

IPSOS MORI POLITICAL PULSE

November 2021

Ipsos MORI





FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

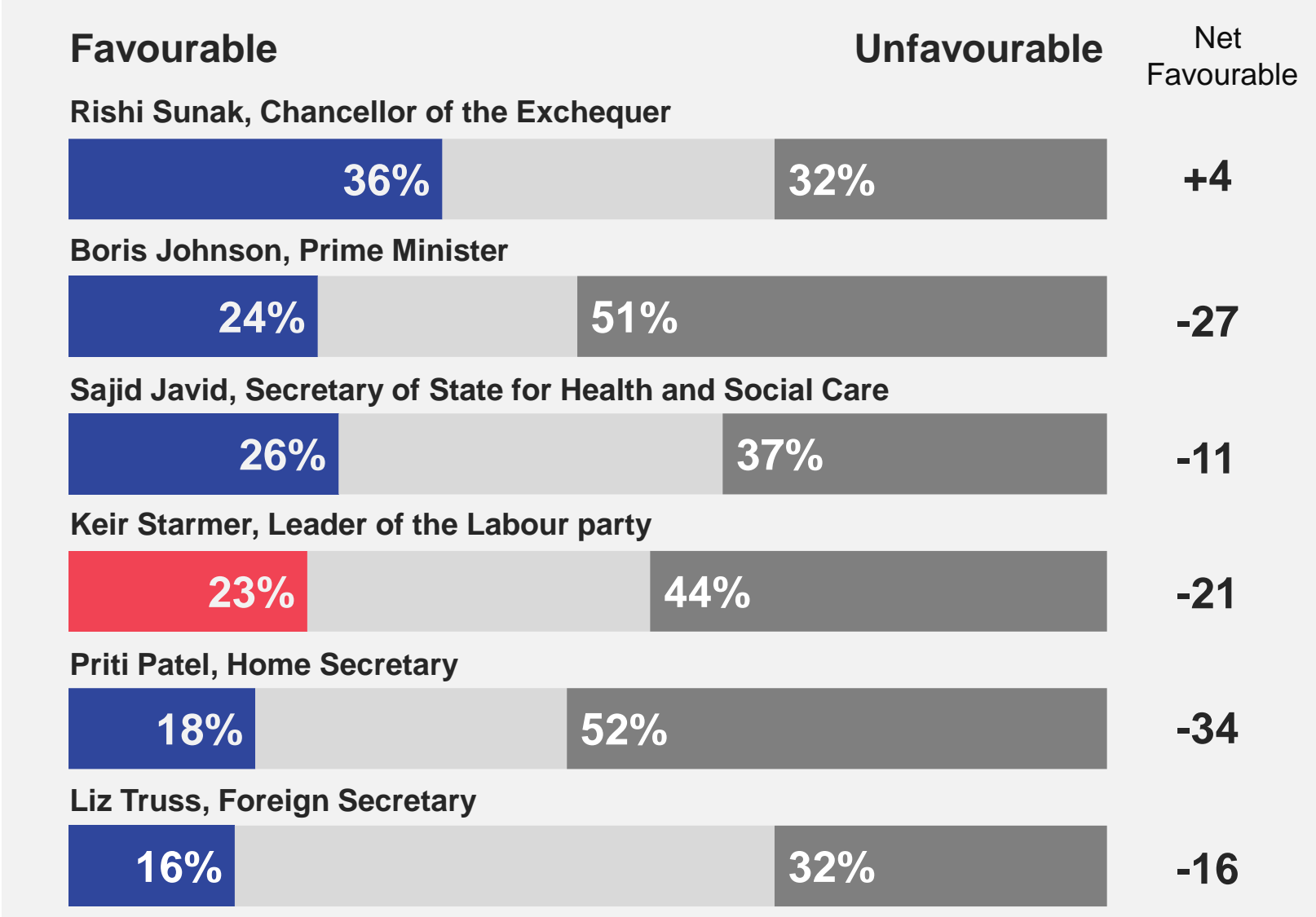
November 2021

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?

