

IPSOS MORI POLITICAL PULSE

June 2021

Ipsos MORI





FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

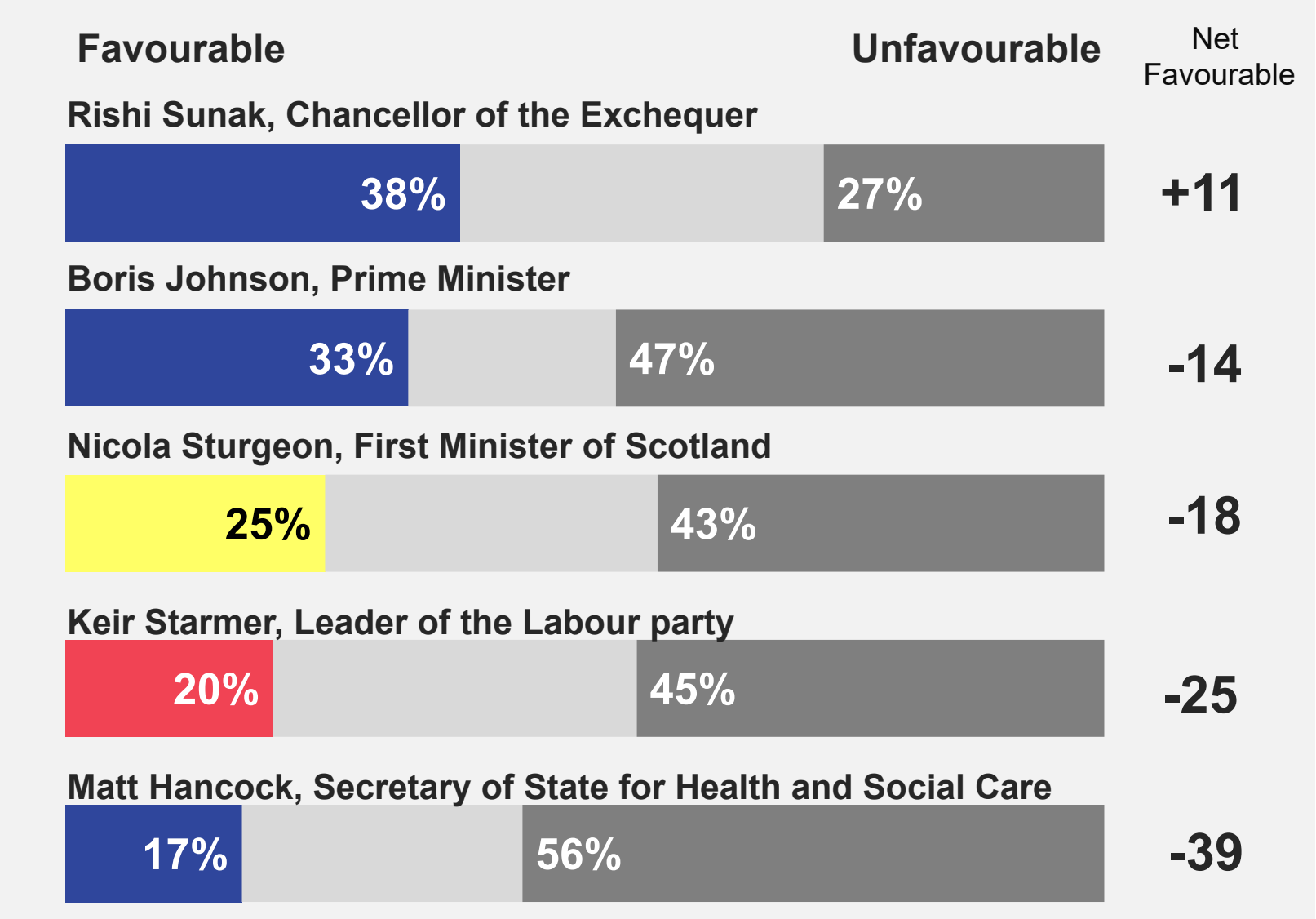
June 2021

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?

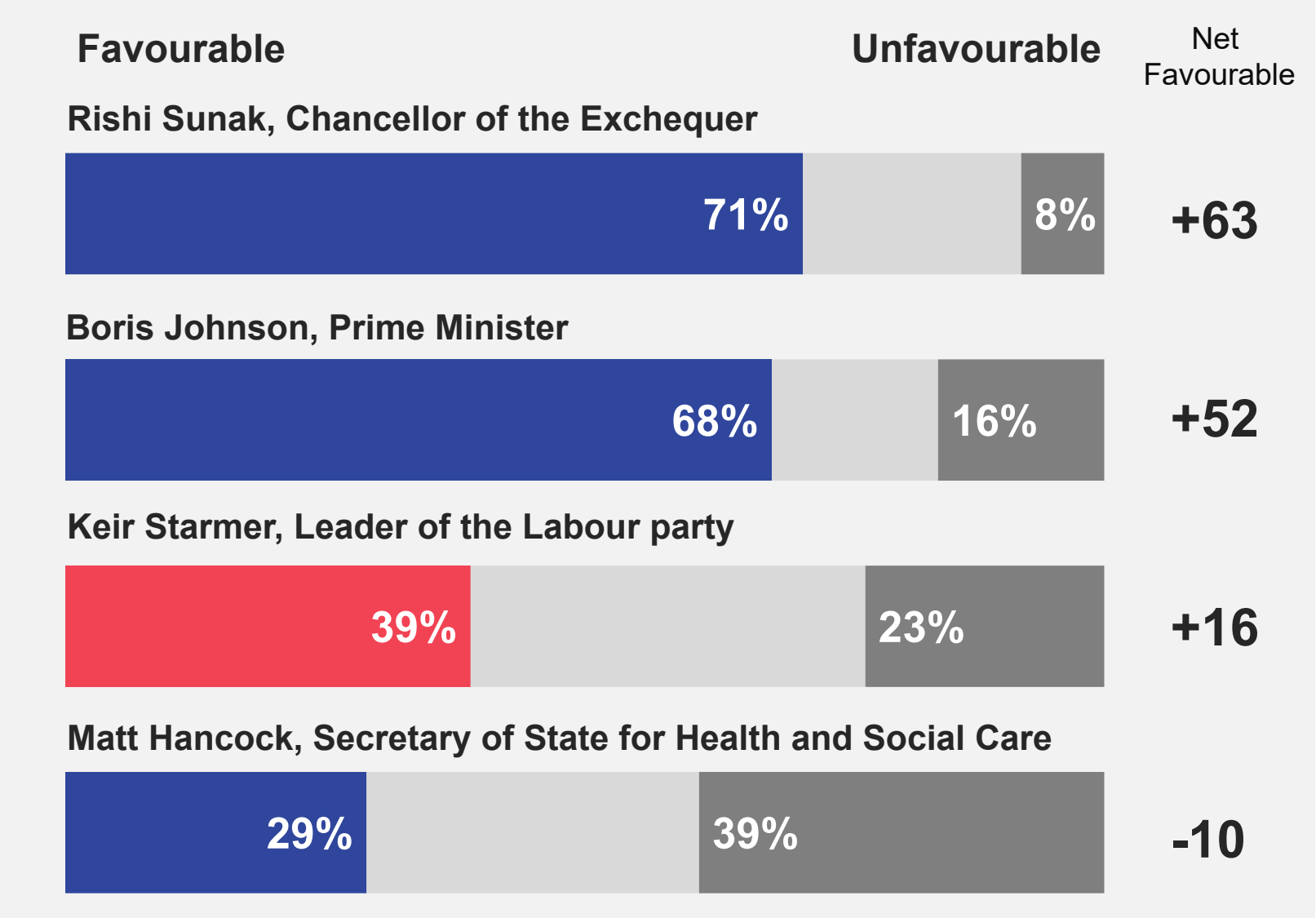


Base: 1,128 Online British adults aged 18+, 25-28 June 2021

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?



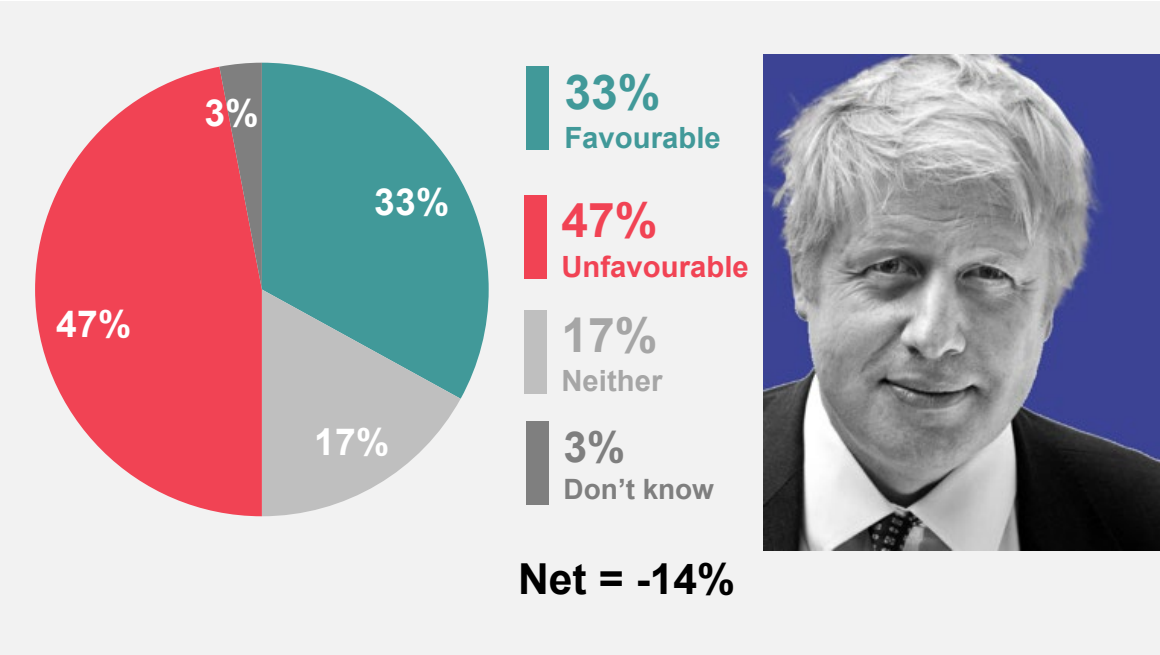
Base: 1,128 Online British adults 18+, 2019 Conservative party supporters (325), 2019 Labour party supporters (305), 25-28 June 2021.

Source: Ipsos MORI

Boris Johnson: Favourability

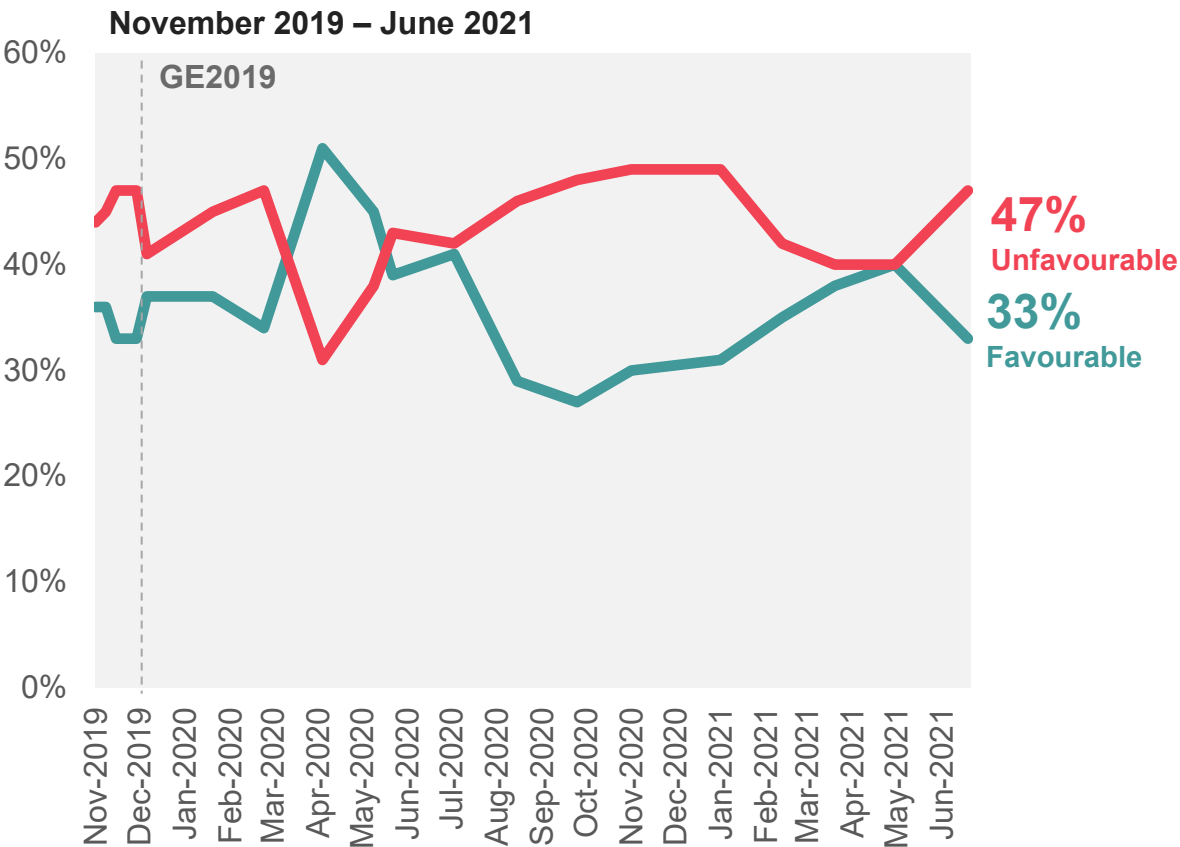
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

