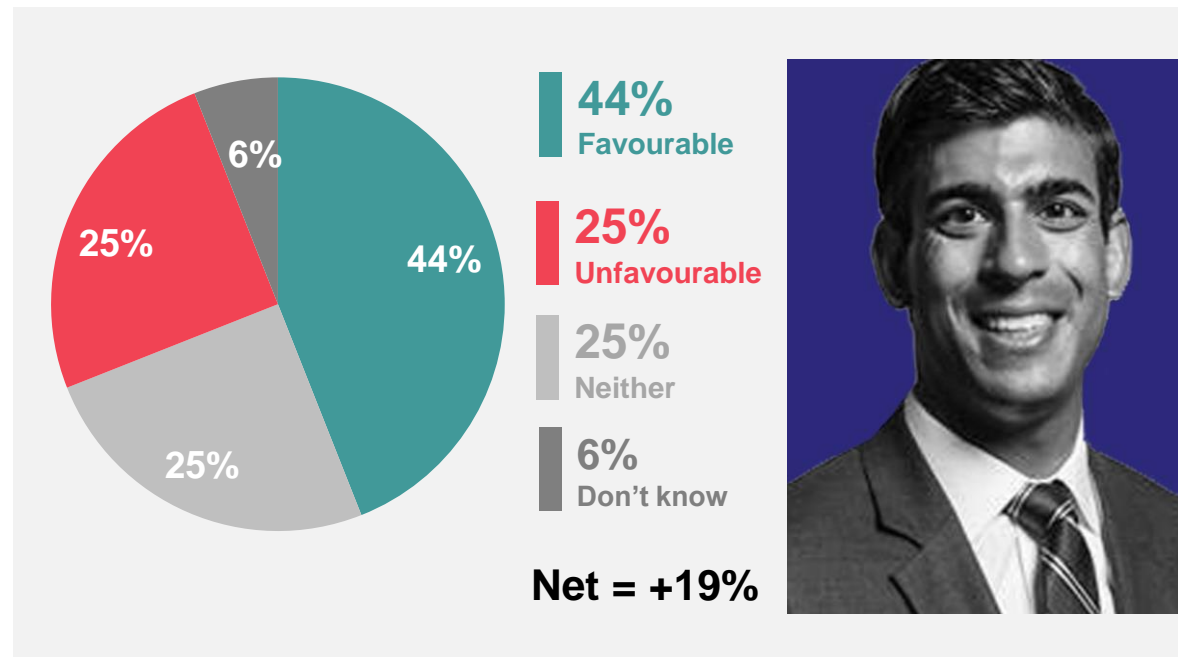
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