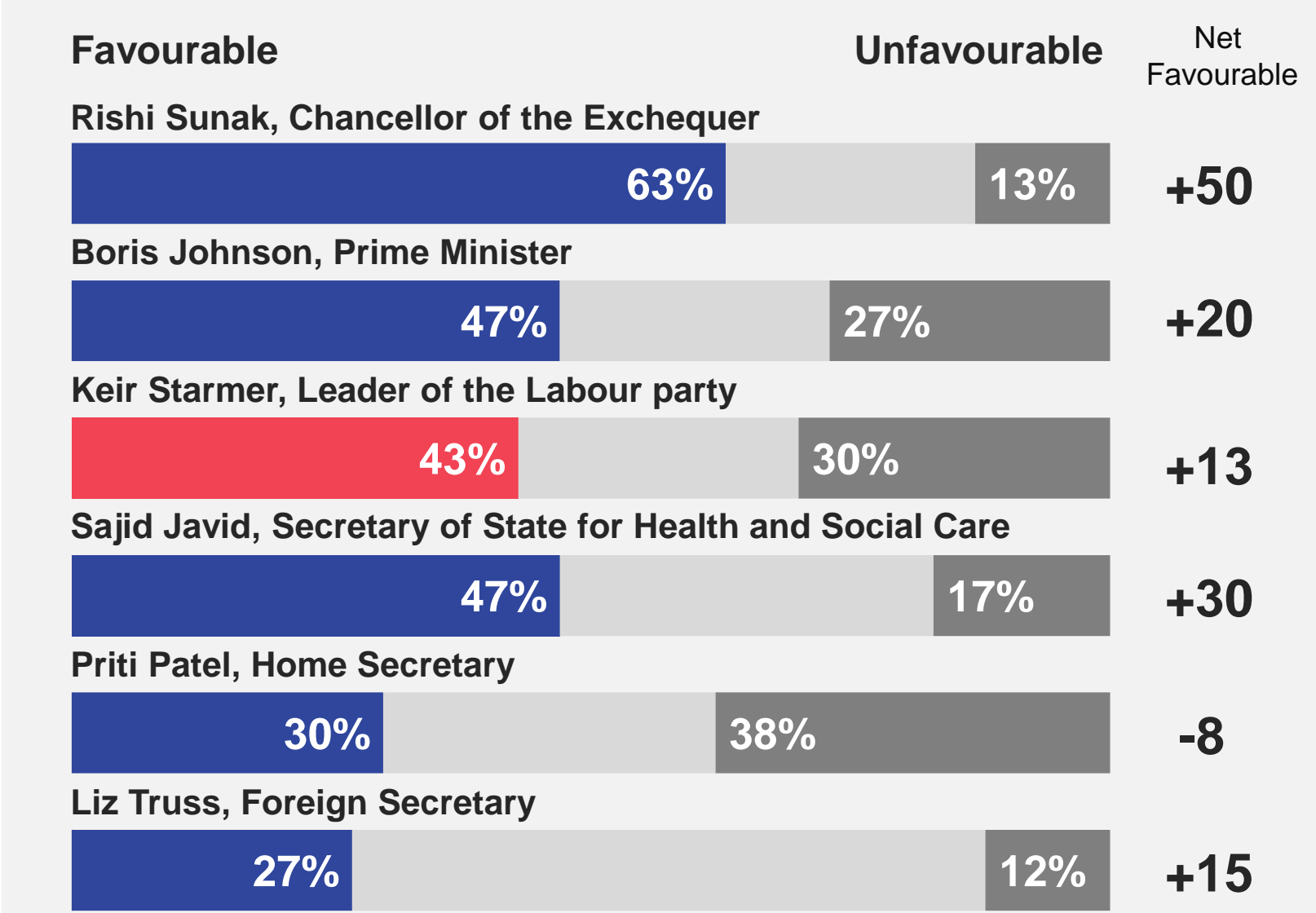


Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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?



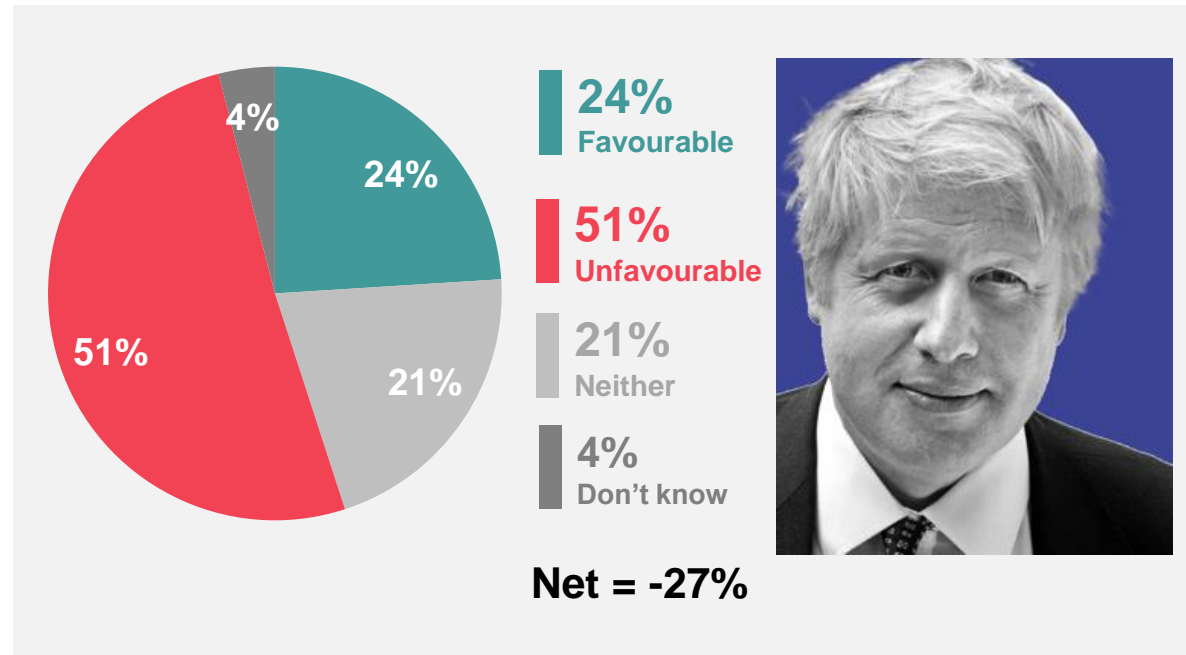
Base: 1,166 Online British adults aged 18+, 