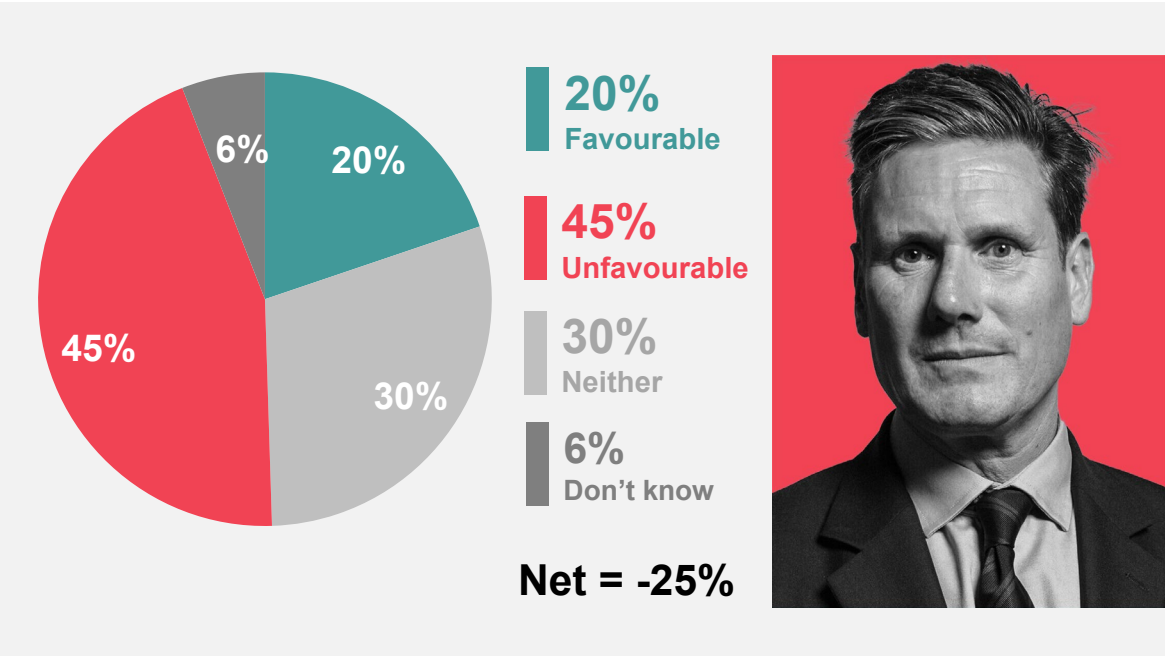
Source: Ipsos MORI



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

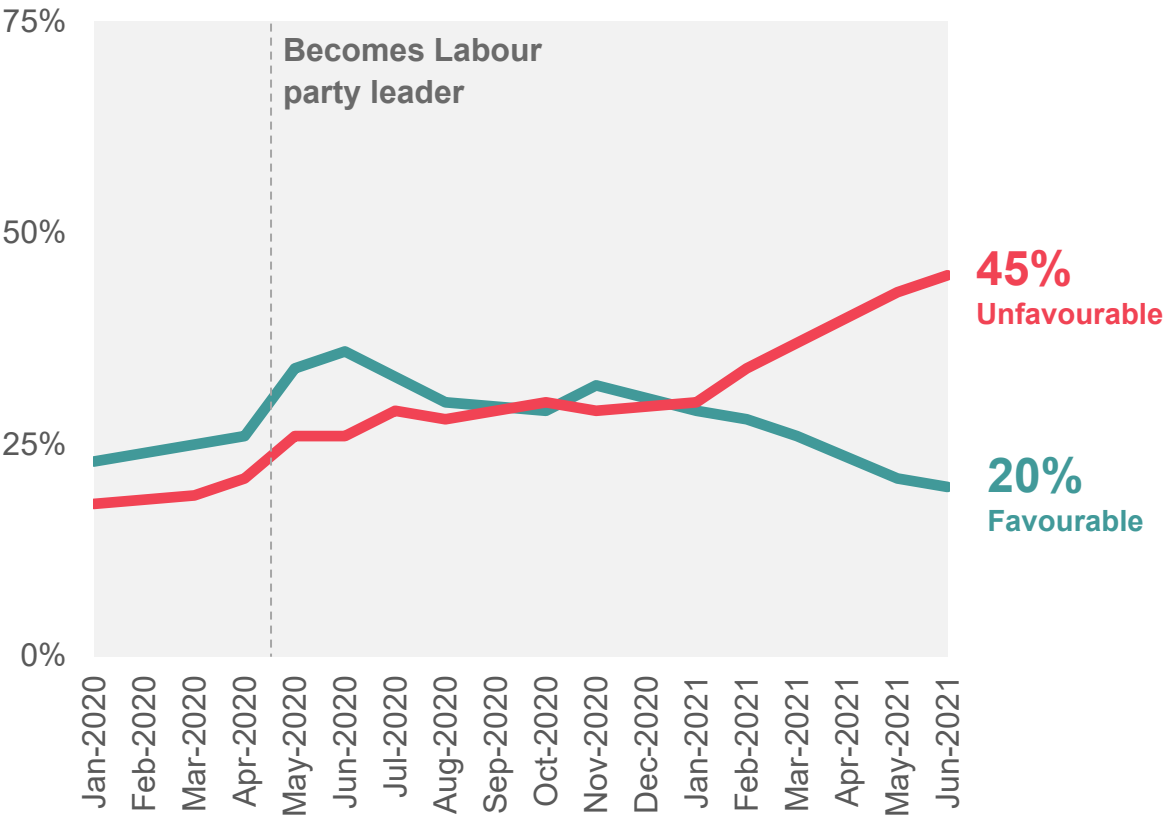
June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

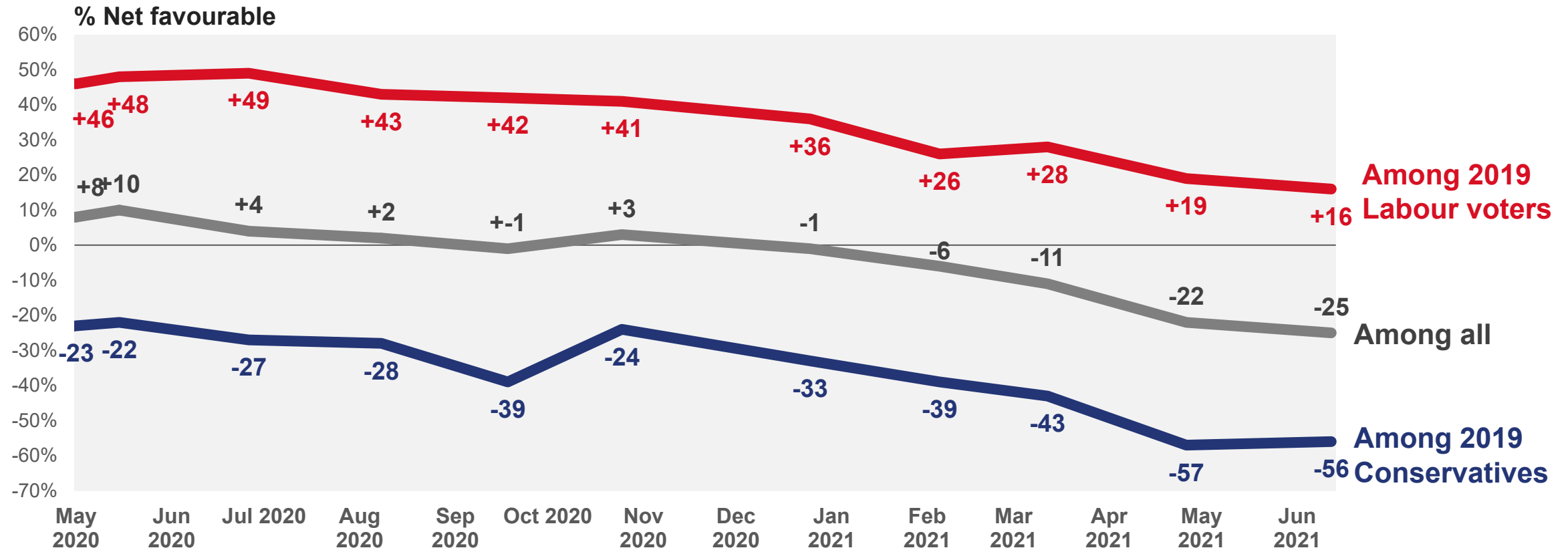
Source: Ipsos MORI

November 2019 – June 2021



Keir Starmer: Net favourability

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

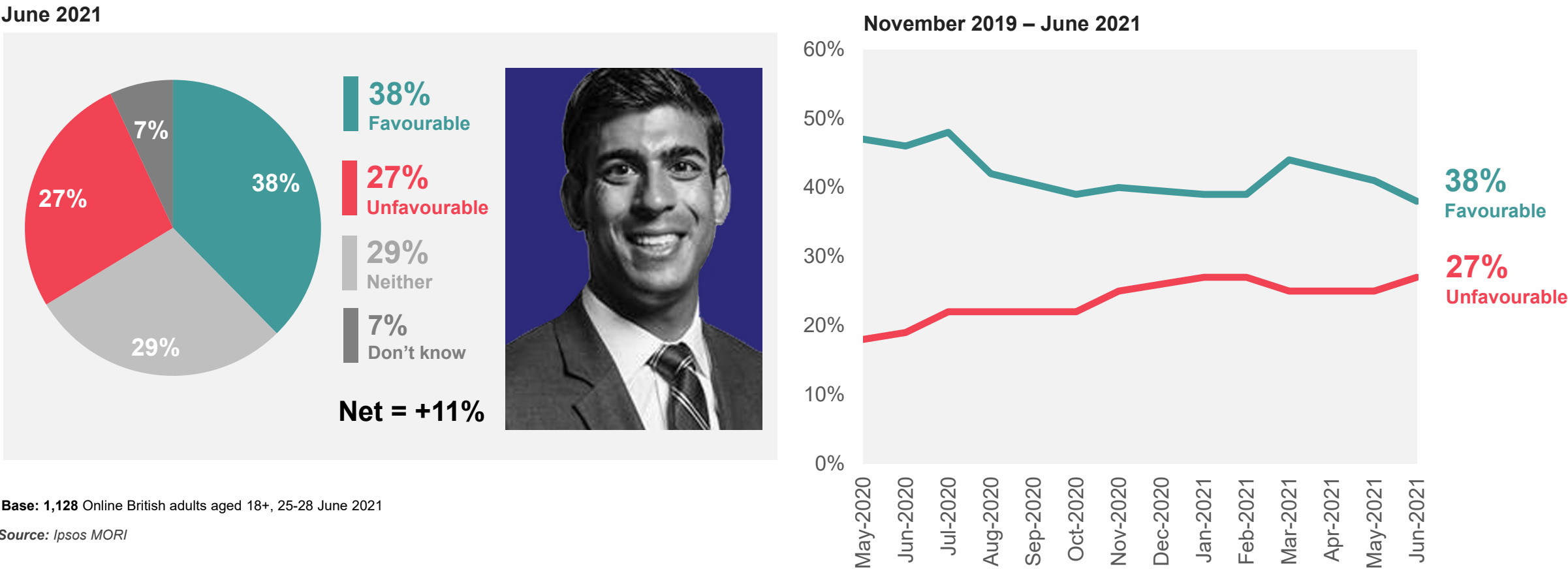


Base: c.1000 British adults each month.