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

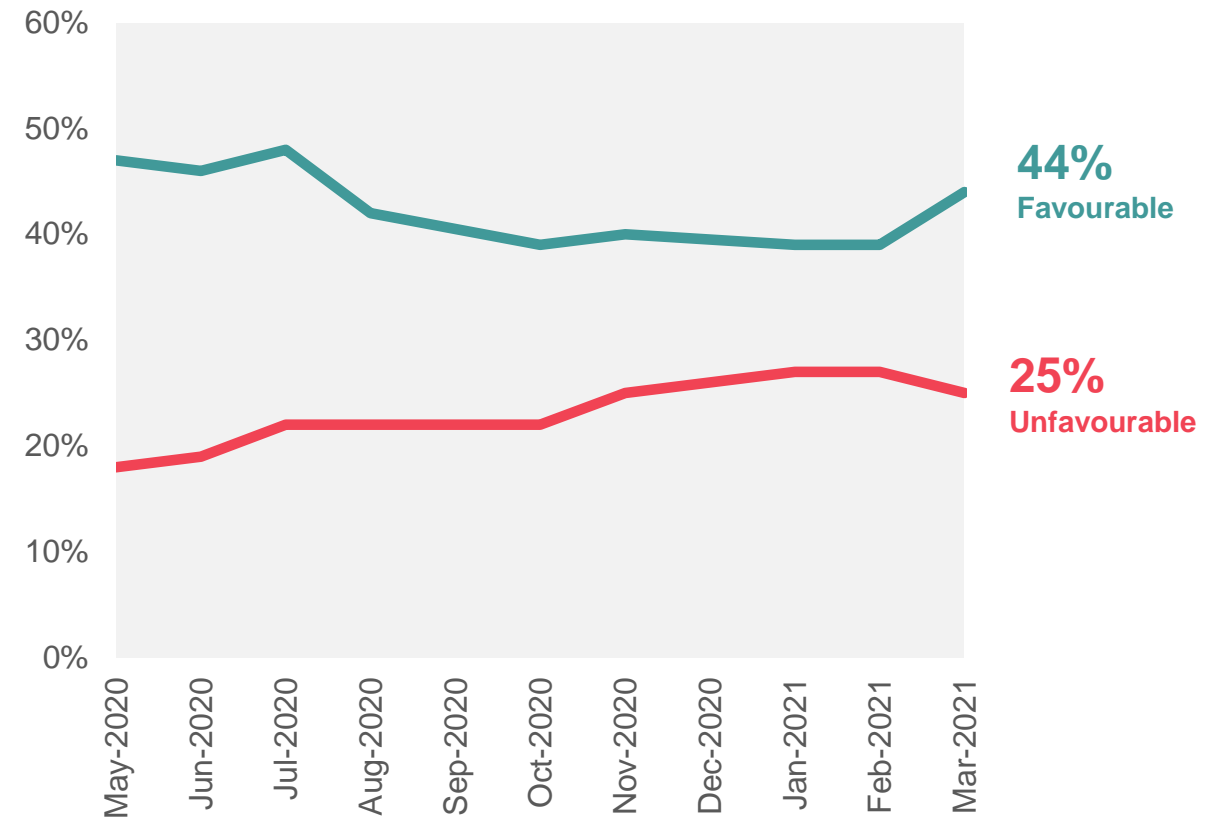
March 2021



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

Source: Ipsos MORI

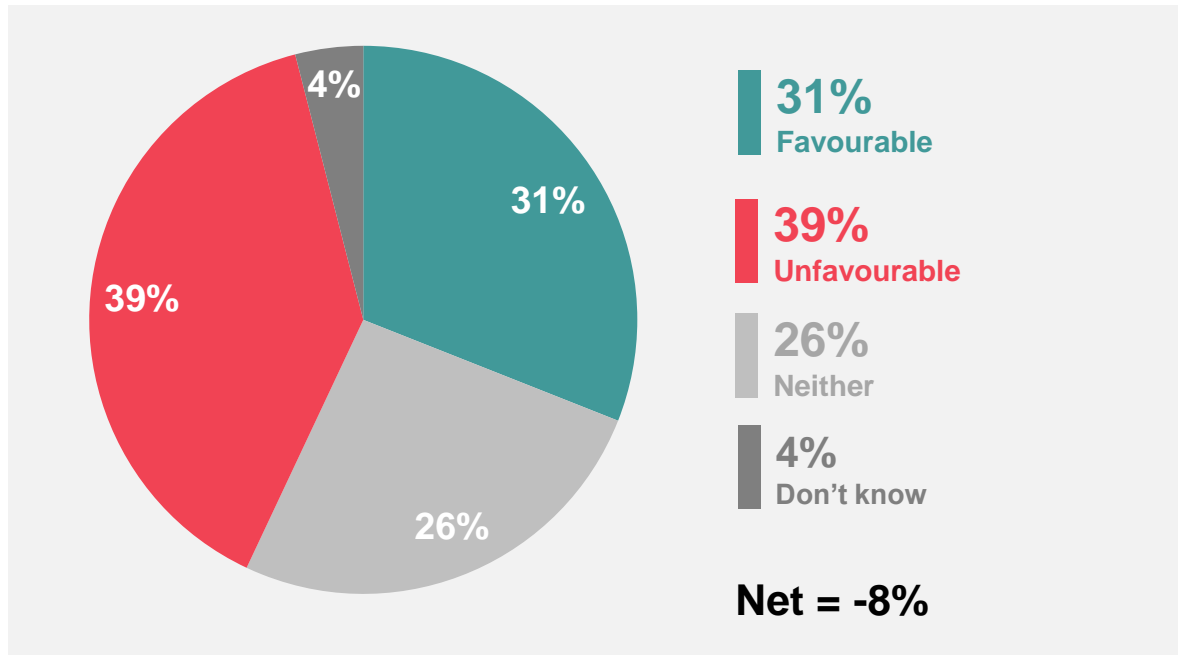
November 2019 – March 2021



# 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

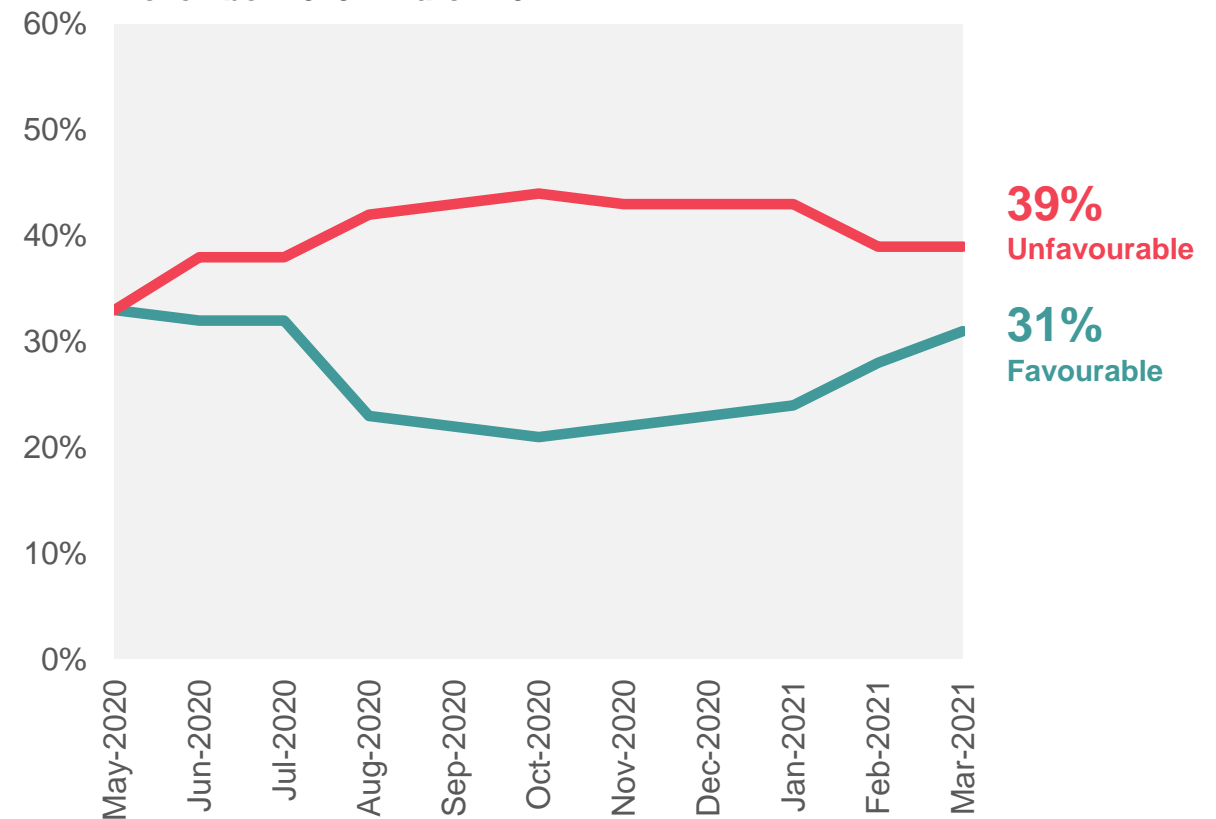
March 2021



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

Source: Ipsos MORI

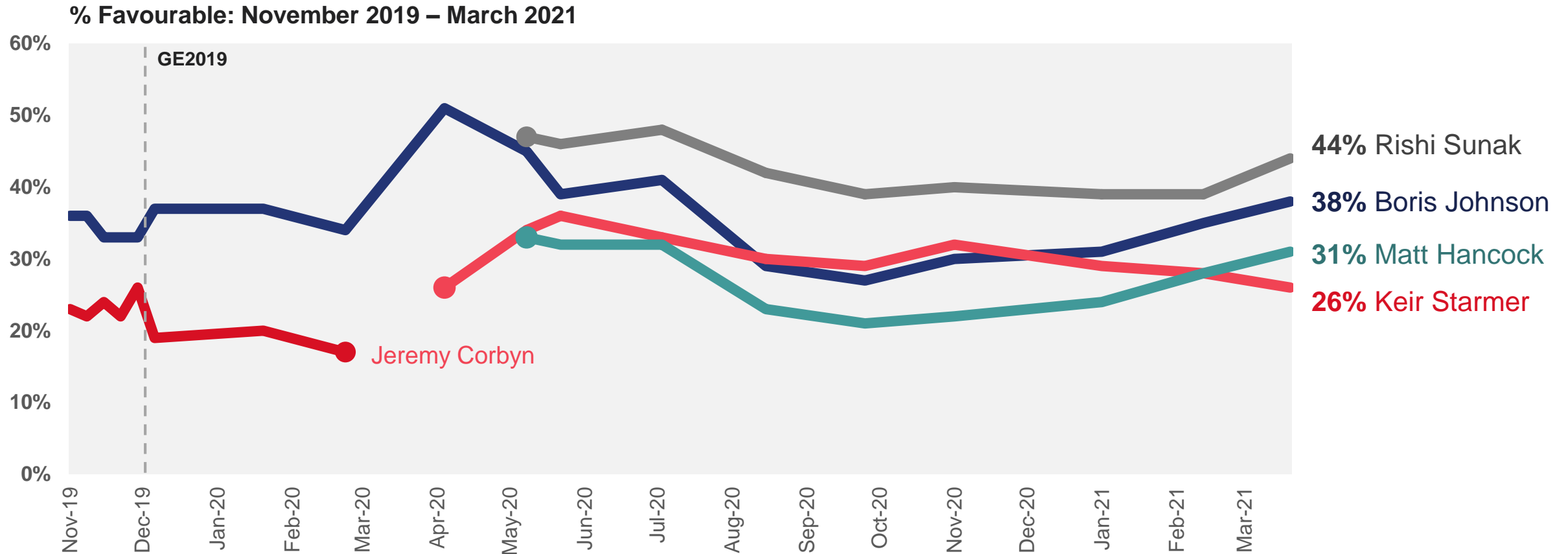
November 2019 – March 2021





# Political leaders: Favourability

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

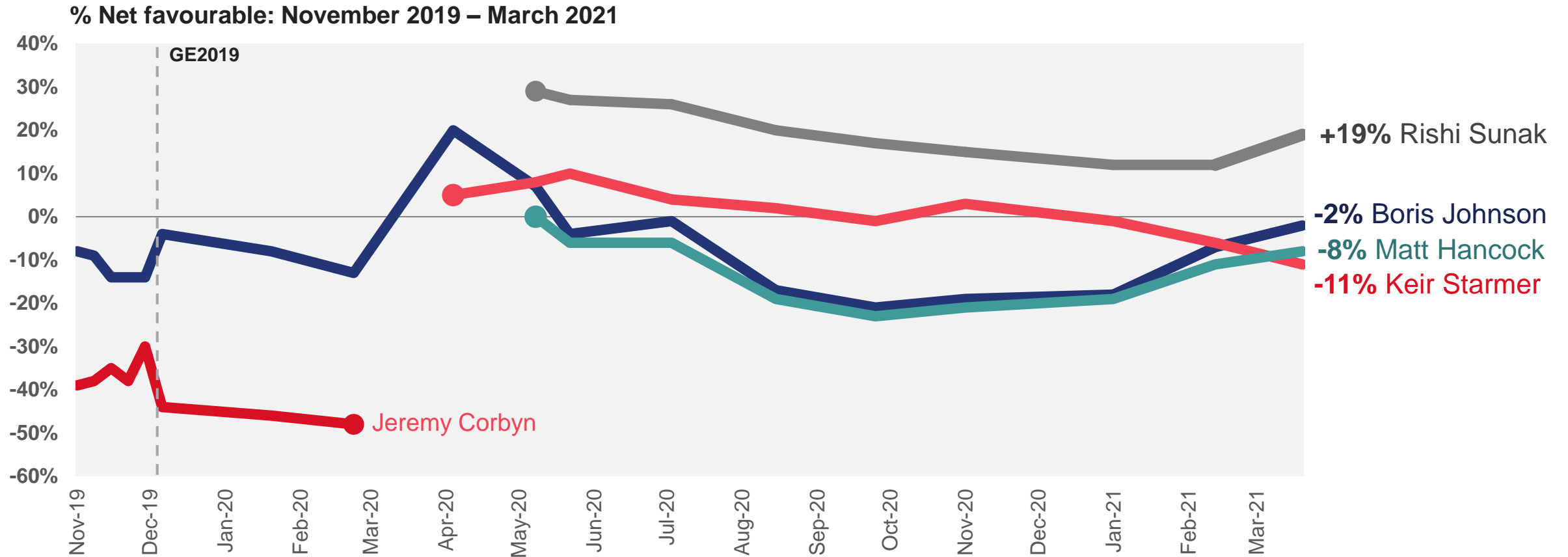


Base: c.1000 British adults each month.