19-23 November 2021. Including 2019 Conservative (366) and 2019 Labour (316) voters.

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

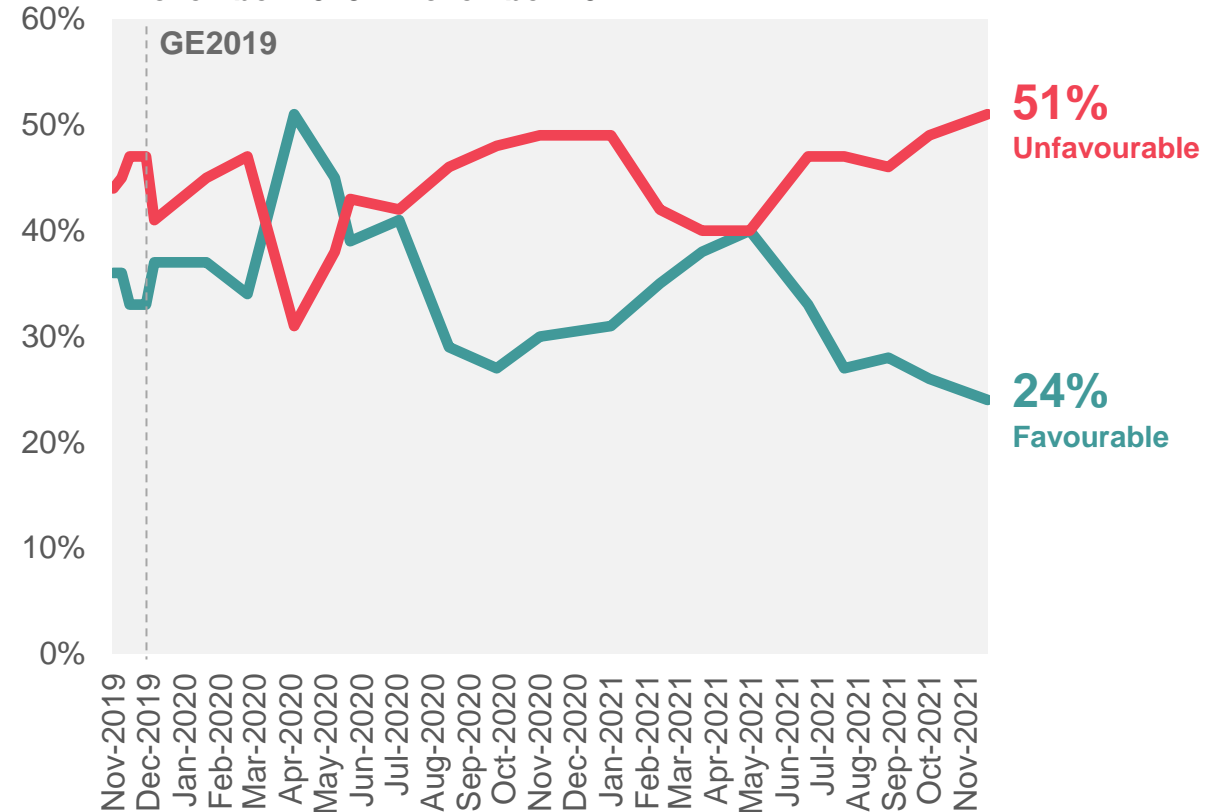
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