Source: Ipsos MORI

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



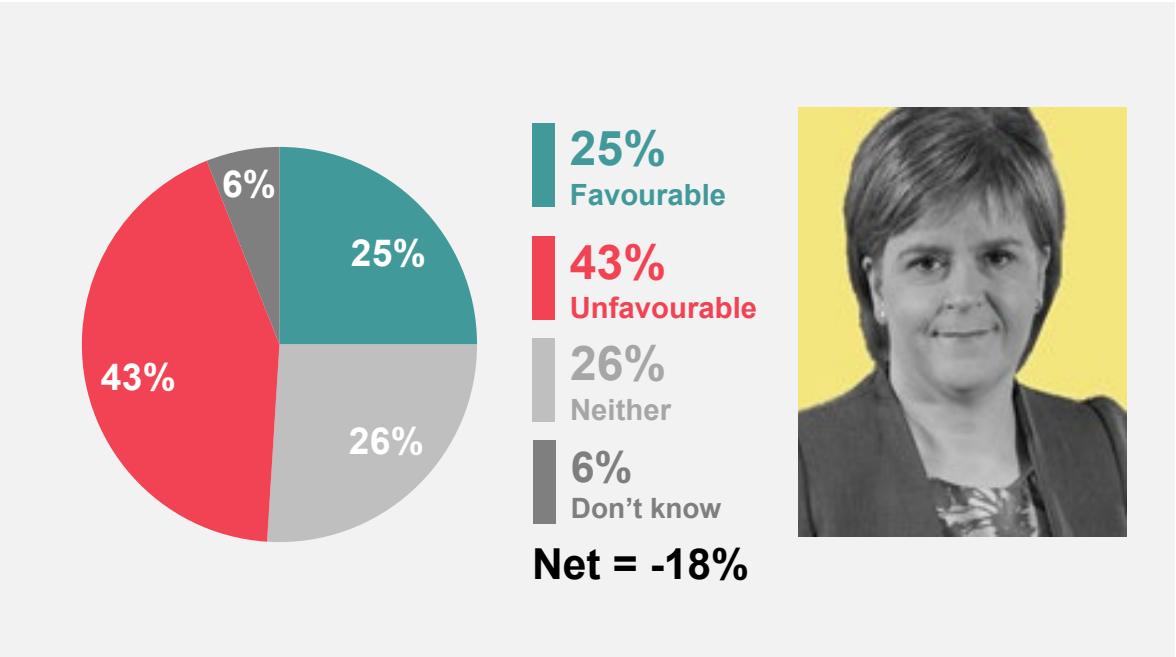
Base: 1,128 Online British adults aged 18+, 25-28 June 2021

Source: Ipsos MORI

Nicola Sturgeon: Favourability

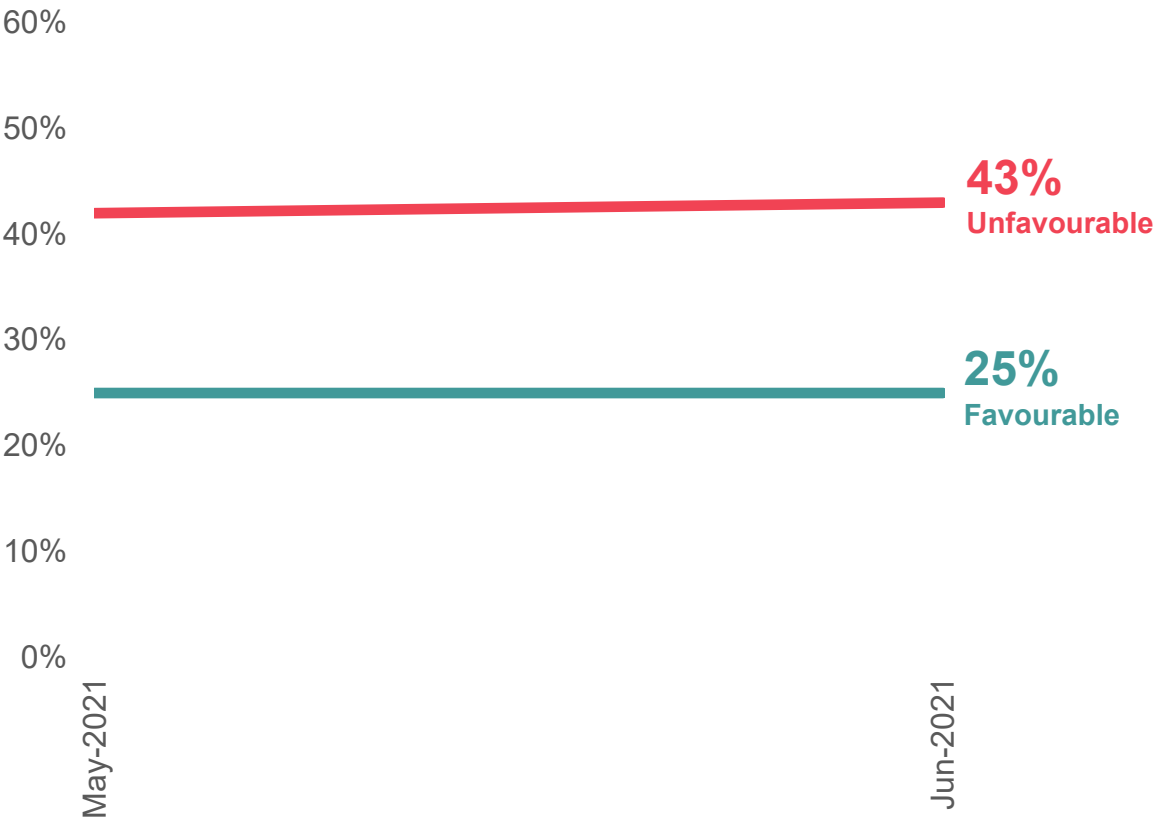
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nicola Sturgeon

June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

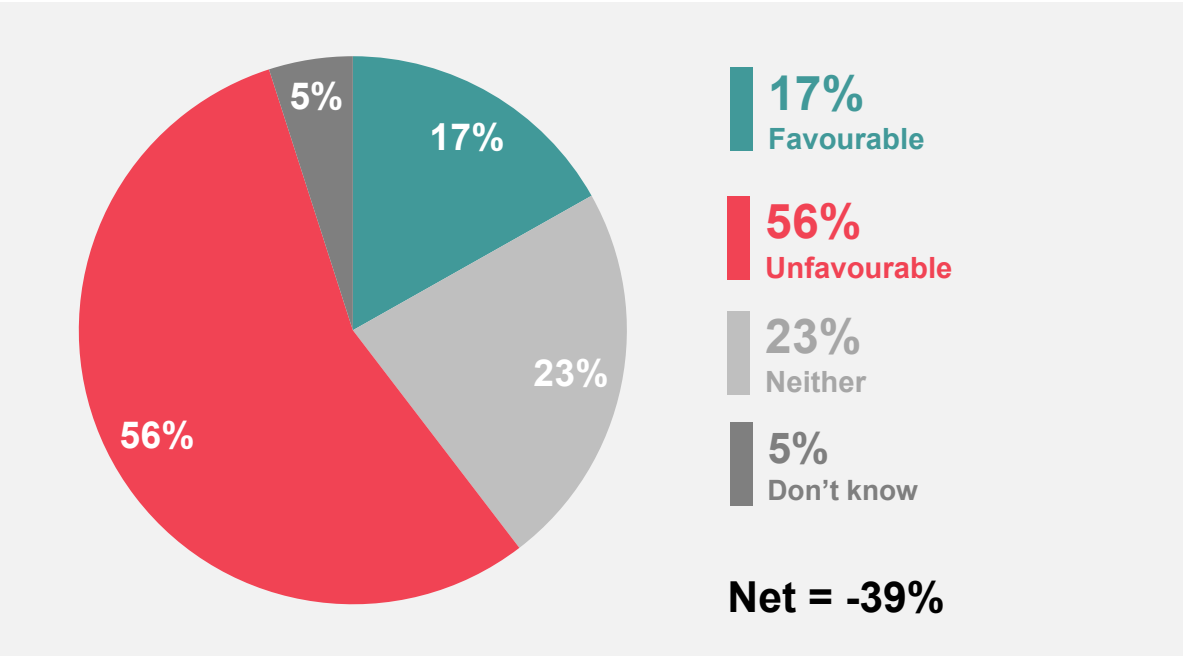
Source: Ipsos MORI



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

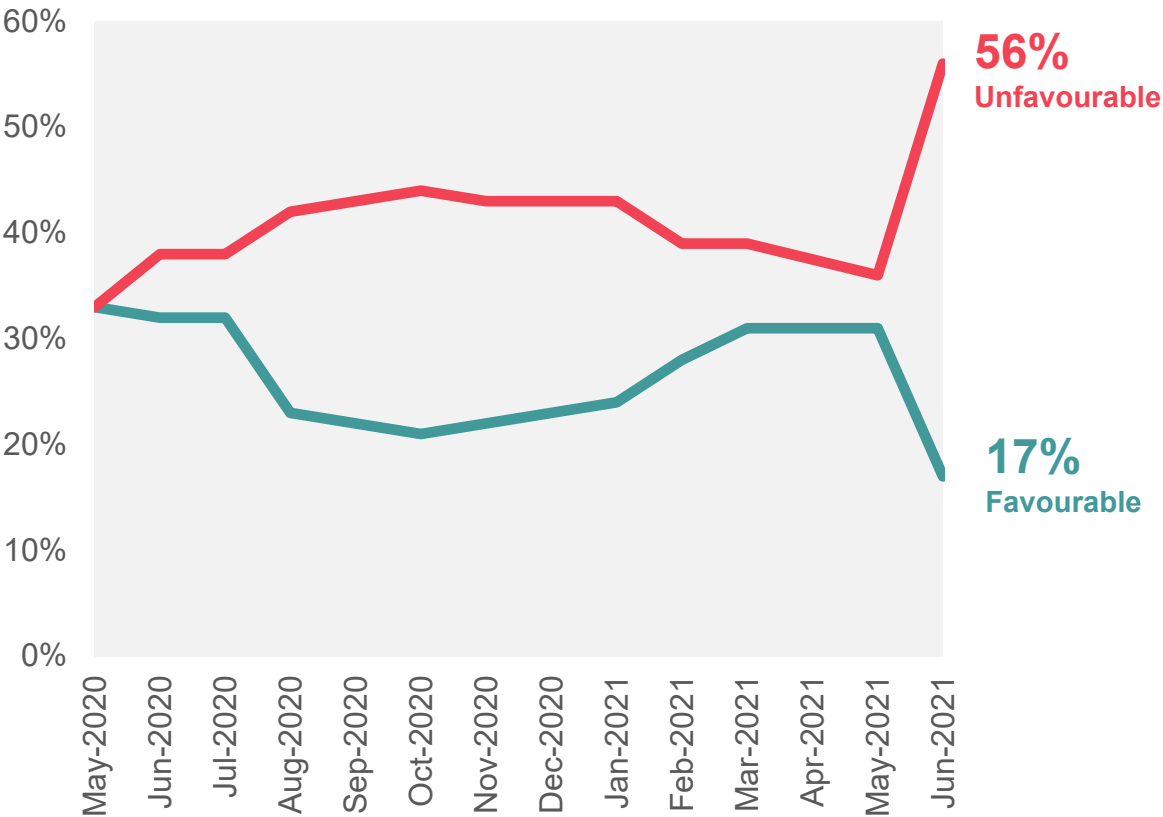
June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

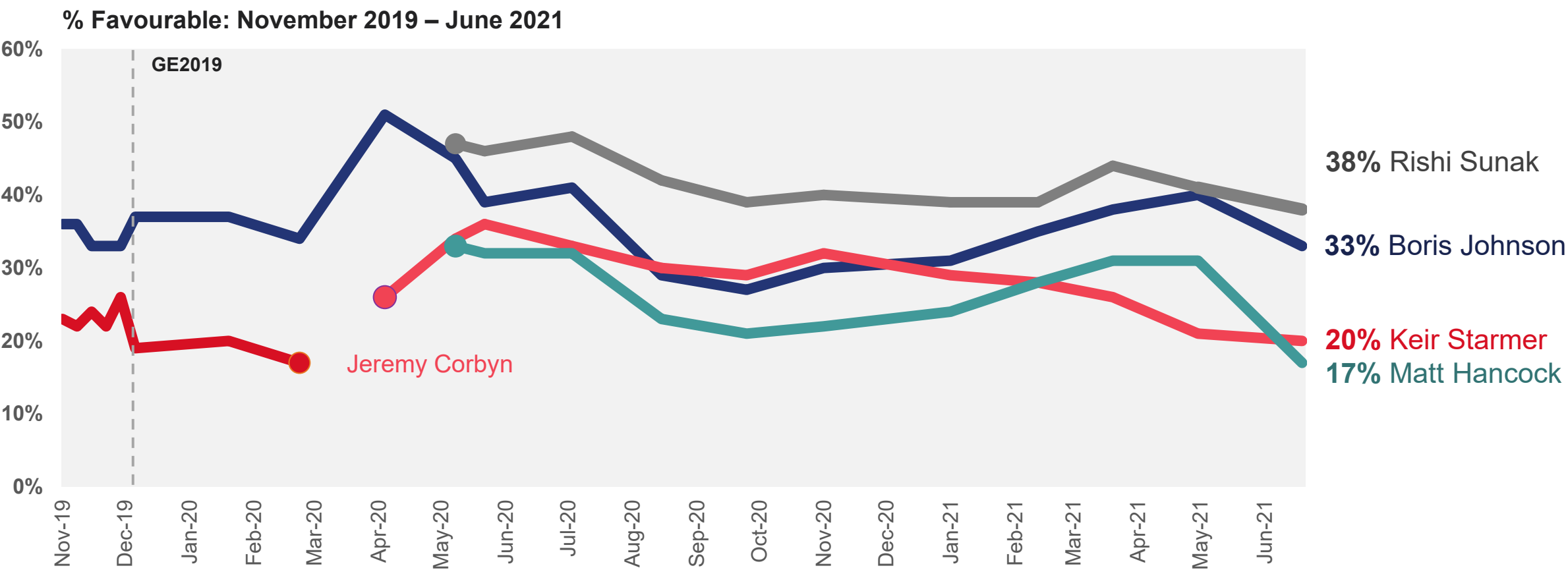
Source: Ipsos MORI

November 2019 – June 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?