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?

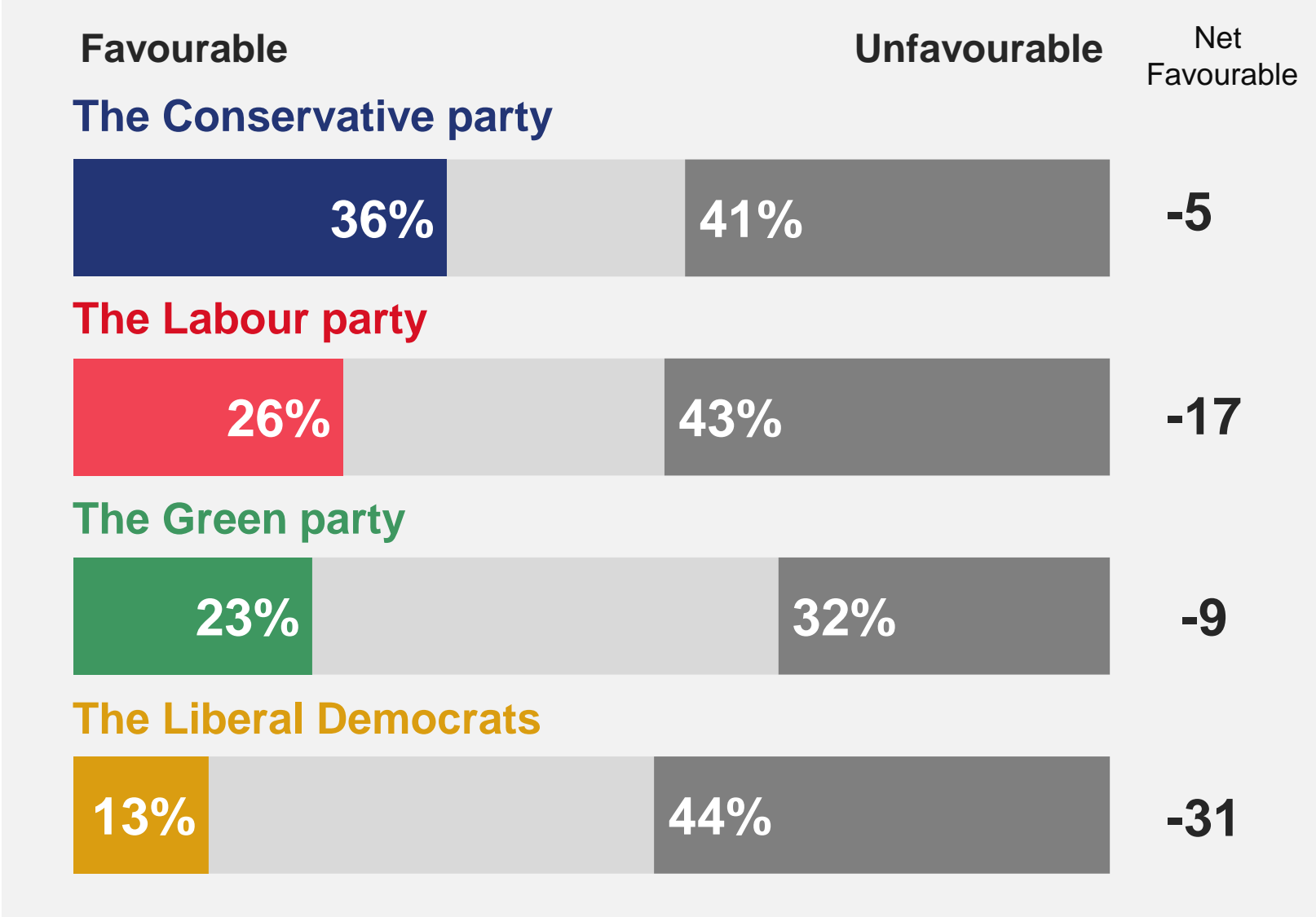


Base: c.1000 British adults each month.

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?



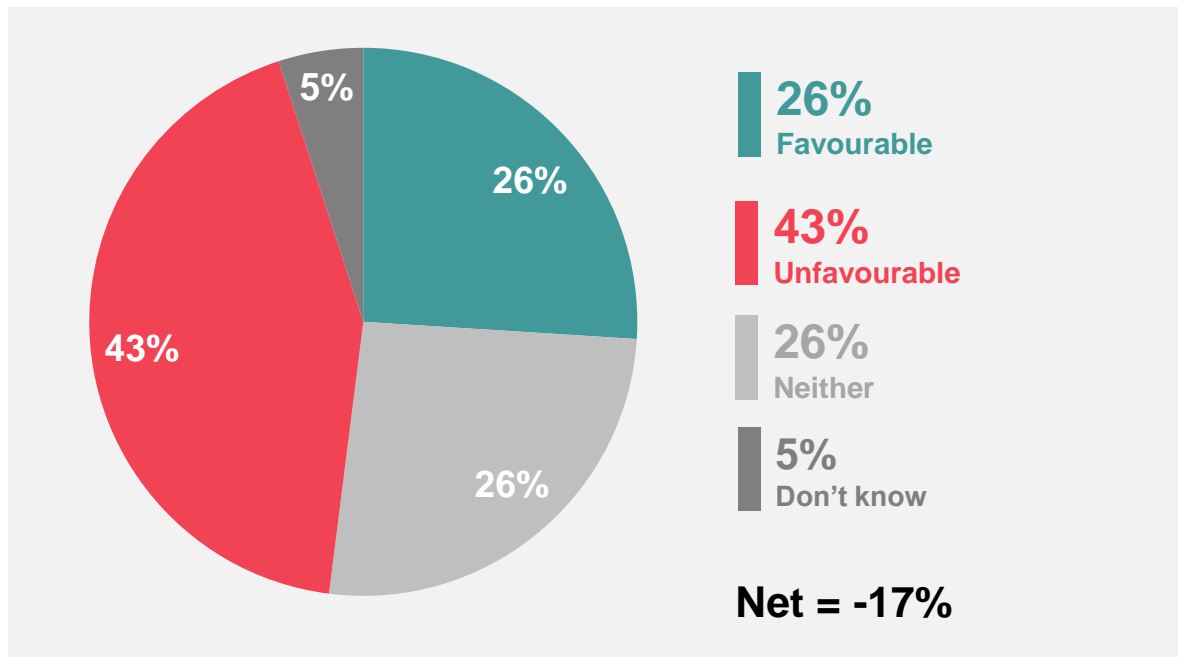
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