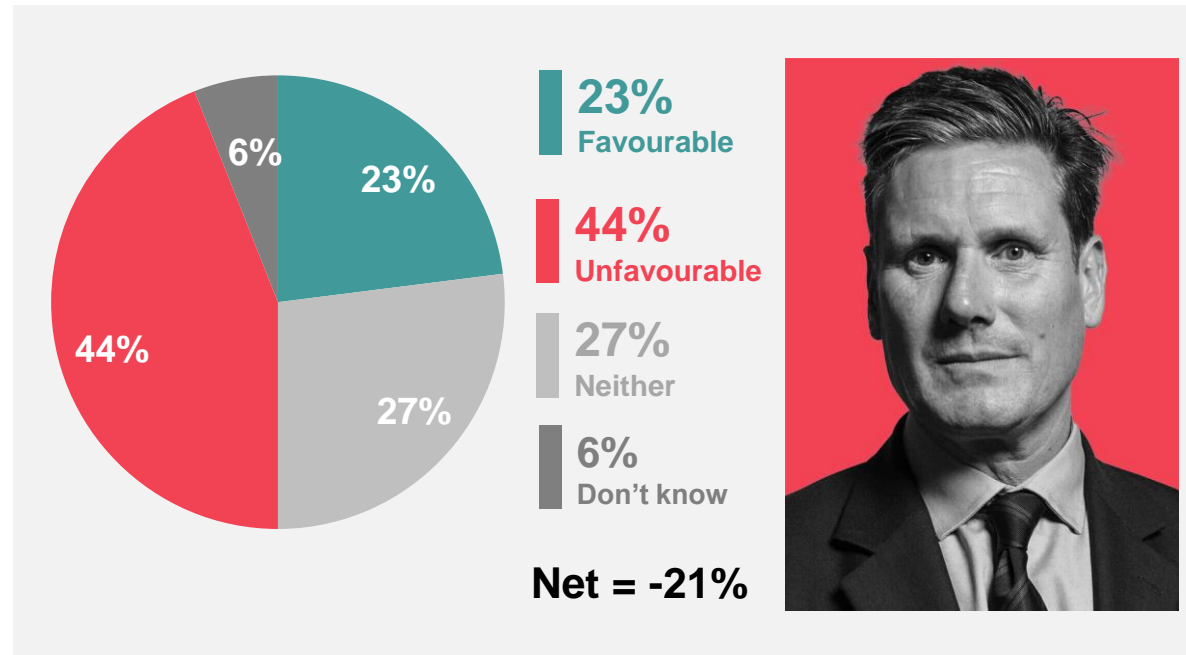
November 2019 – November 2021



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

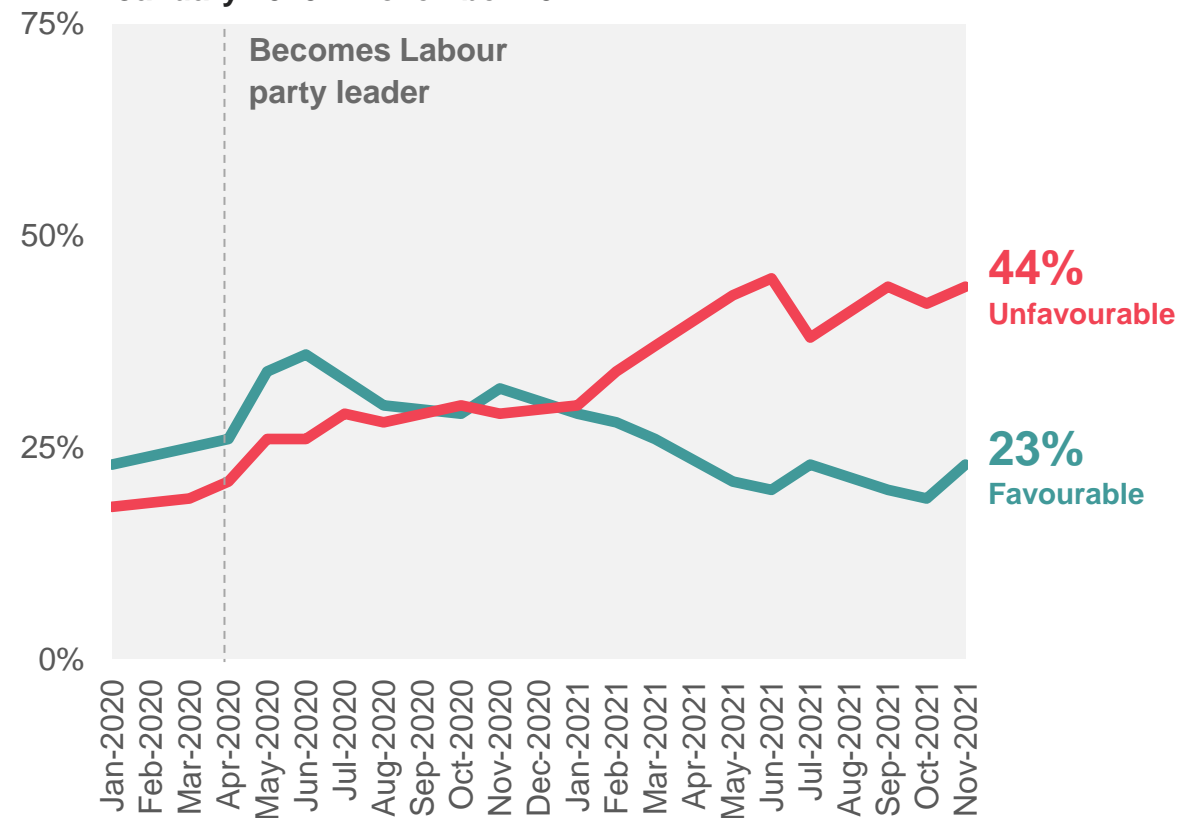
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