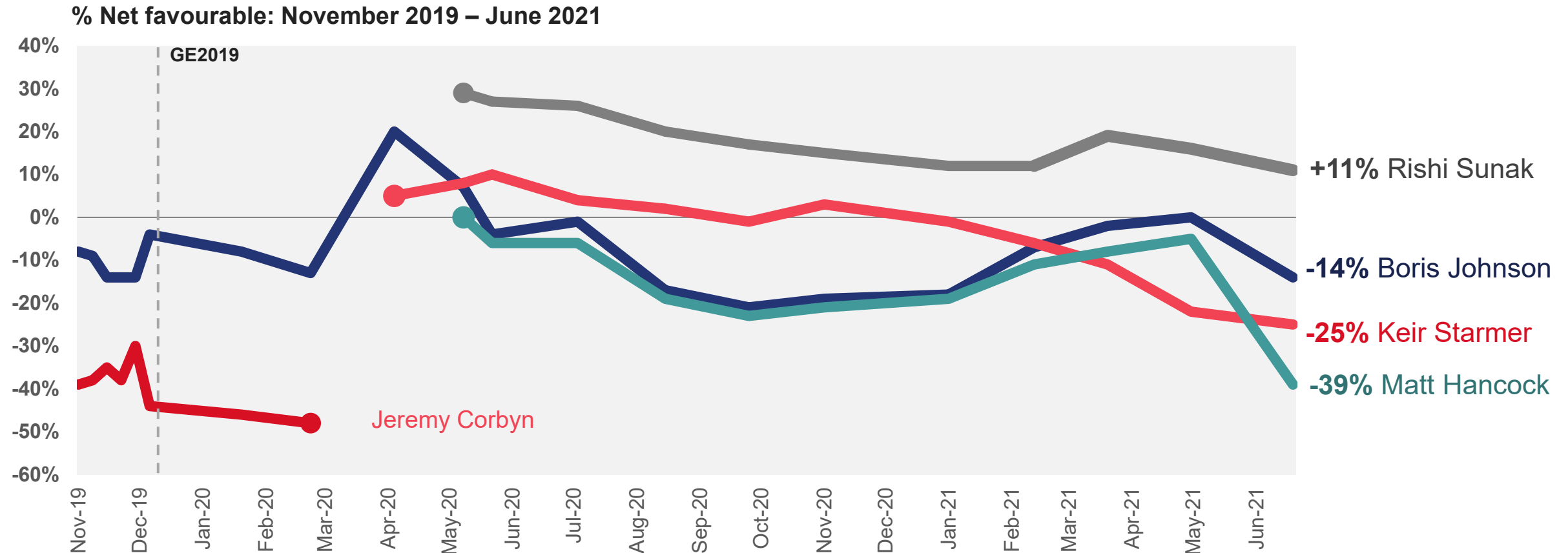


Base: c.1,000 British adults each month.

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?

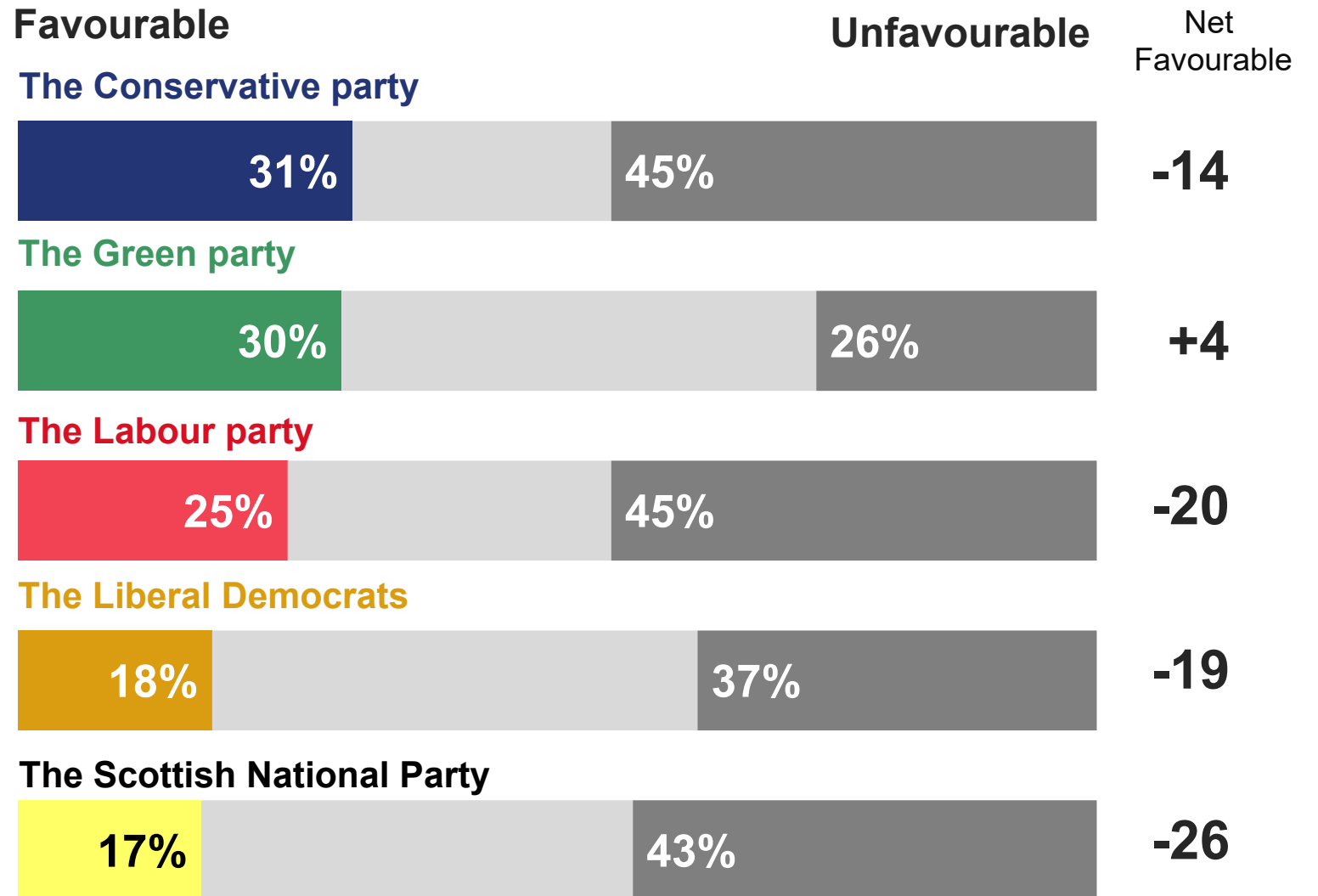


Base: c.1000 British adults each month.

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?



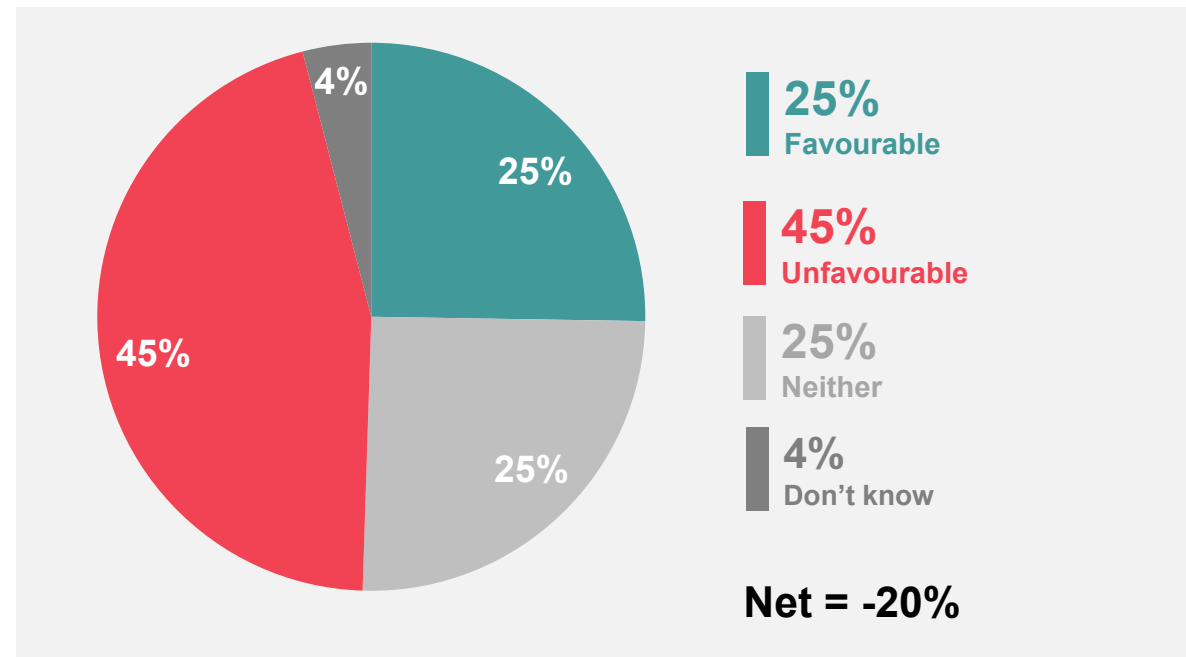
Base: 1,128 Online British adults aged 18+, 25-28 June 2021

Source: Ipsos MORI

The Labour party: Favourability

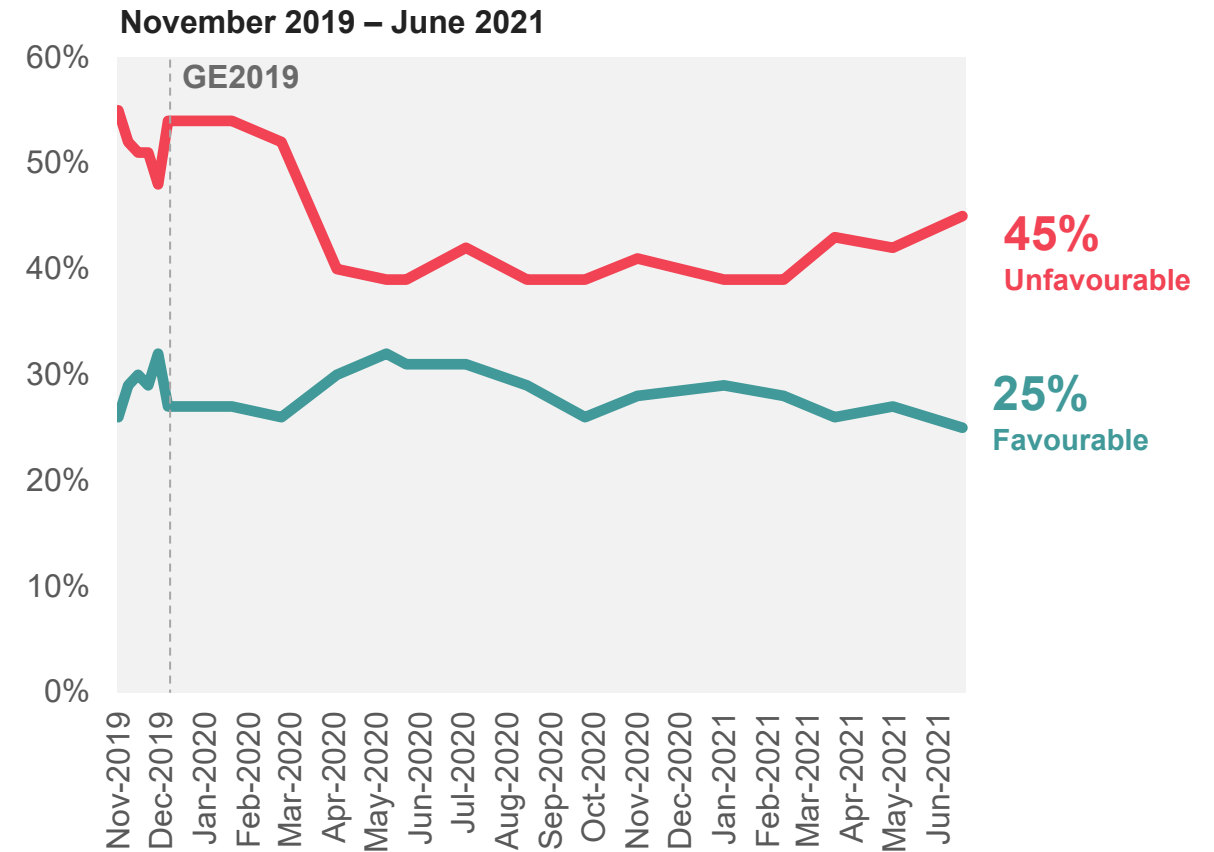
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