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

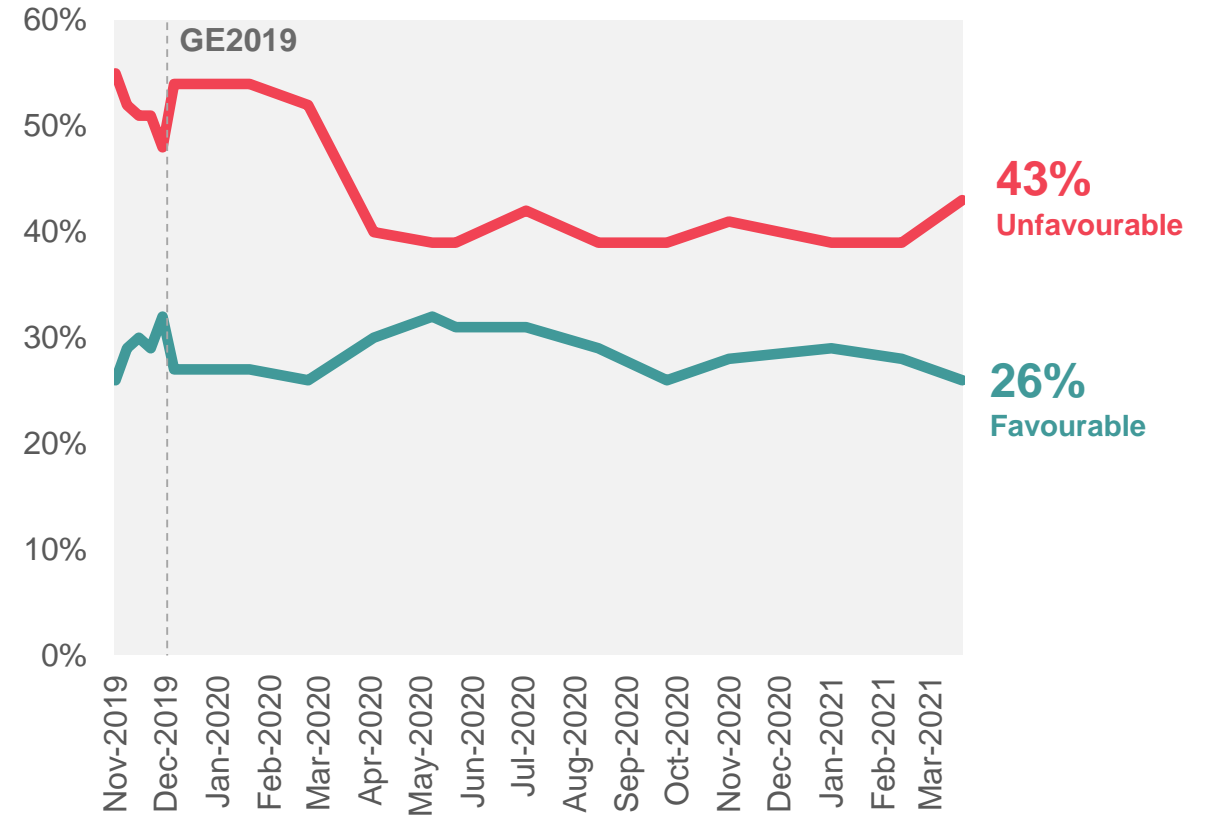
March 2021



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

Source: Ipsos MORI

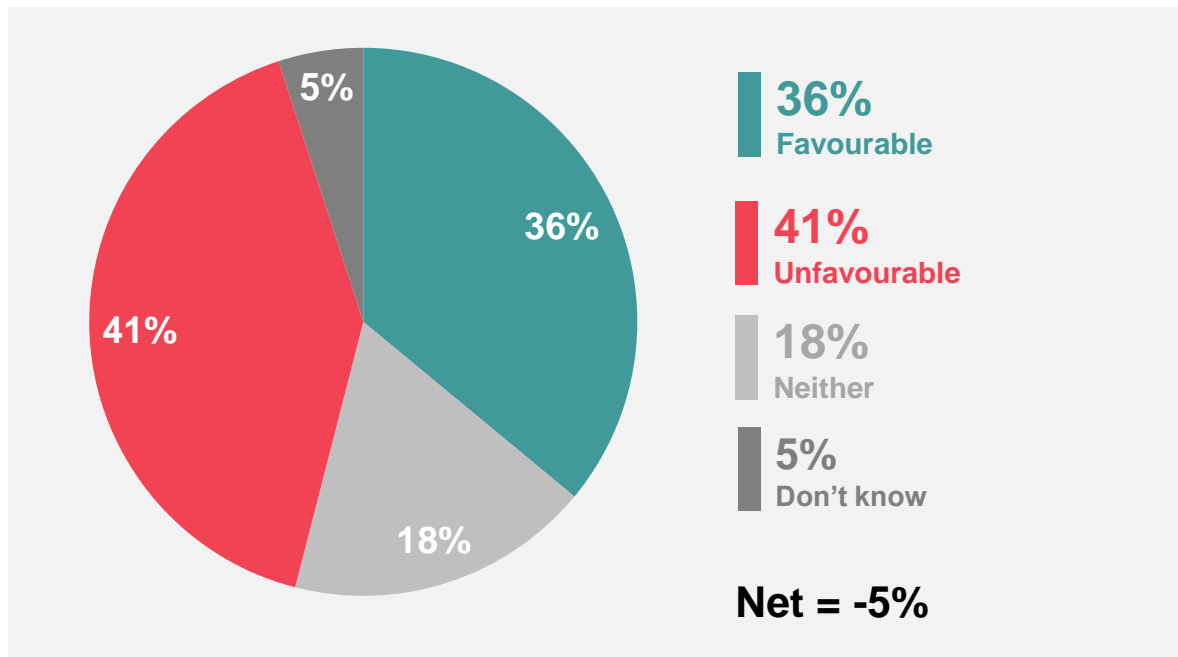
November 2019 – March 2021



# 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

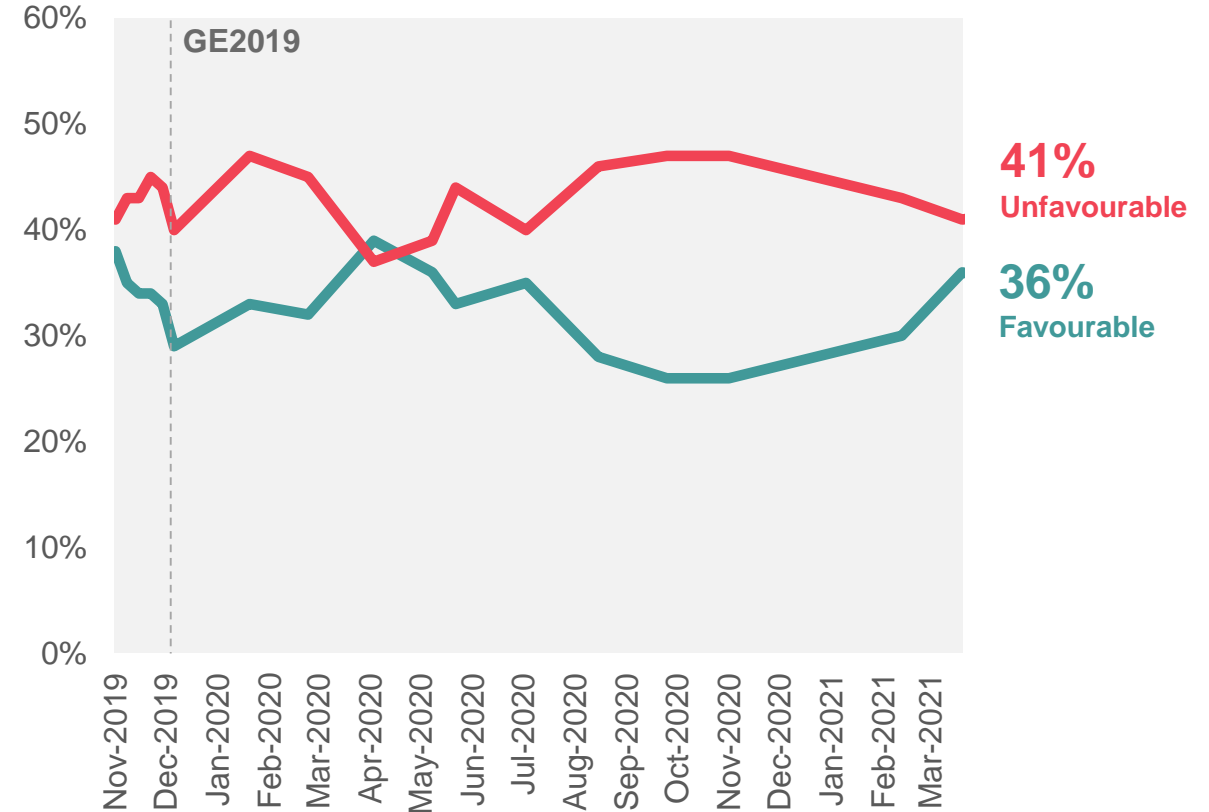
March 2021



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