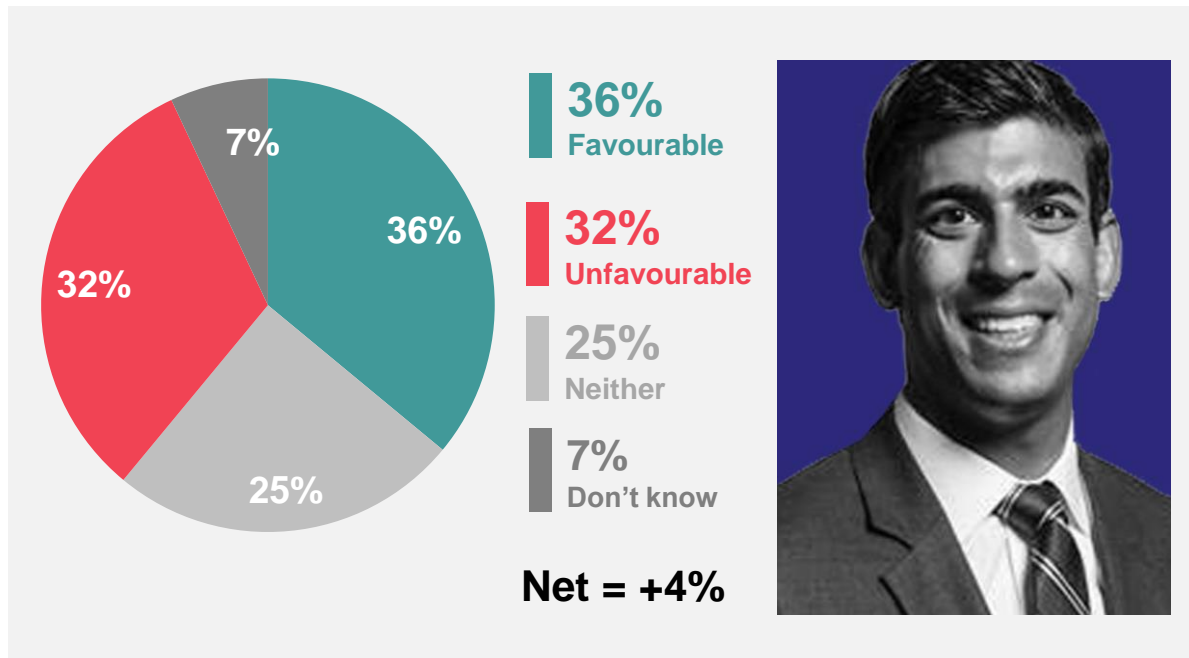
January 2020 – November 2021



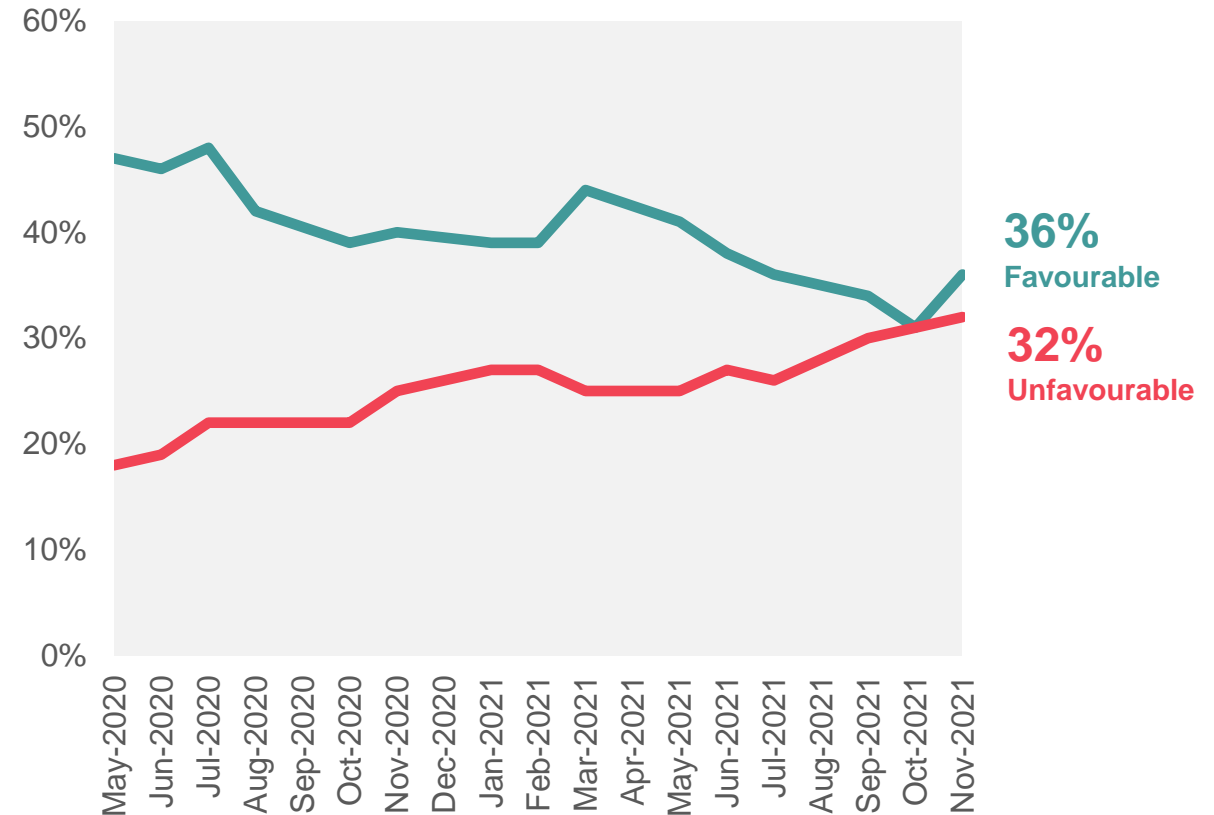
Rishi Sunak: Favourability

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

November 2021



May 2020 – November 2021



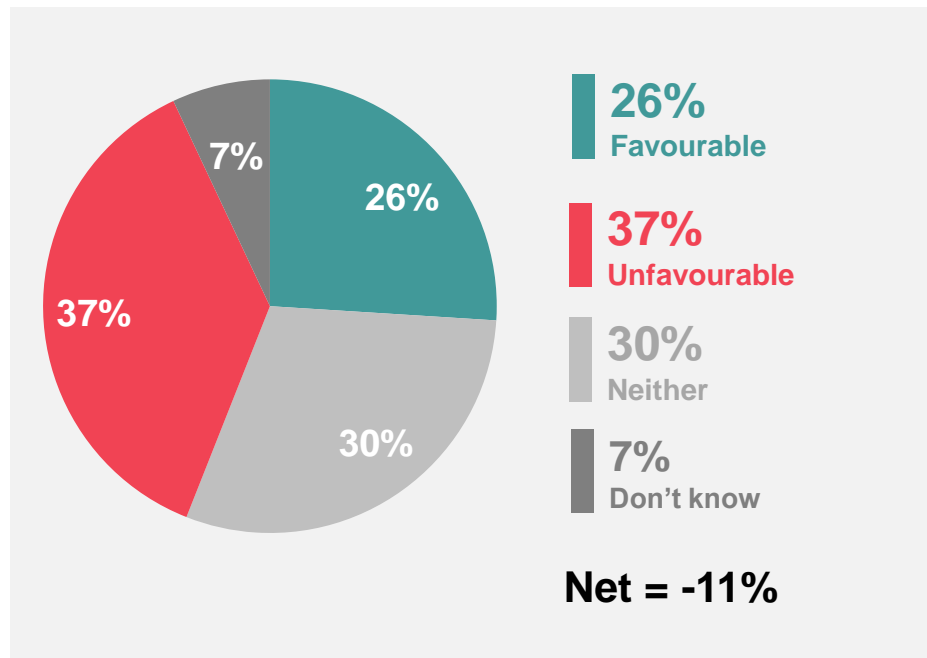
Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