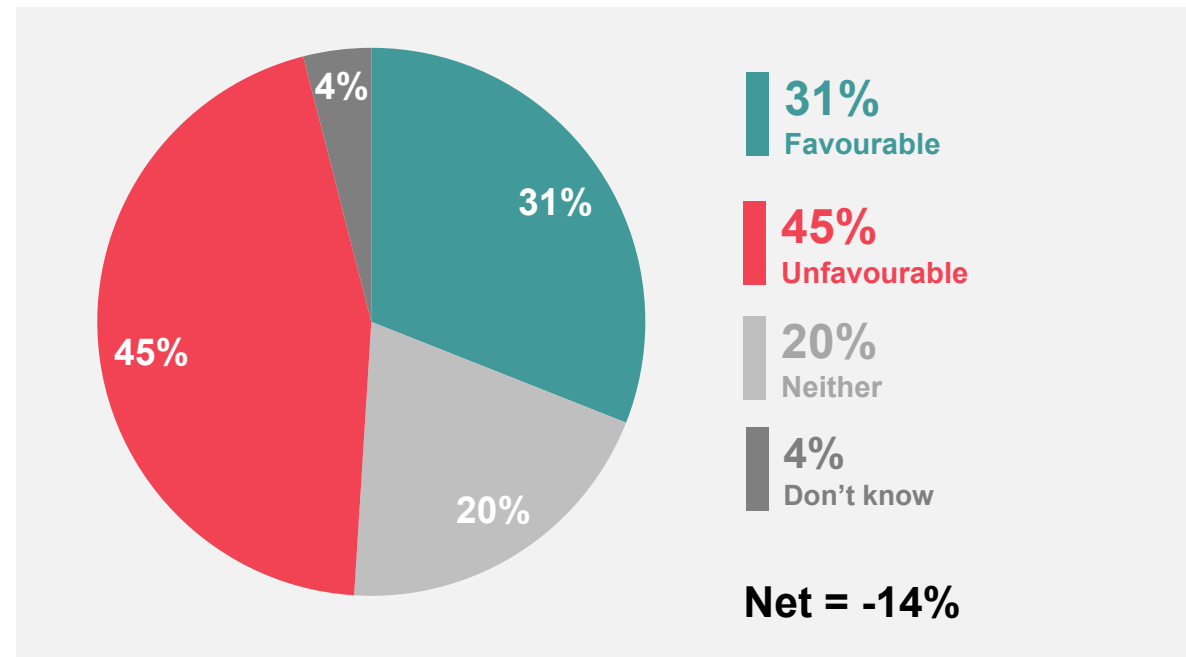
Source: Ipsos MORI



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

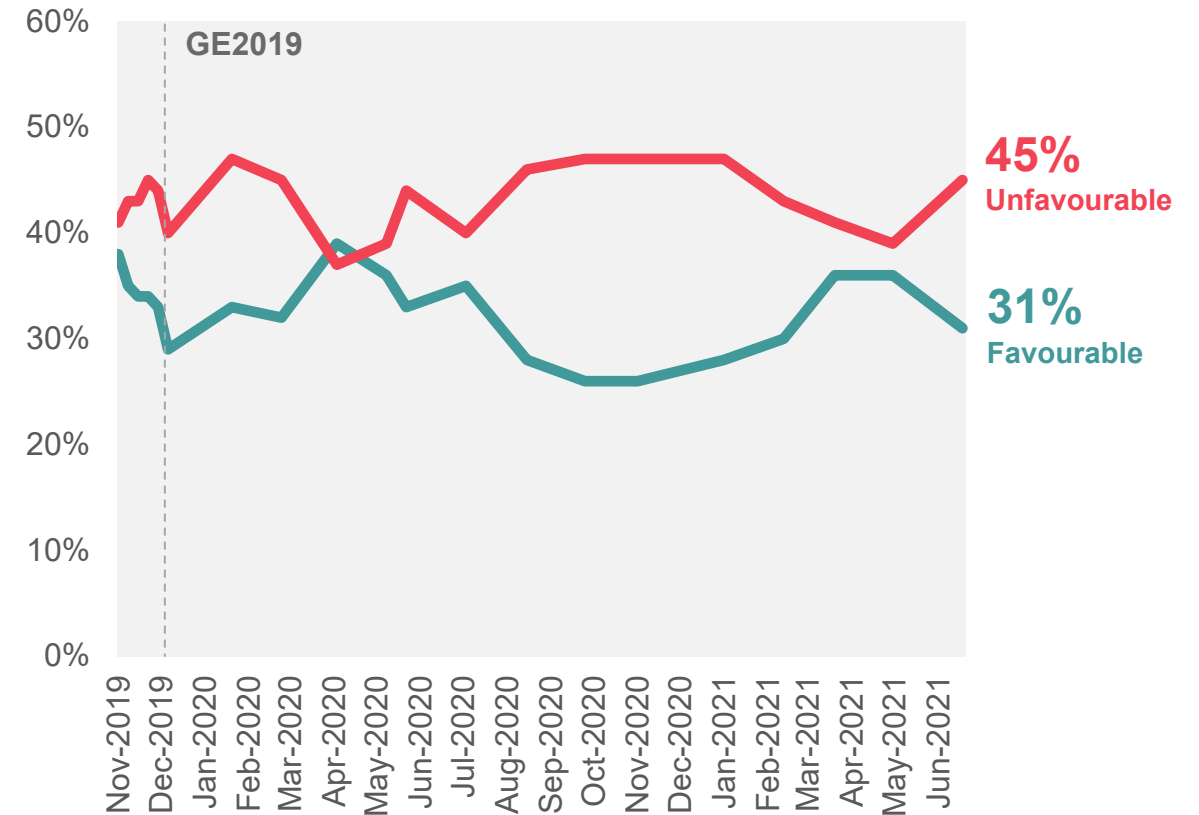
June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

Source: Ipsos MORI

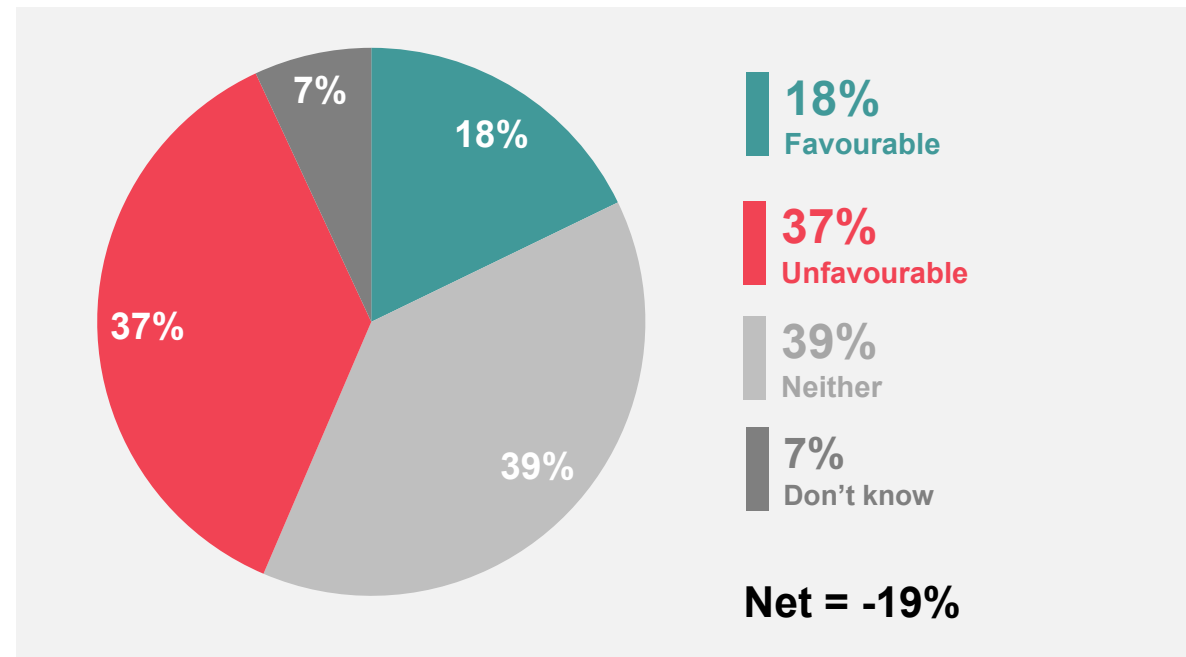
November 2019 – June 2021



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

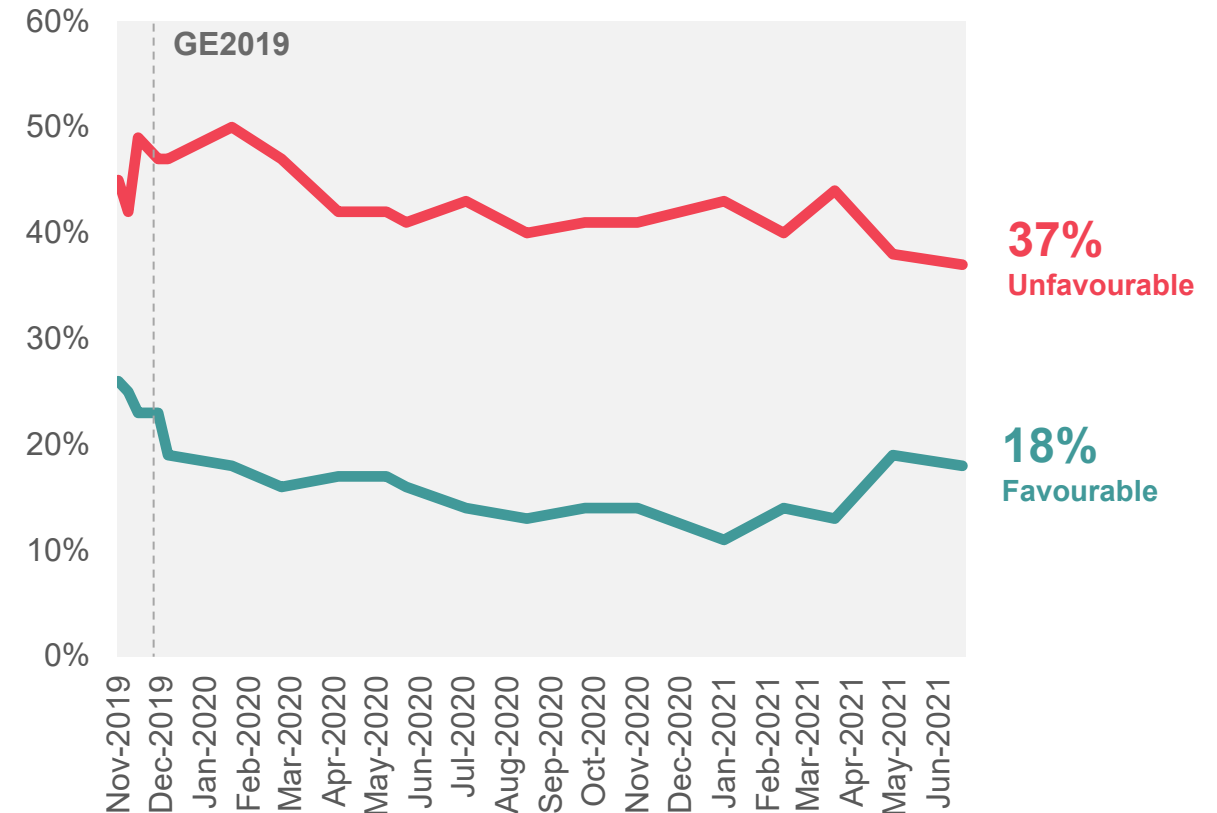
June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