Source: Ipsos MORI

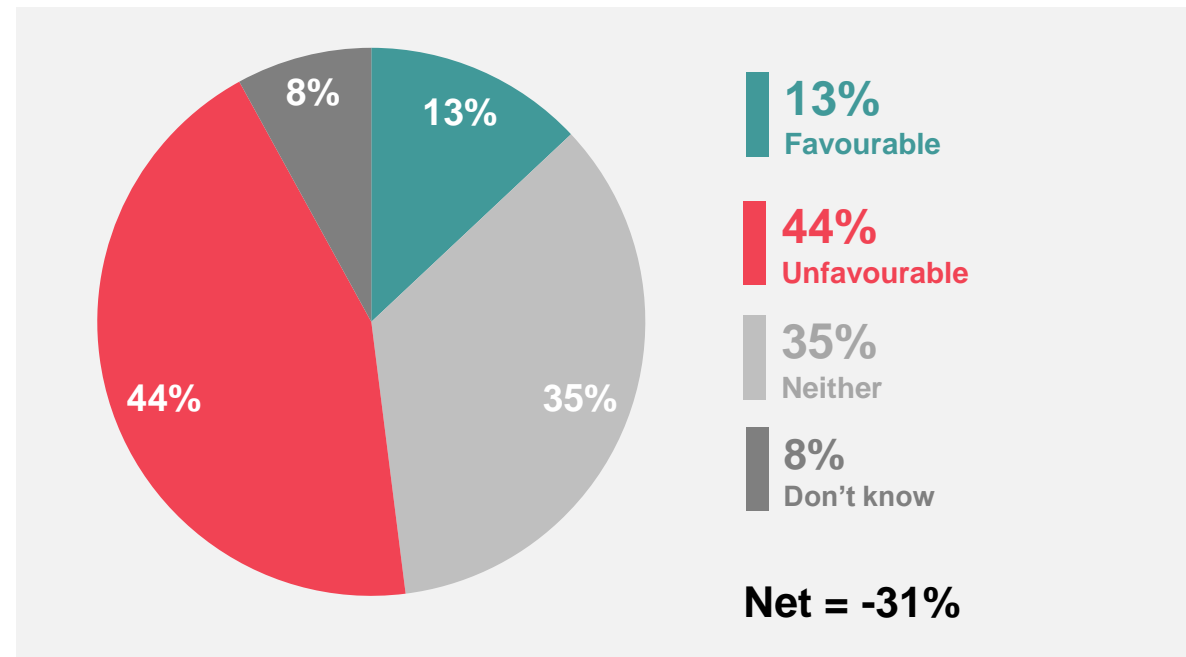
November 2019 – March 2021



# 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

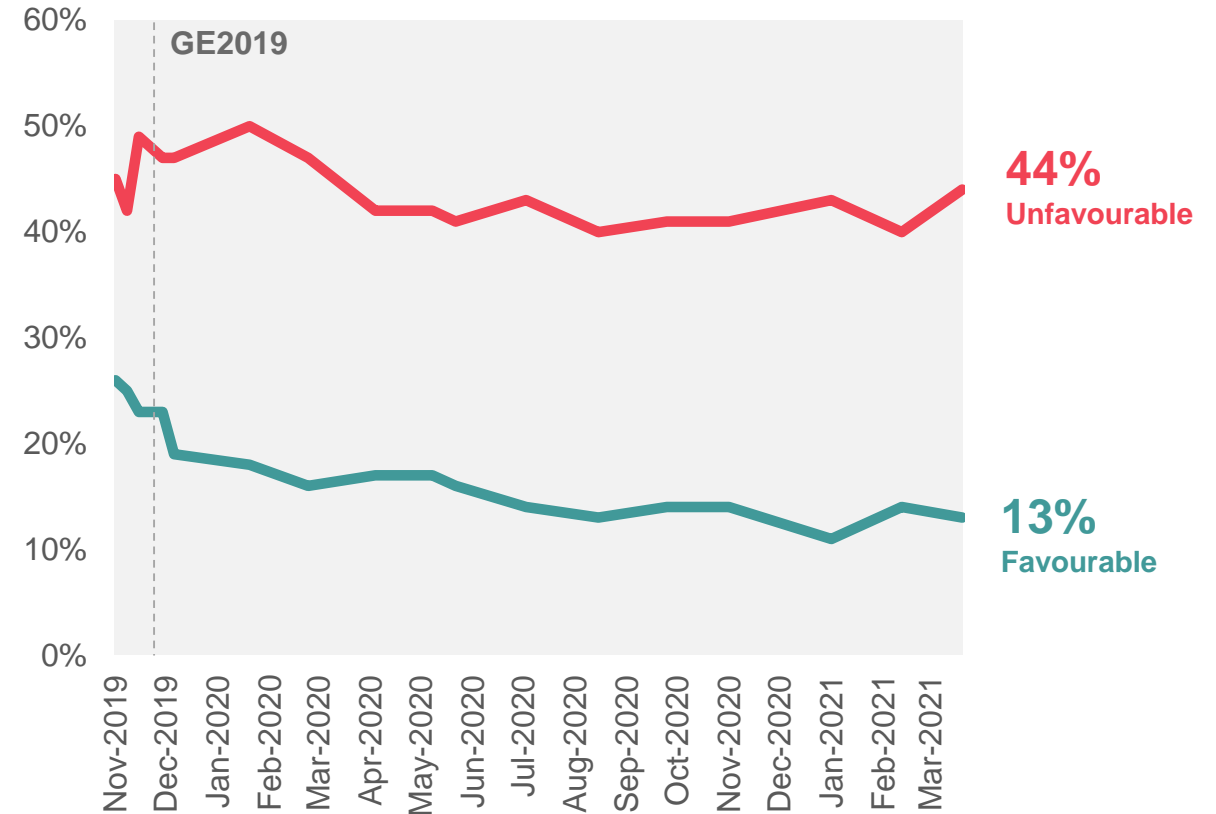
March 2021



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

Source: Ipsos MORI

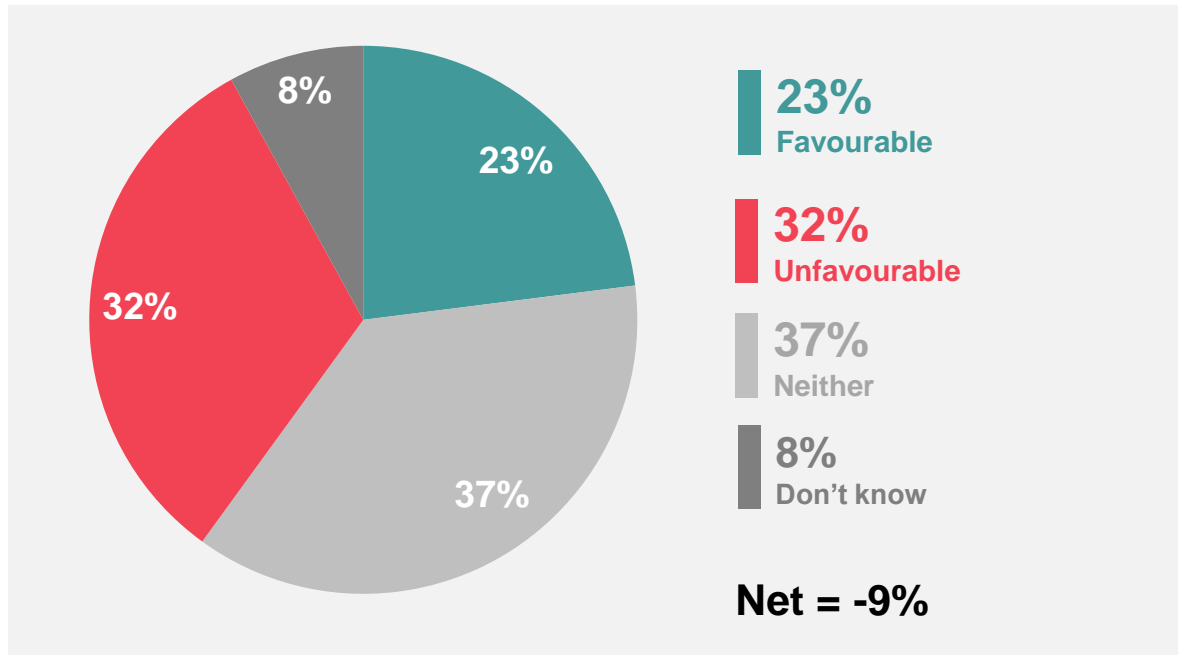
November 2019 – March 2021