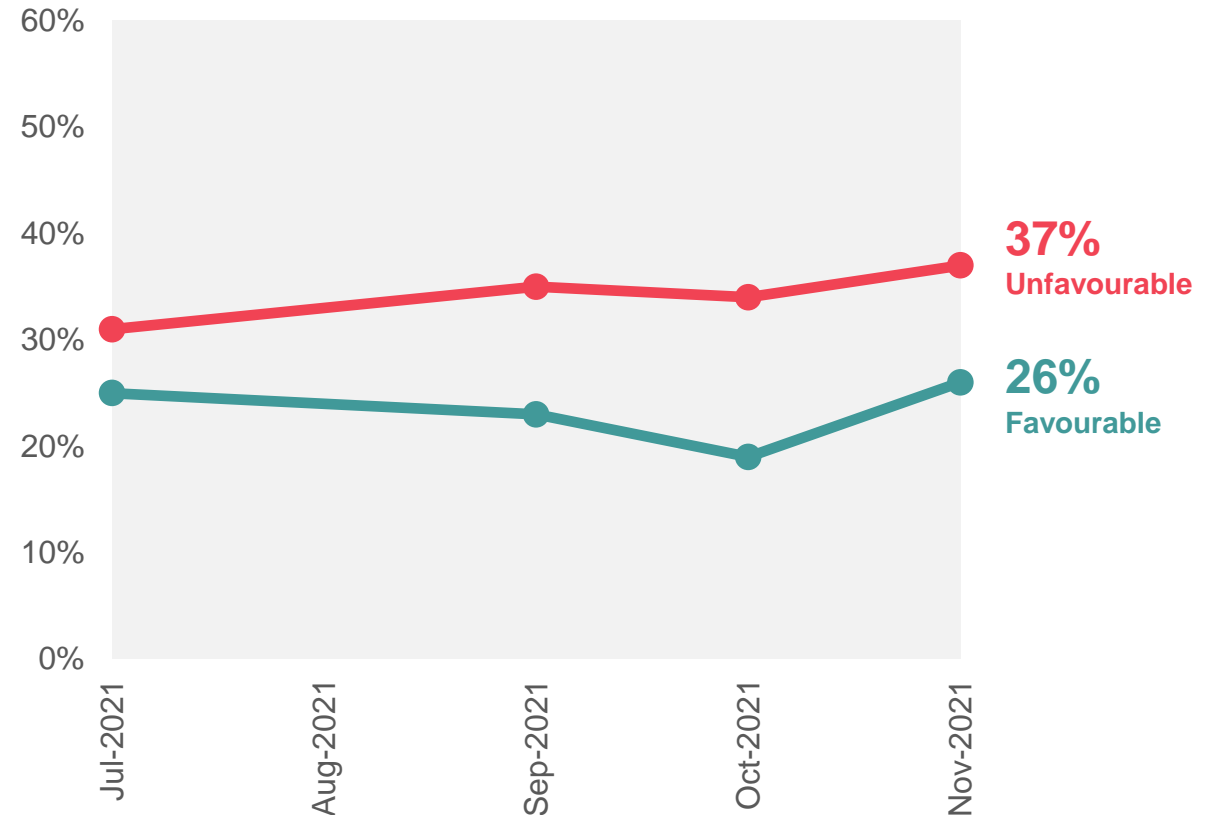
Sajid Javid: Favourability

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

November 2021



July – November 2021



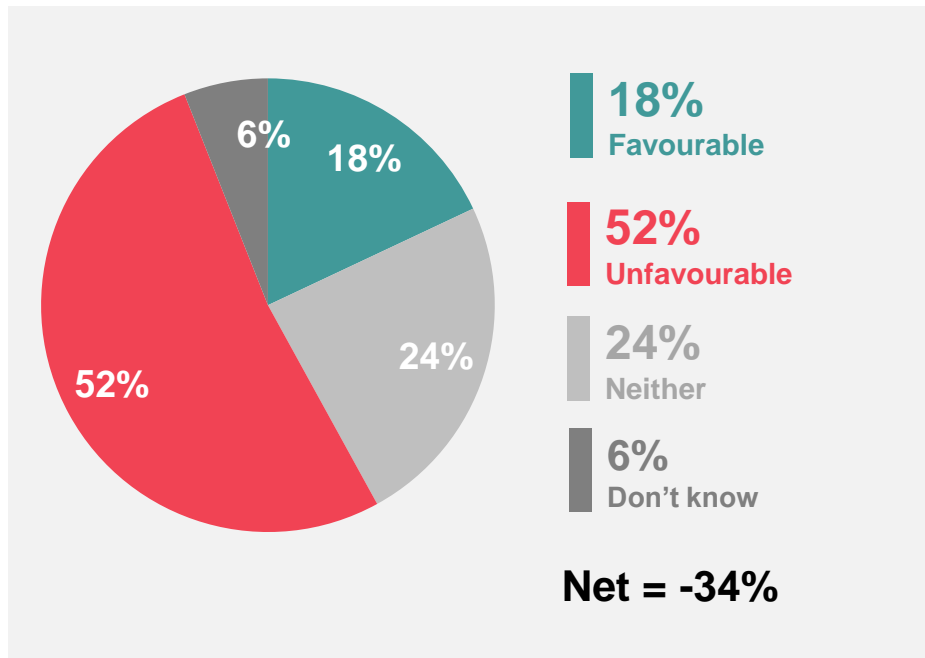
Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

Priti Patel: Favourability

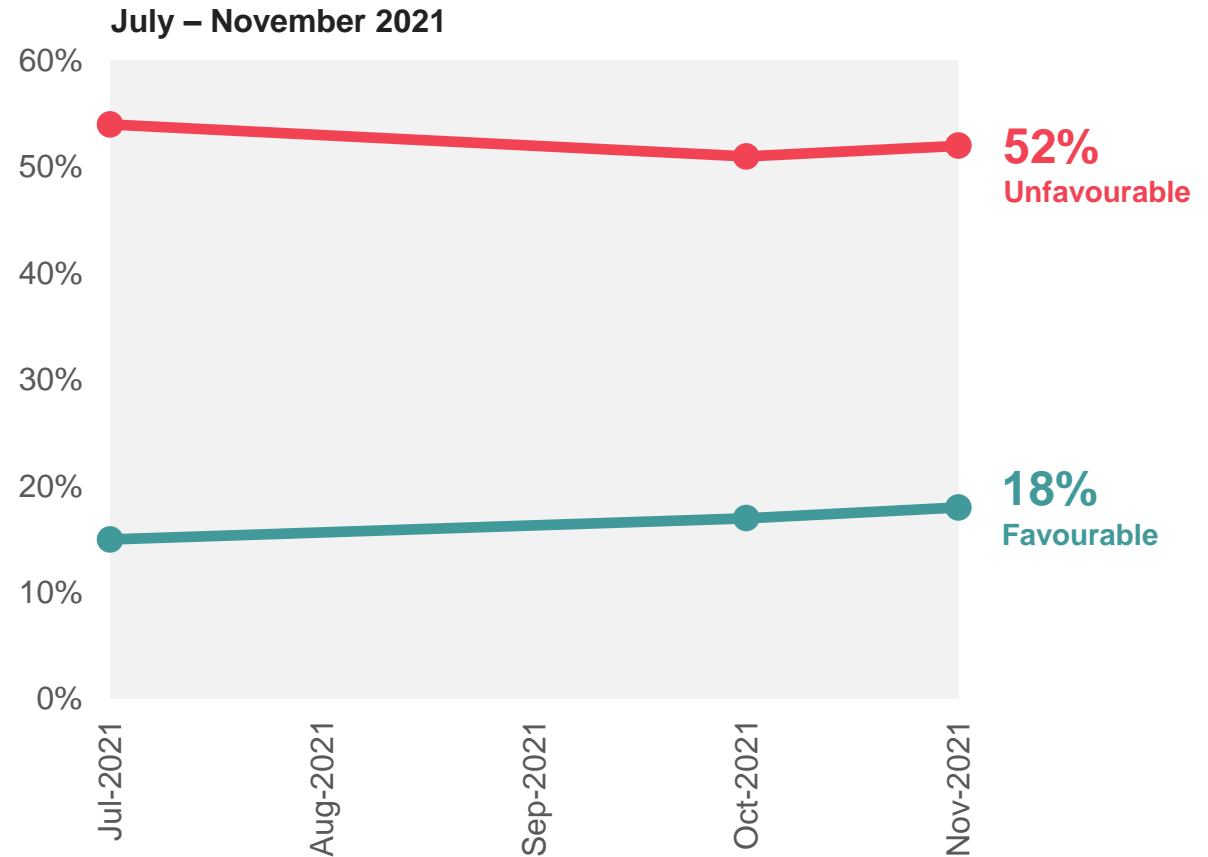
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Priti Patel