Source: Ipsos MORI

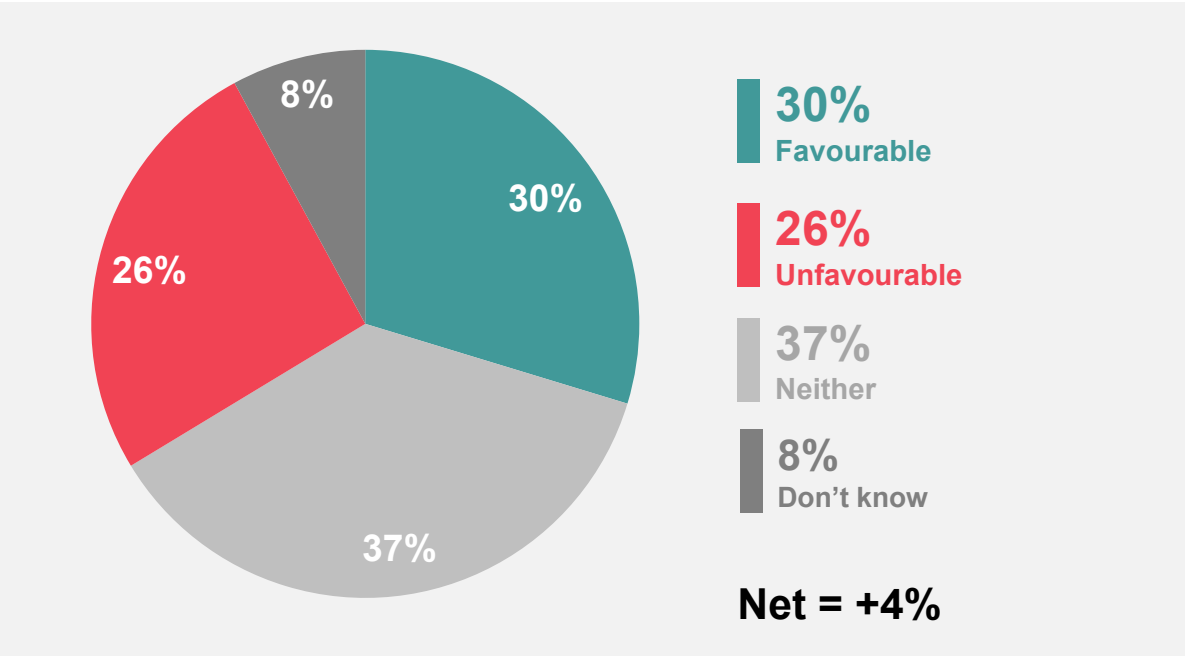
November 2019 – June 2021



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

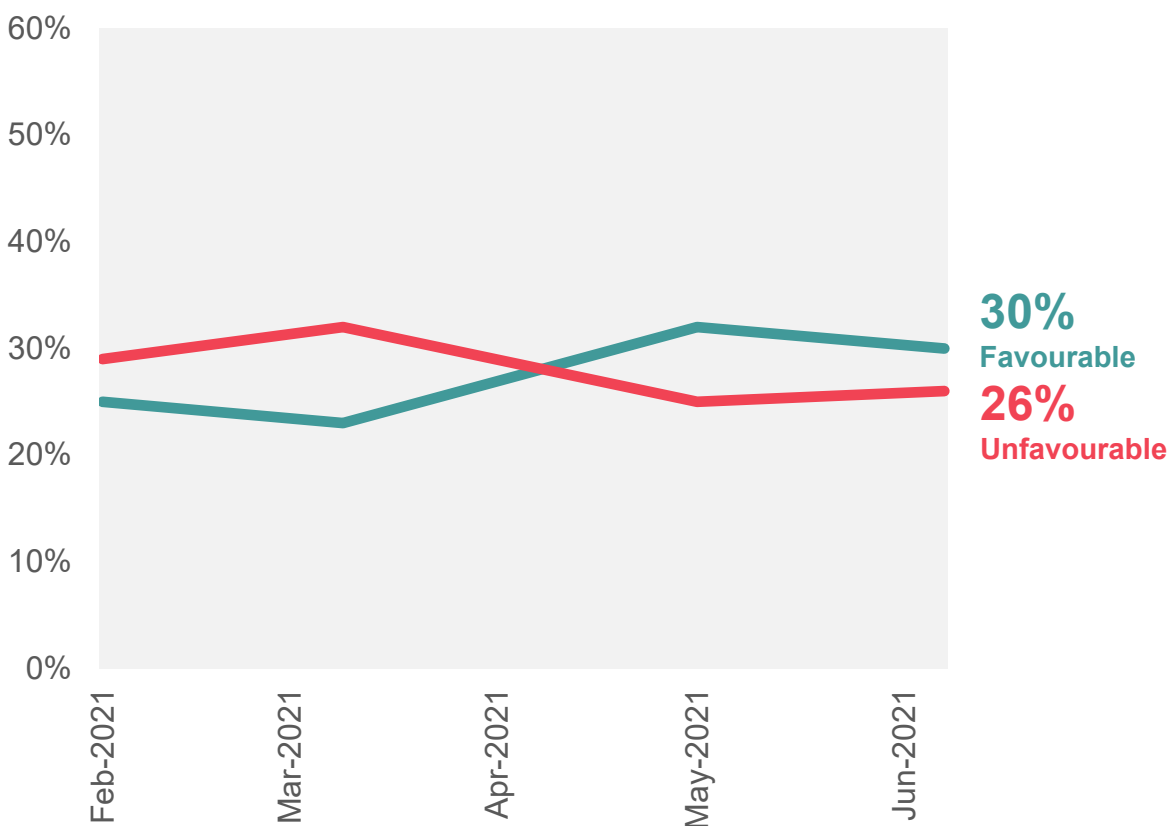
June 2021



Base: 1,128 Online British adults aged 18+, 25-28 June 2021

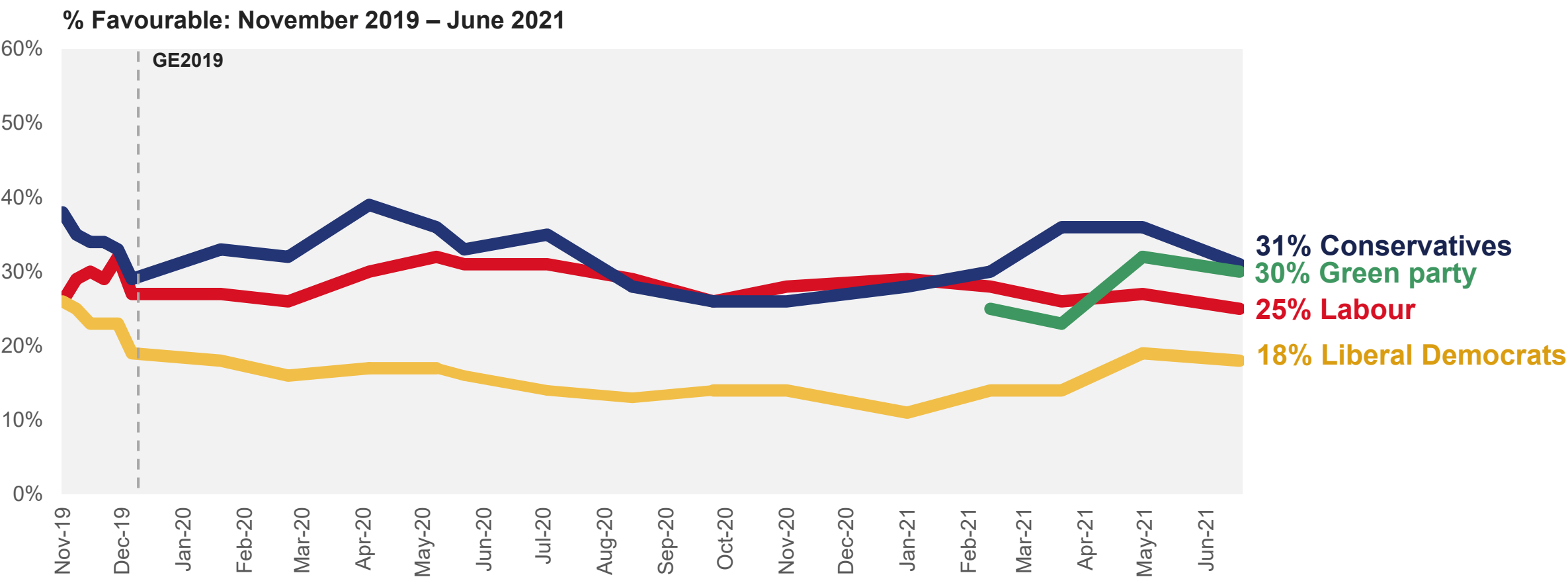
Source: Ipsos MORI

February – June 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?

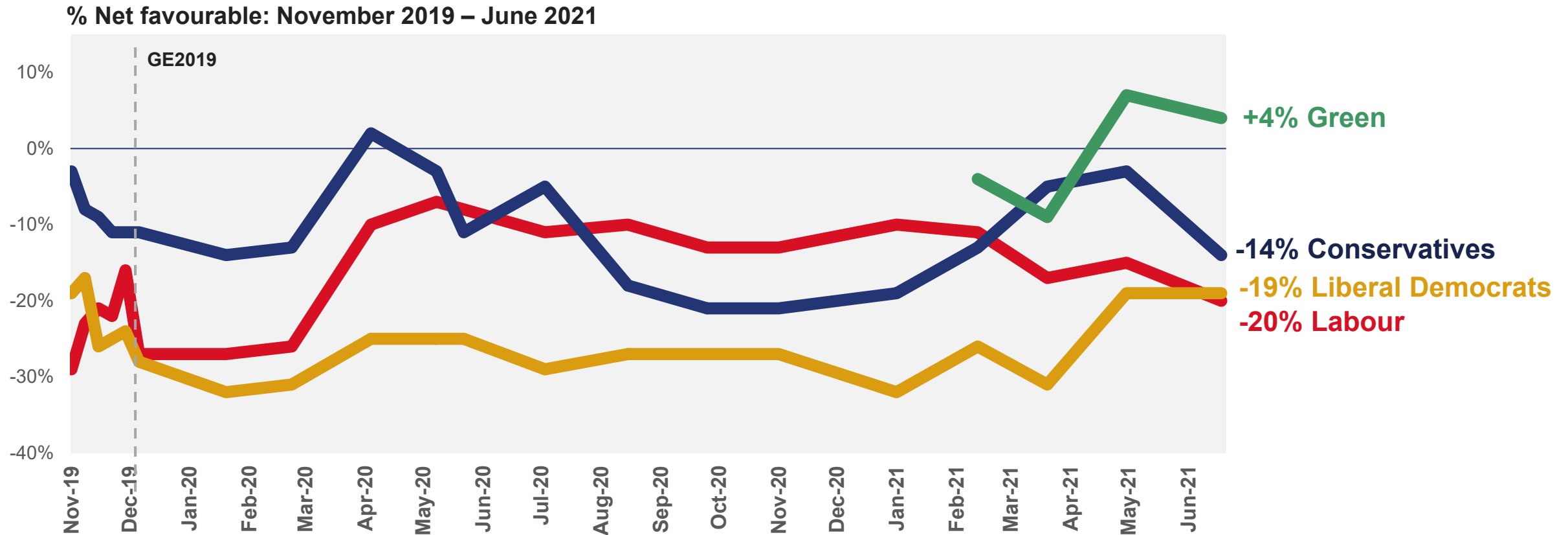


Base: c.1000 British adults each month.

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

How well is Boris Johnson's Conservative government doing?

Would you say that the current Conservative government, led by Prime Minister Boris Johnson, is doing well or badly at running the country, or do you not have an opinion?

Well **Neither well or badly** **Badly** **Don't know**

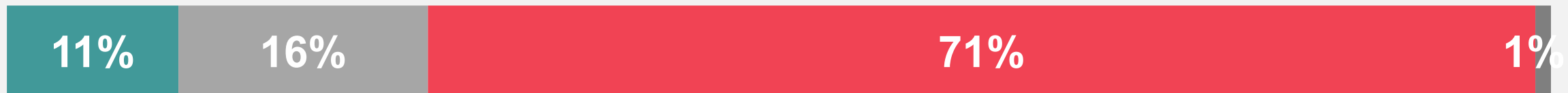
Among all



Among 2019 Conservative voters



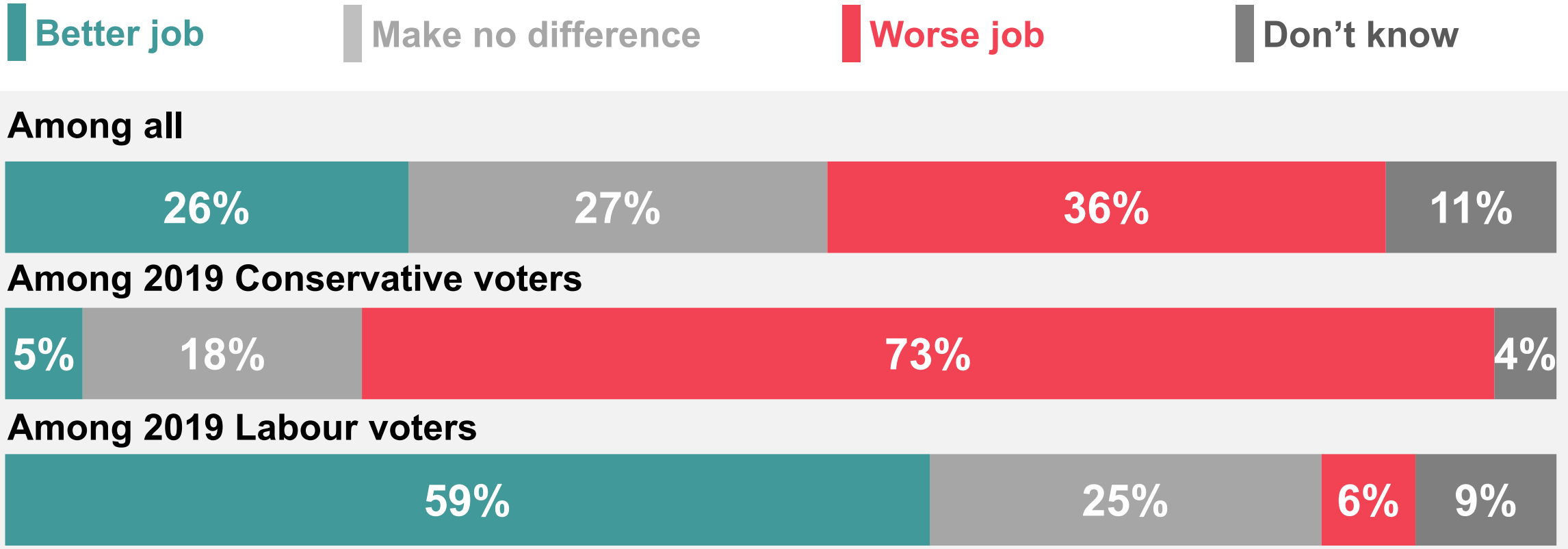
Among 2019 Labour voters



Base: 1,128 Online British adults 18+, 2019 Conservative party voters (325), 2019 Labour party voters (305), 25-28 June 2021.

Would a Labour government led by Starmer do a better job?