# The Green party: Favourability

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

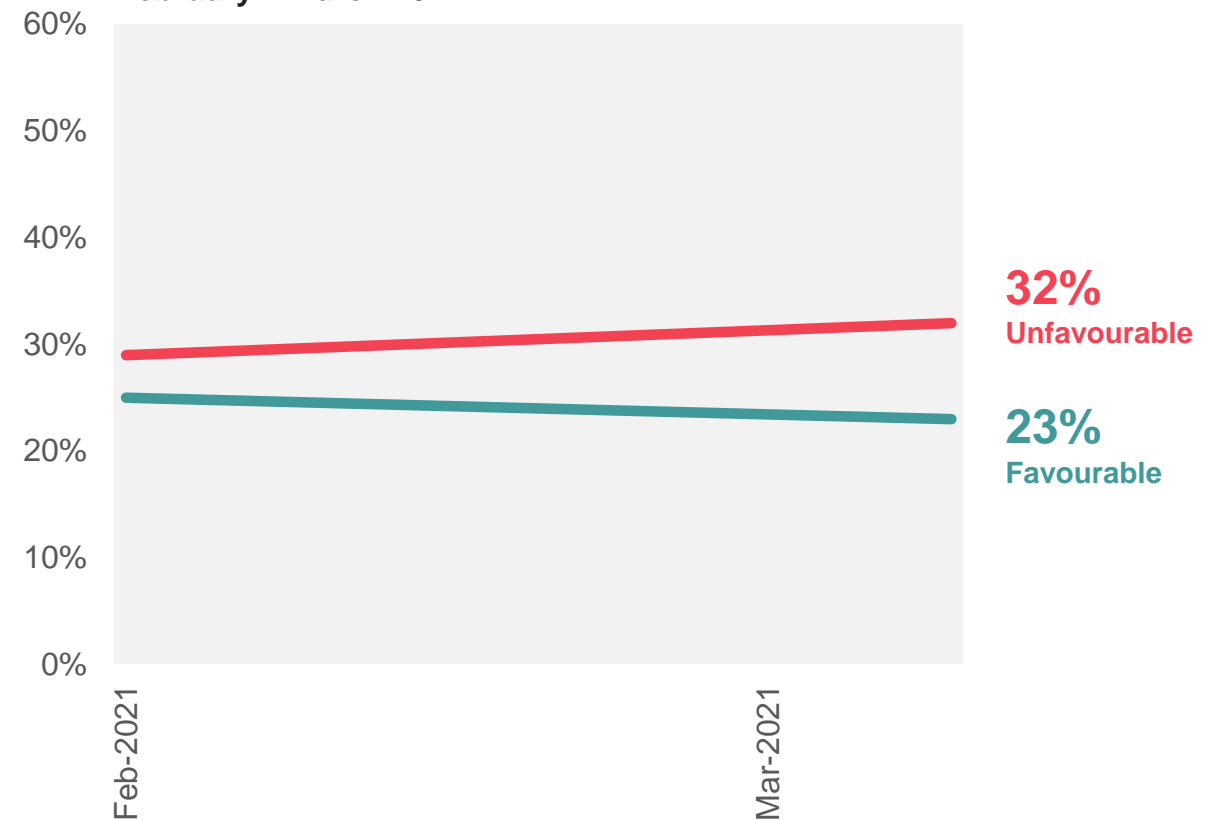
March 2021



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

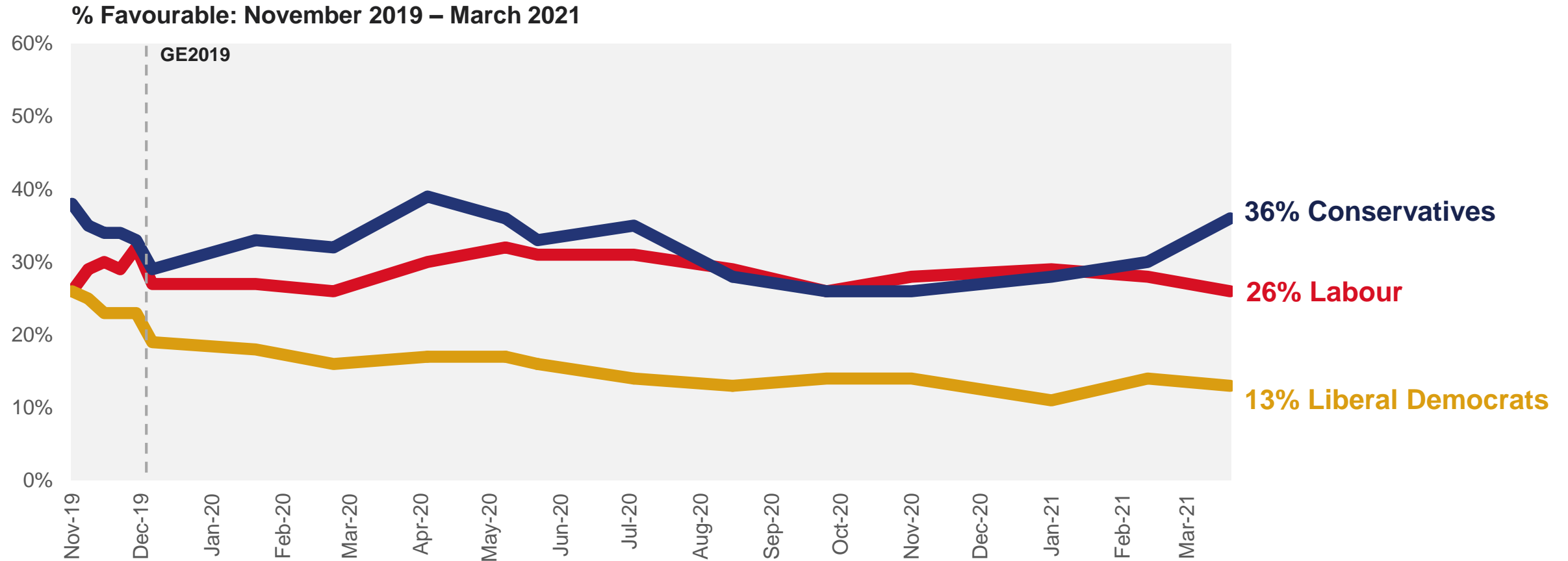
Source: Ipsos MORI

February – March 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?



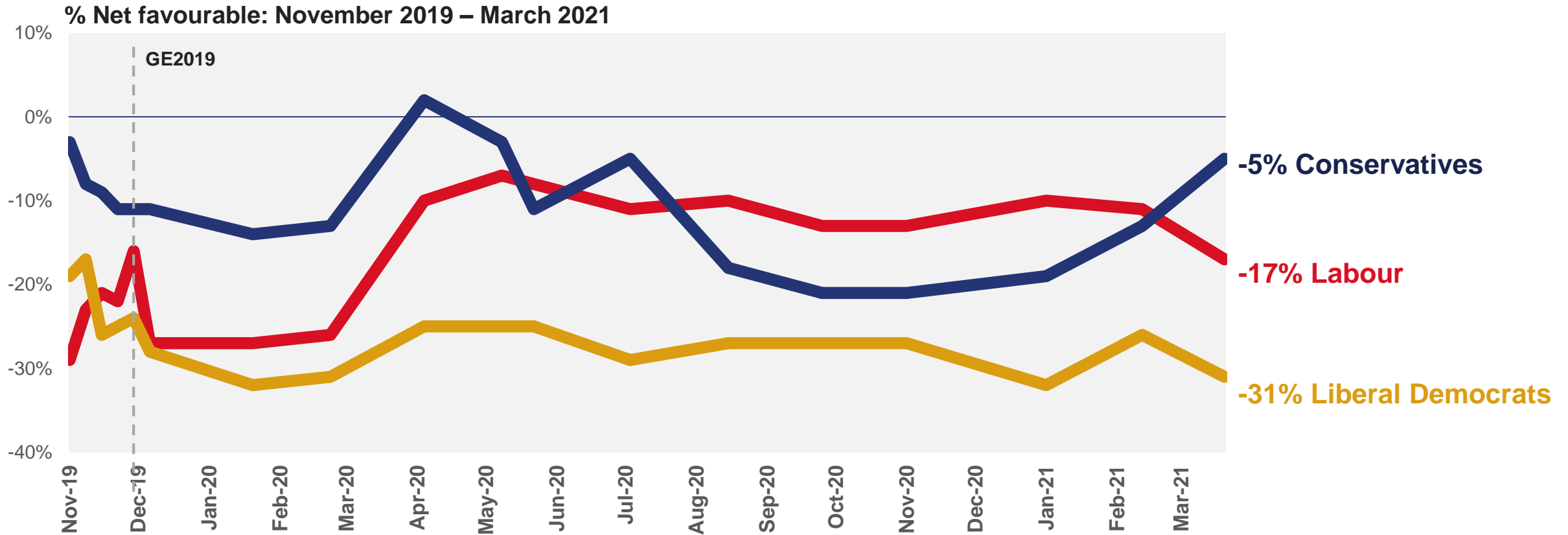
Base: c.1000 British adults each month.