November 2021



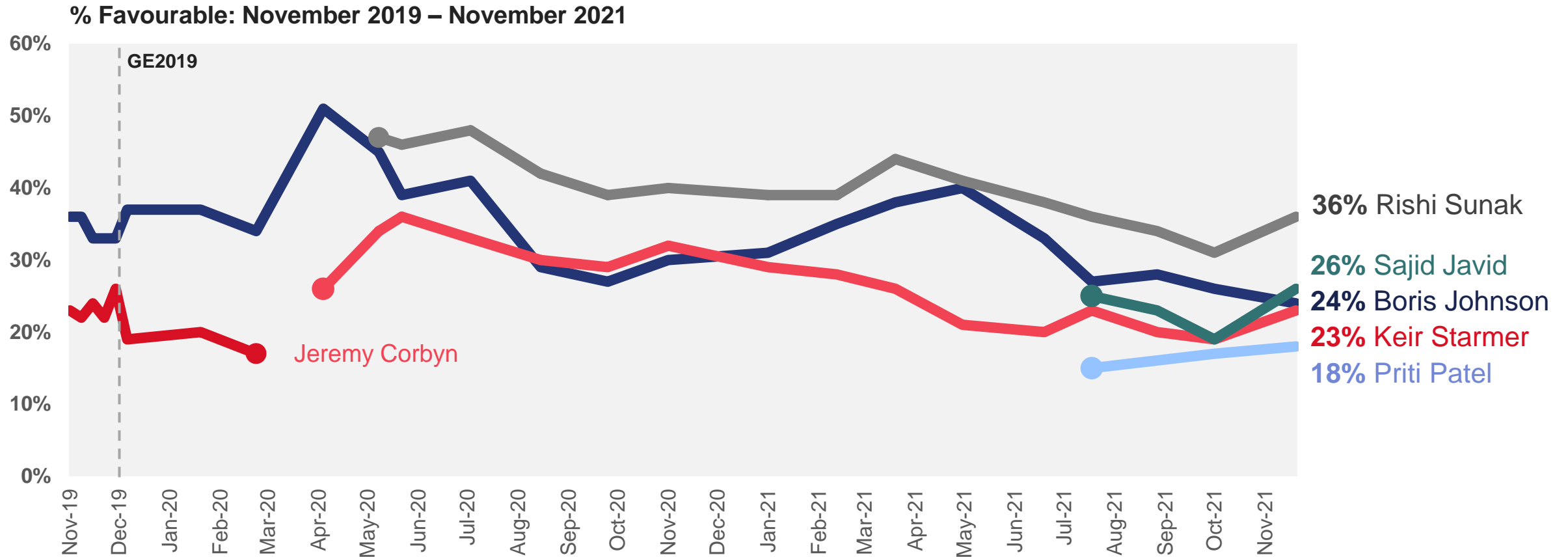
Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI



Political leaders: Favourability

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

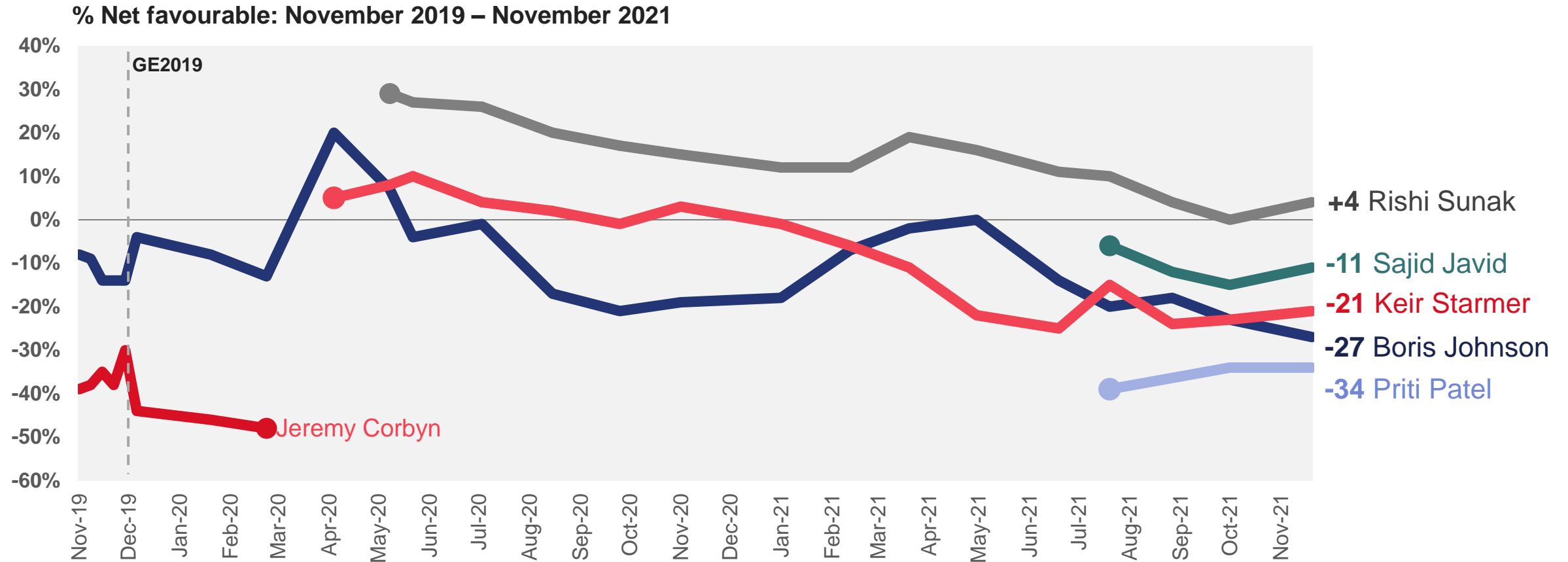


Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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?