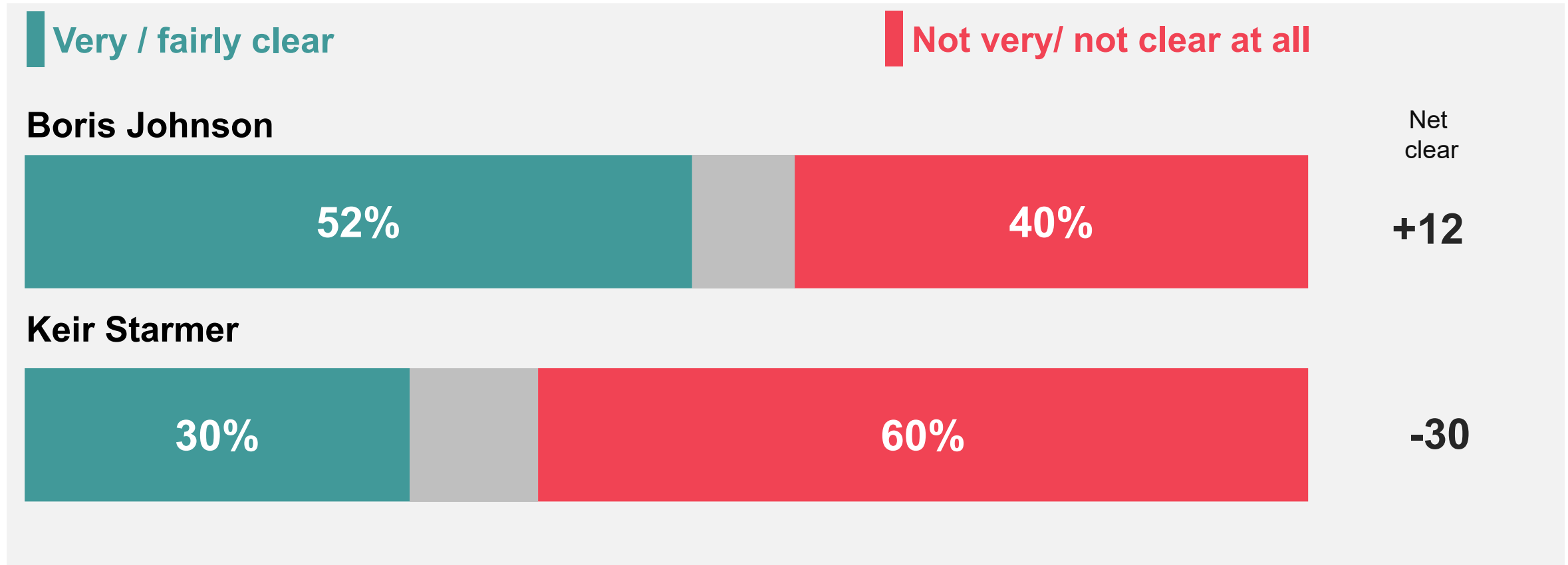
Now imagine that Labour were in government and Keir Starmer was Prime Minister. Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it make no difference?



Base: 1,128 Online British adults 18+, 2019 Conservative party voters (325), 2019 Labour party voters (305), 25-28 June 2021.

Is it clear what Johnson and Starmer stand for?

Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?



Base: 1,128 Online British adults 18+, 25-28 June 2021.

DIRECTION OF THE COUNTRY

June 2021



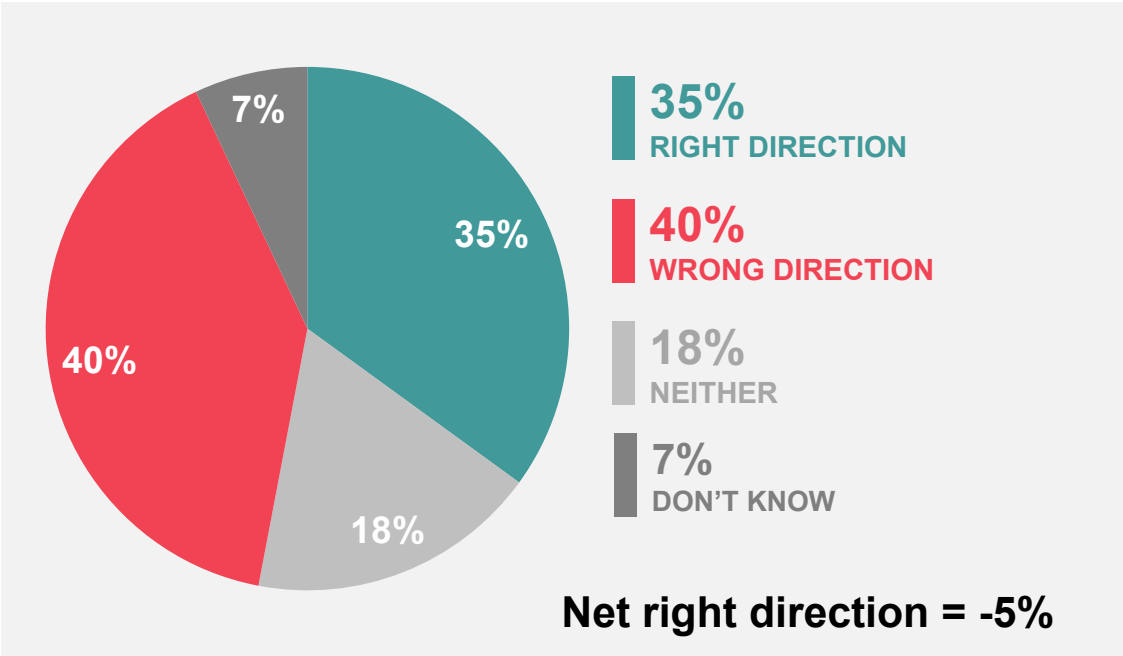
Ipsos MORI



Direction of the country

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

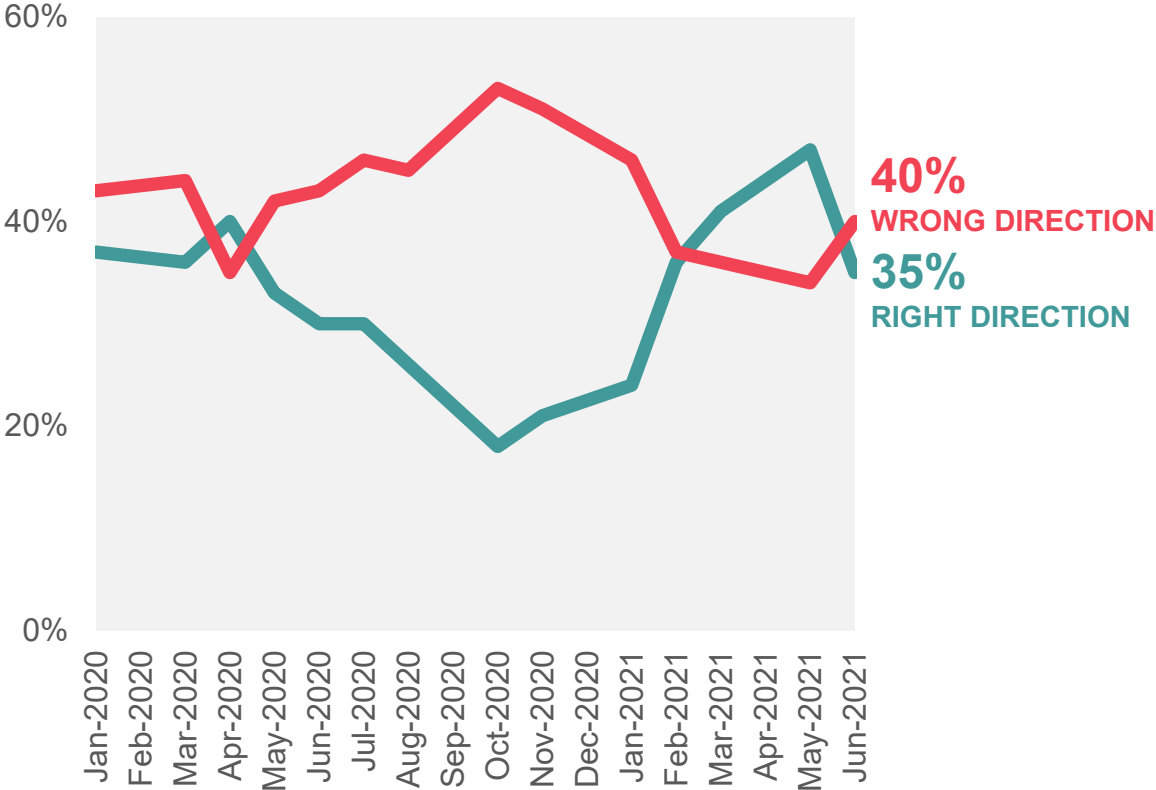
June 2021



Base: 1,128 Online British adults 18+, 25-28 June 2021.

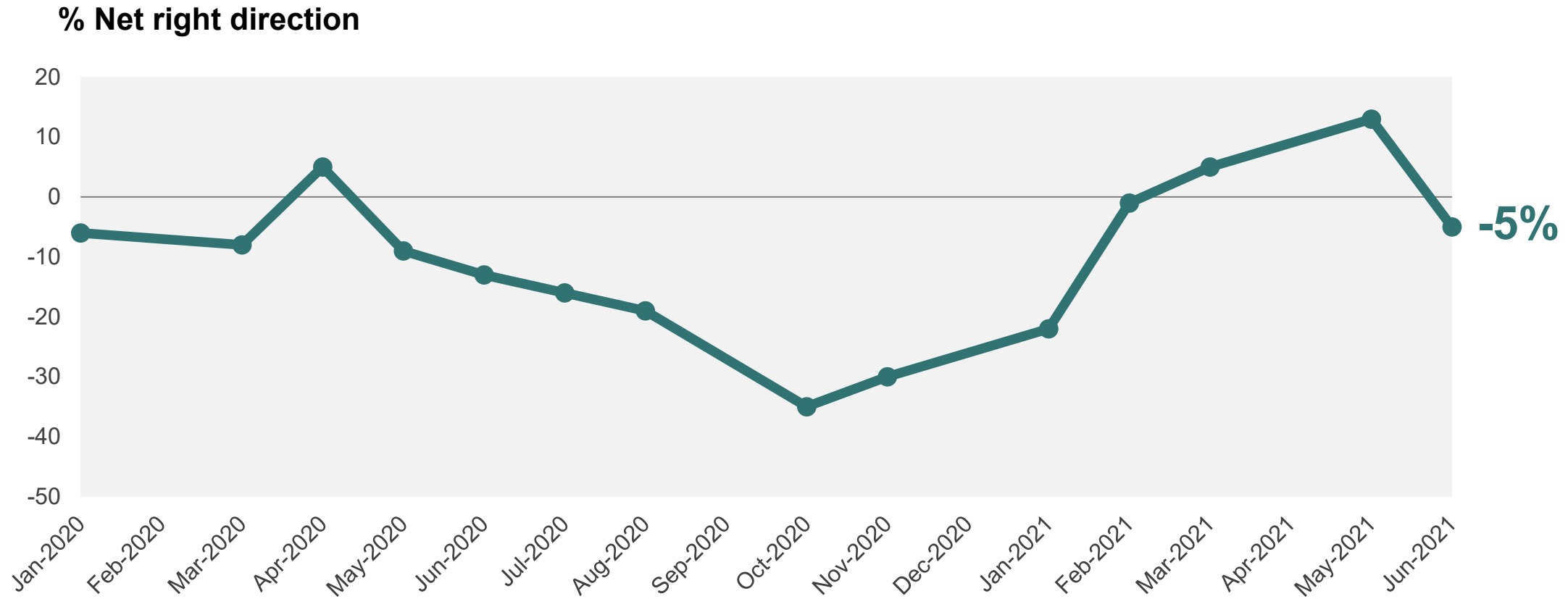
Source: Ipsos MORI

January 2020 – June 2021



Direction of the country: January 2020 – June 2021

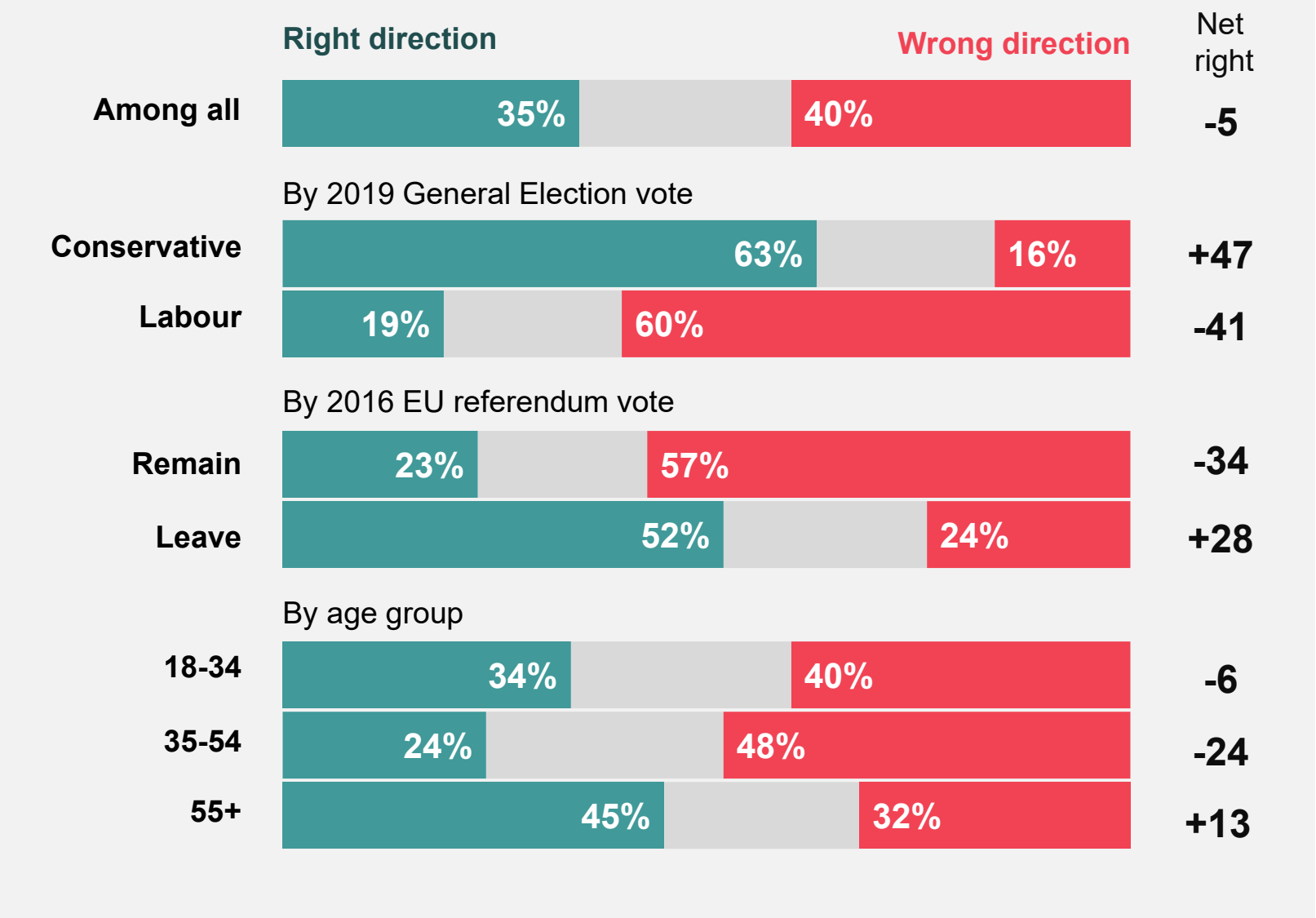
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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?