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?



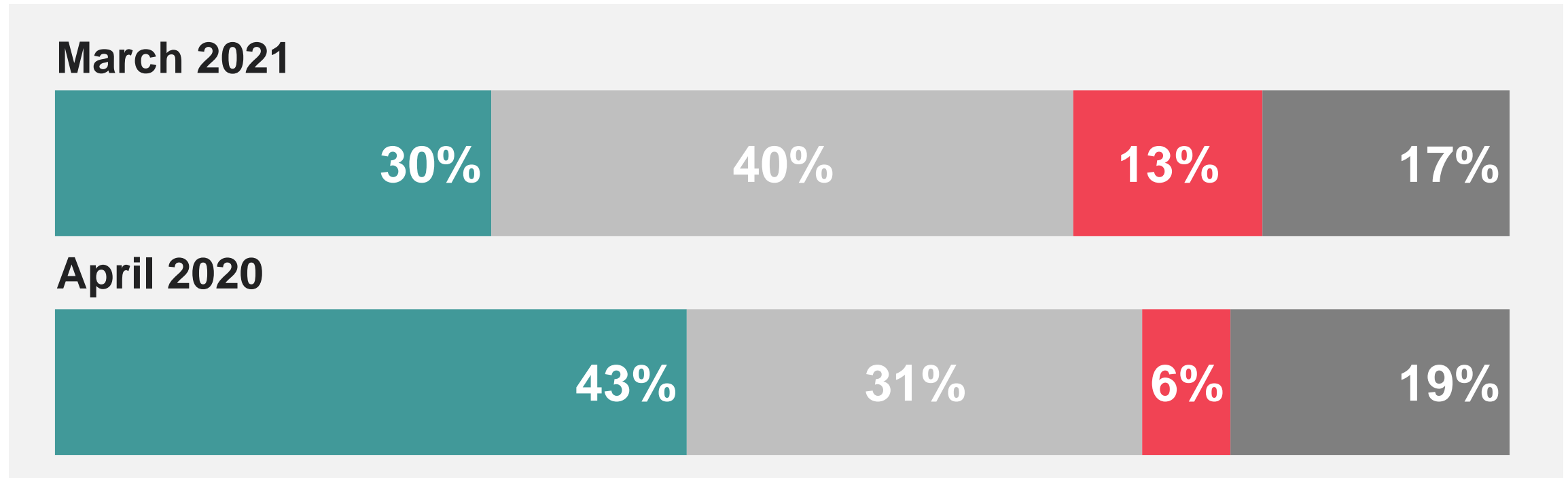
Base: c.1000 British adults each month.

Source: Ipsos MORI

# Keir Starmer: Impact on the Labour party

As you may know, Keir Starmer was elected as leader of the Labour party last year. From what you've seen or heard about Keir Starmer, if anything, do you think he will change the Labour party for the better, worse, or will he make no difference?

**Better**   **Make no difference**   **Worse**   **Don't know**



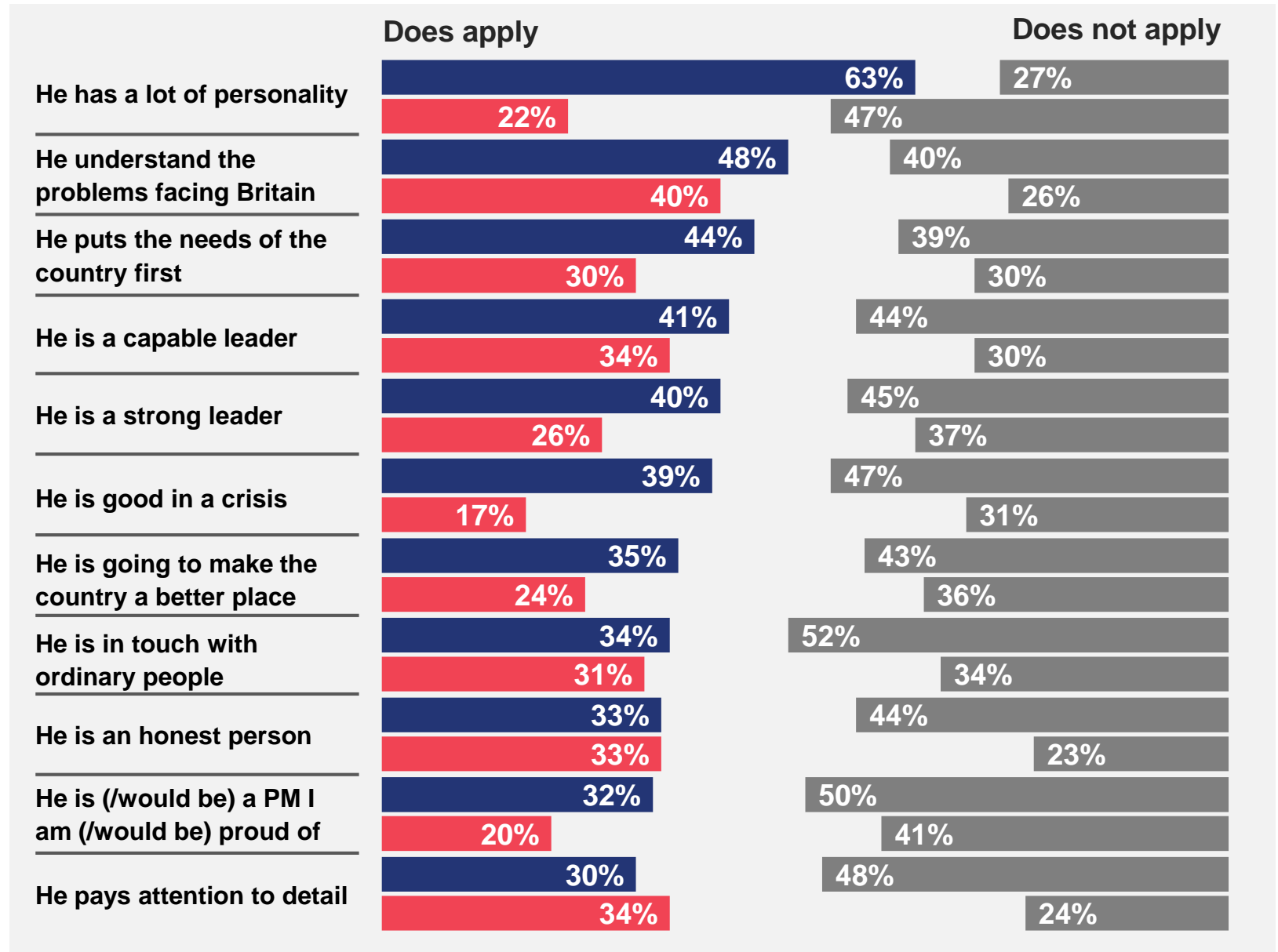
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

# Image of party leaders: Boris Johnson versus Keir Starmer

Do you think each of the following statements does or does not apply to...?

**The Prime Minister, Boris Johnson**

**Leader of the Labour party, Keir Starmer**



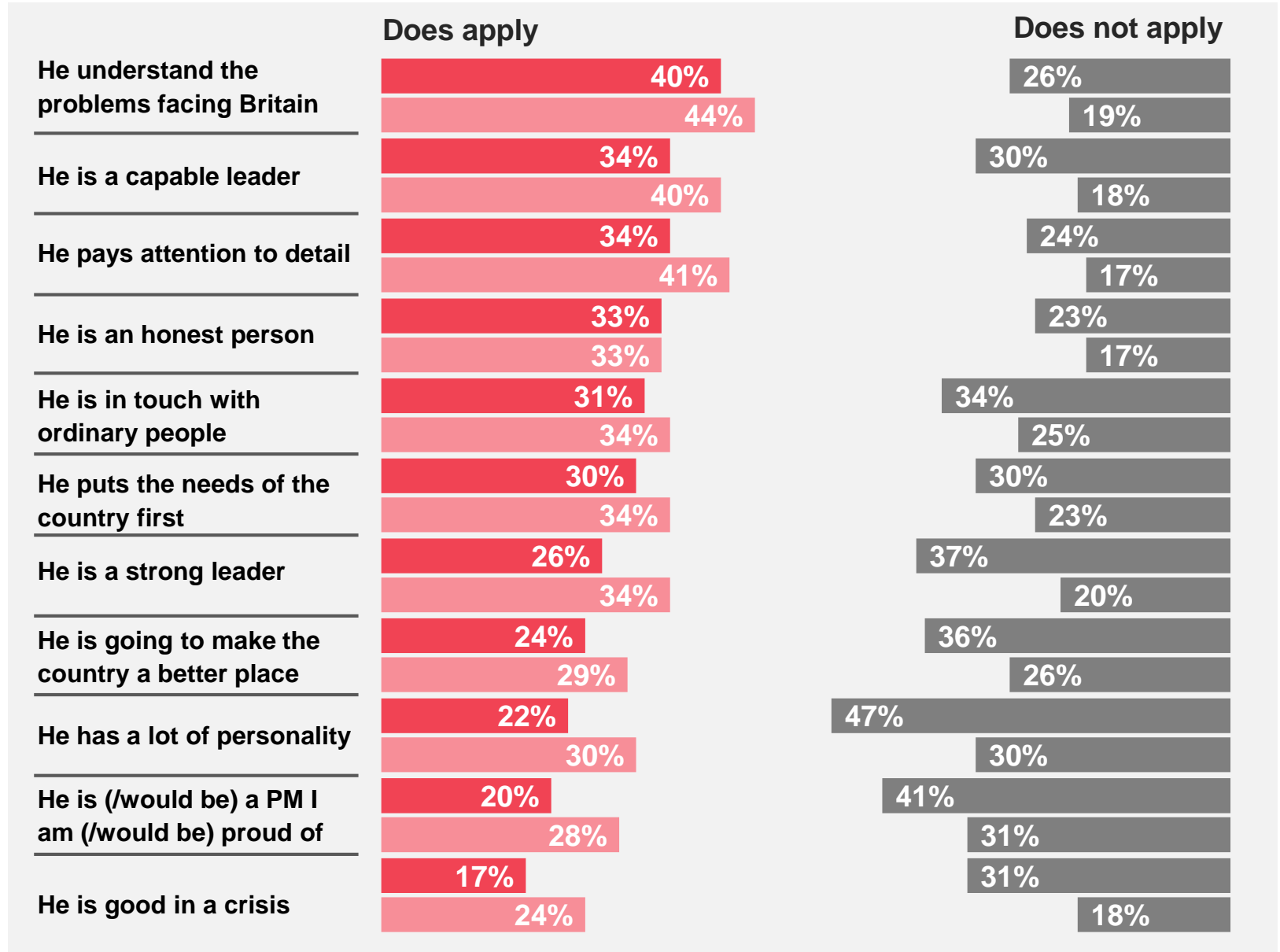
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

# Image of party leaders: Keir Starmer

Do you think each of the following statements does or does not apply to...?

March 2021

June 2020



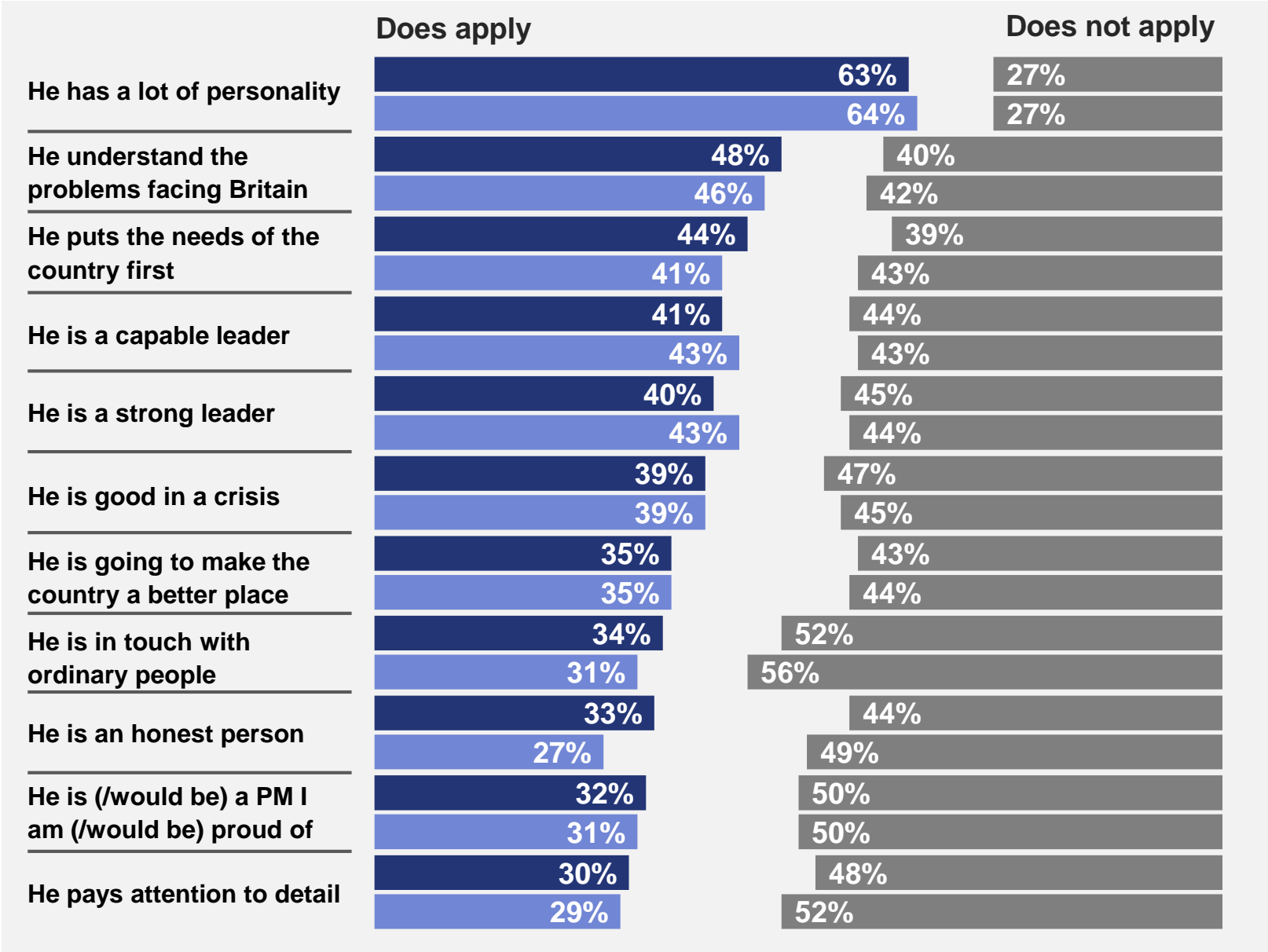
Base: 1,128 Online British adults aged 18+, 26-29 March 2021

# Image of party leaders: Boris Johnson

Do you think each of the following statements does or does not apply to...?

March 2021

June 2020



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

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## Political Pulse February 2021

### For more information

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