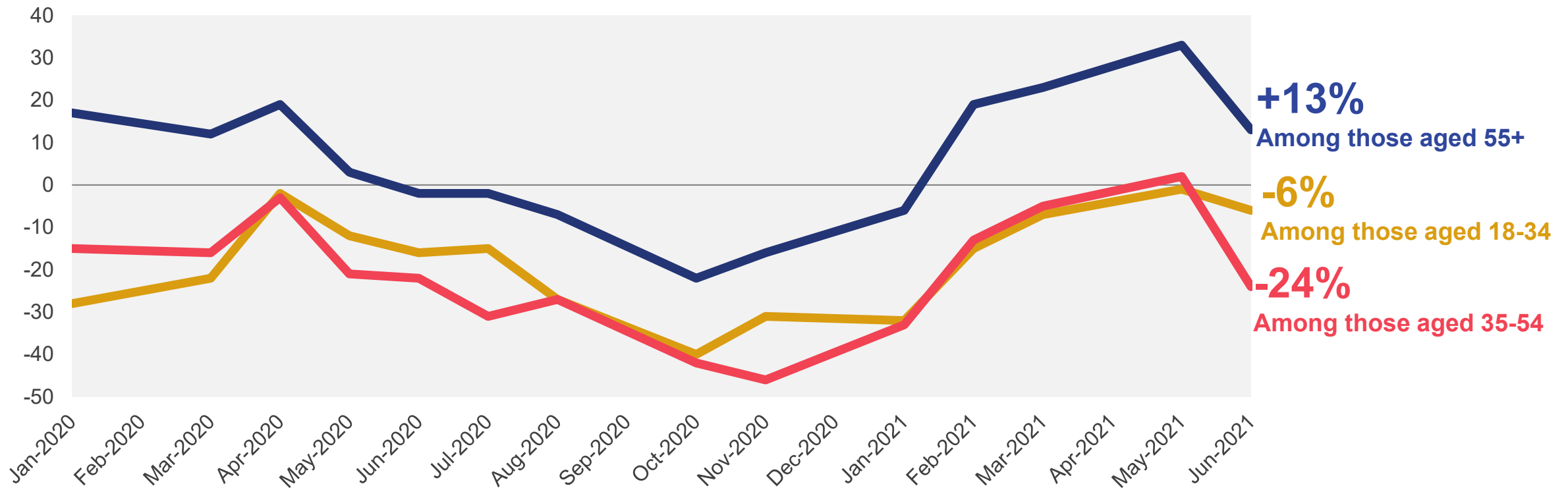
Base: 1,128 Online British adults 18+, 2019 Conservative voters (325), 2019 Labour voters (305), 2016 Remain voters (458), Leave voters (403), 18-34 years old (353), 35-54 (400), 55+ (375) 25-28 June 2021.

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?

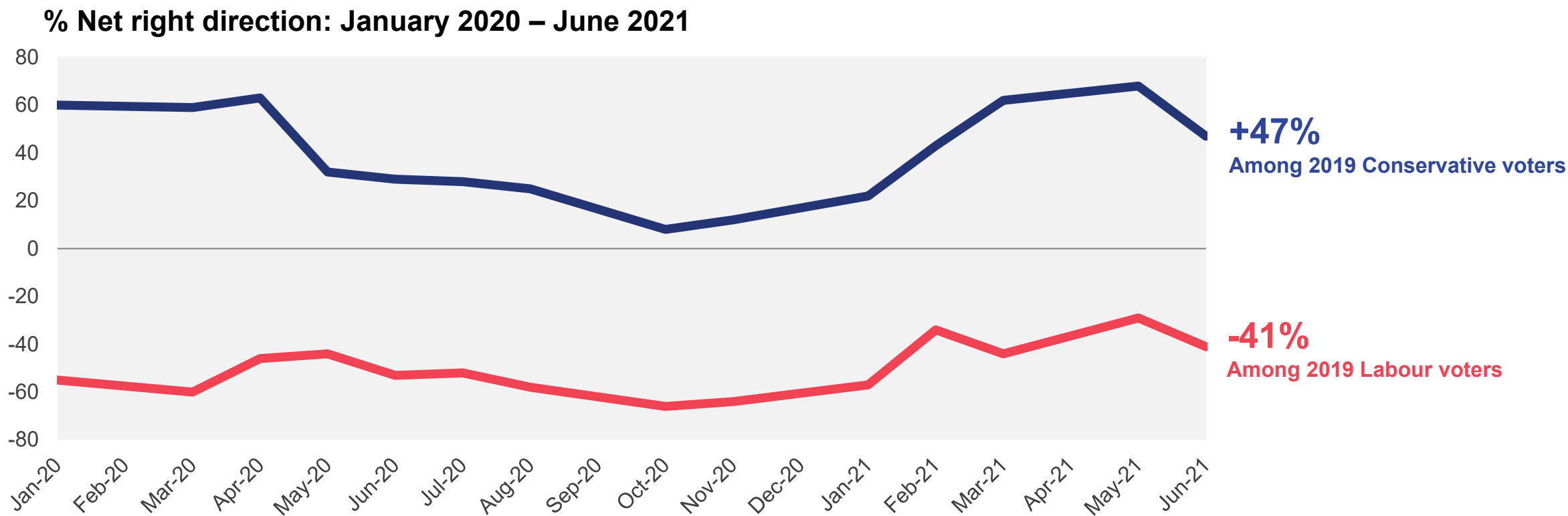
% Net right direction: January 2020 – June 2021



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

June 2021



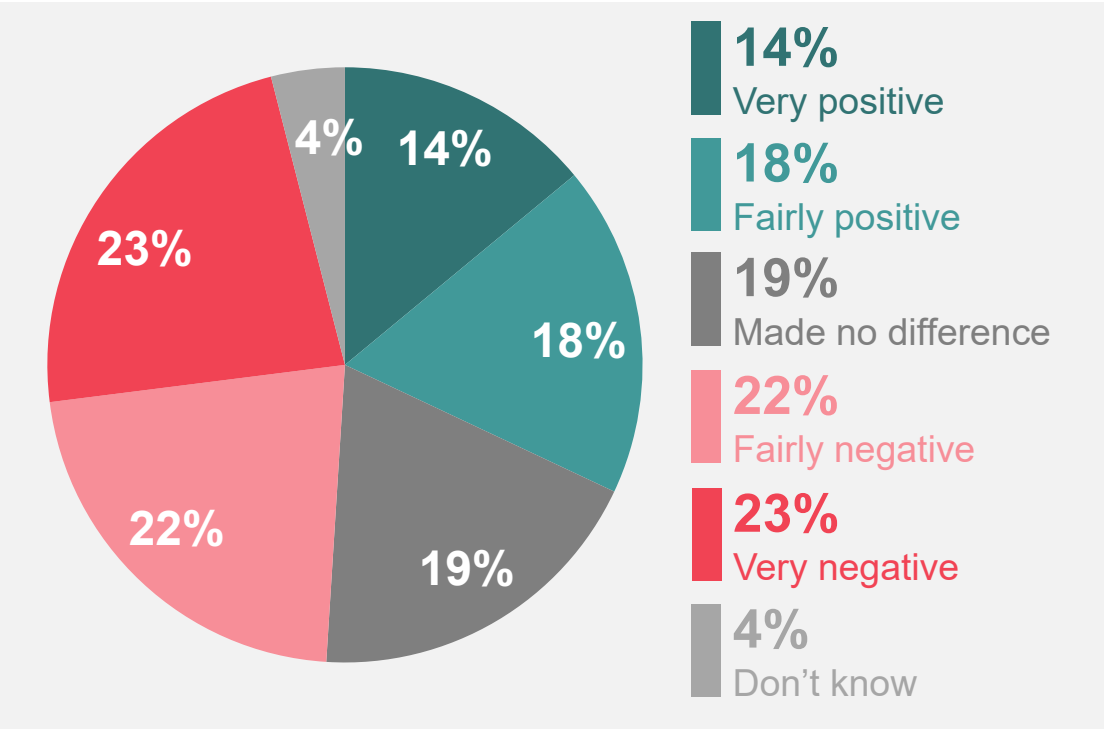
Ipsos MORI



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

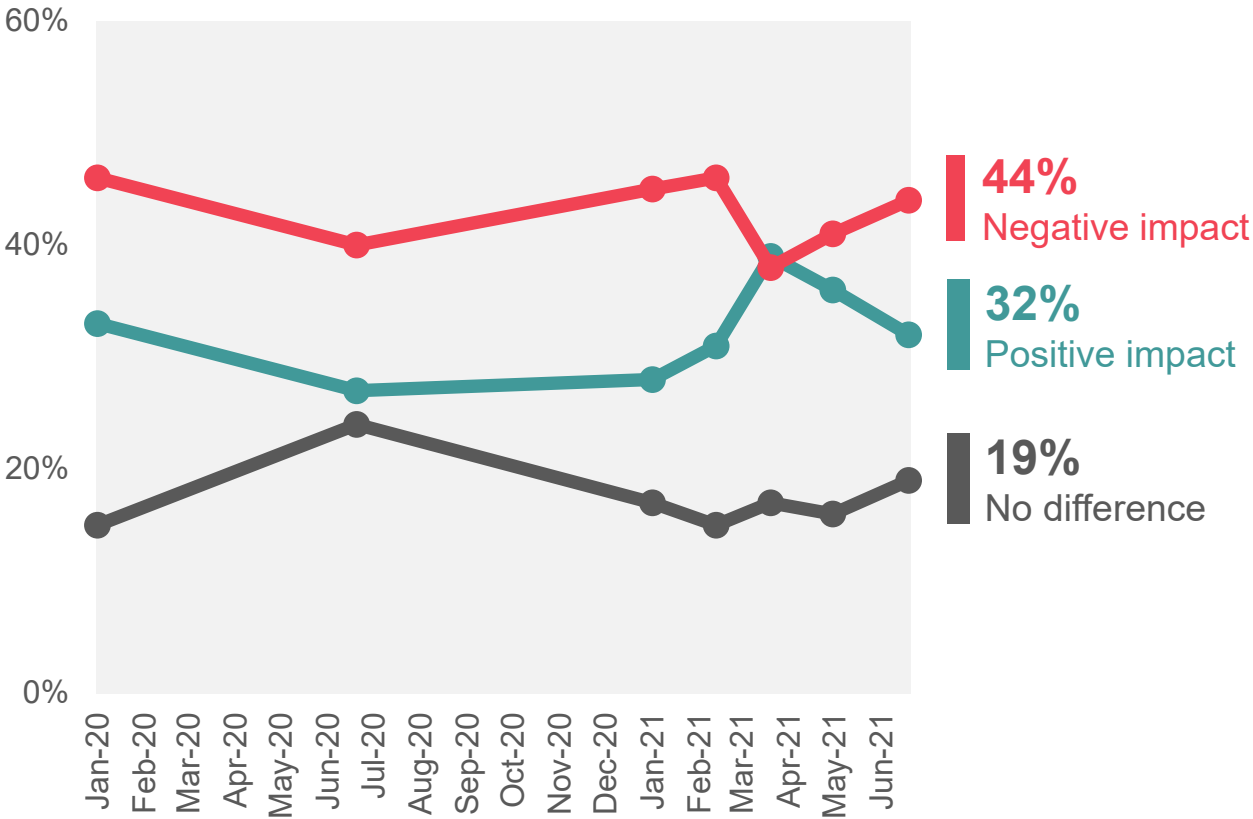
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

June 2021



Base: 1,128 Online British adults 18+, 25-28 June 2021.

January 2020 – June 2021



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Political Pulse June 2021

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