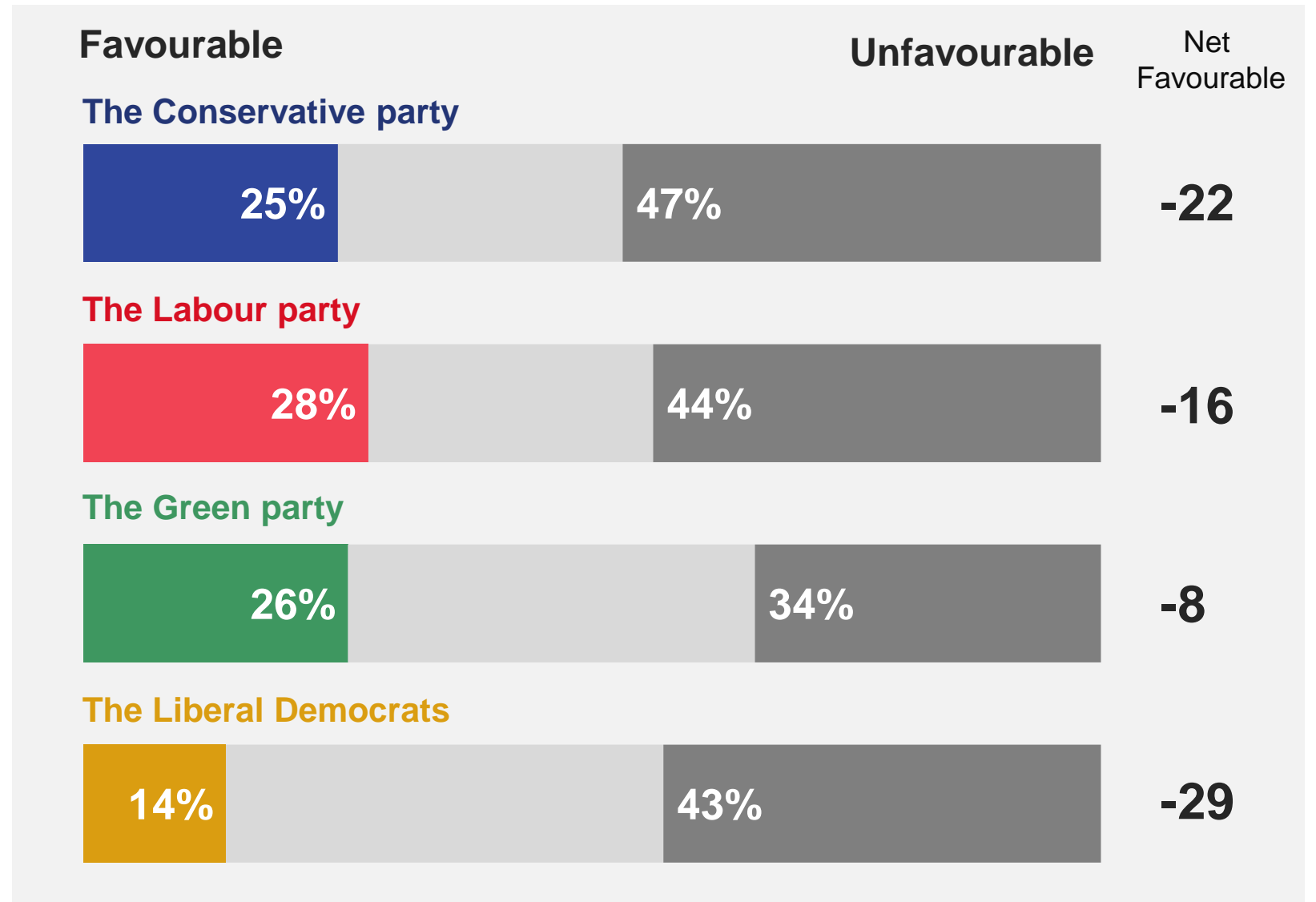


Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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?



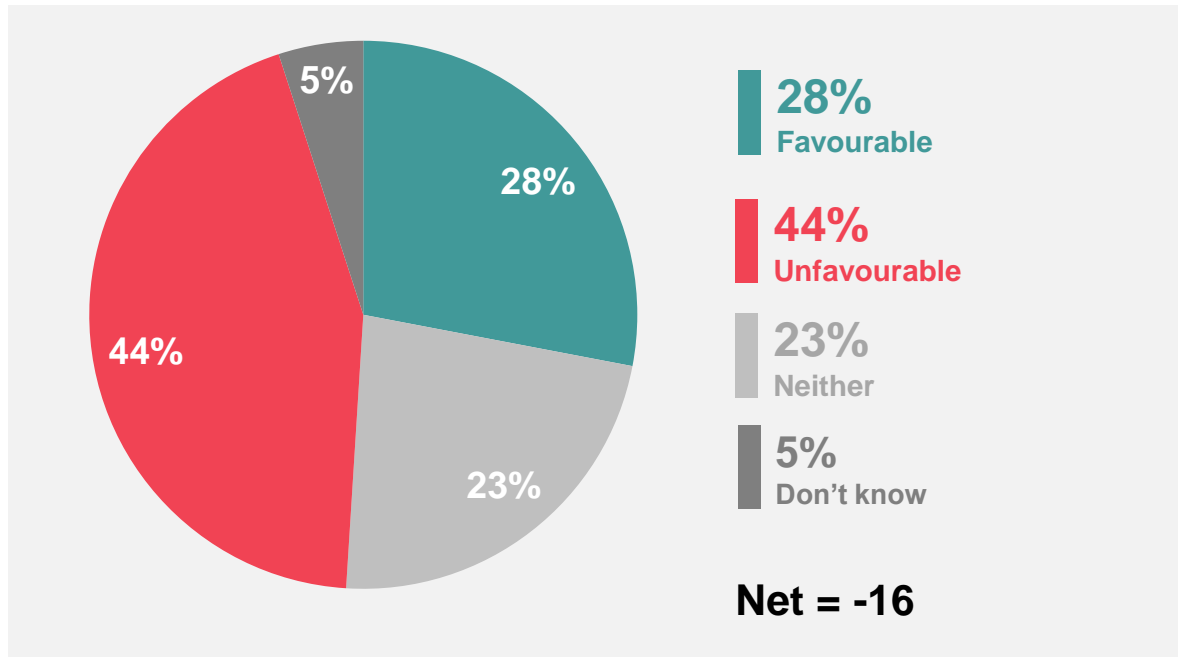
Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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

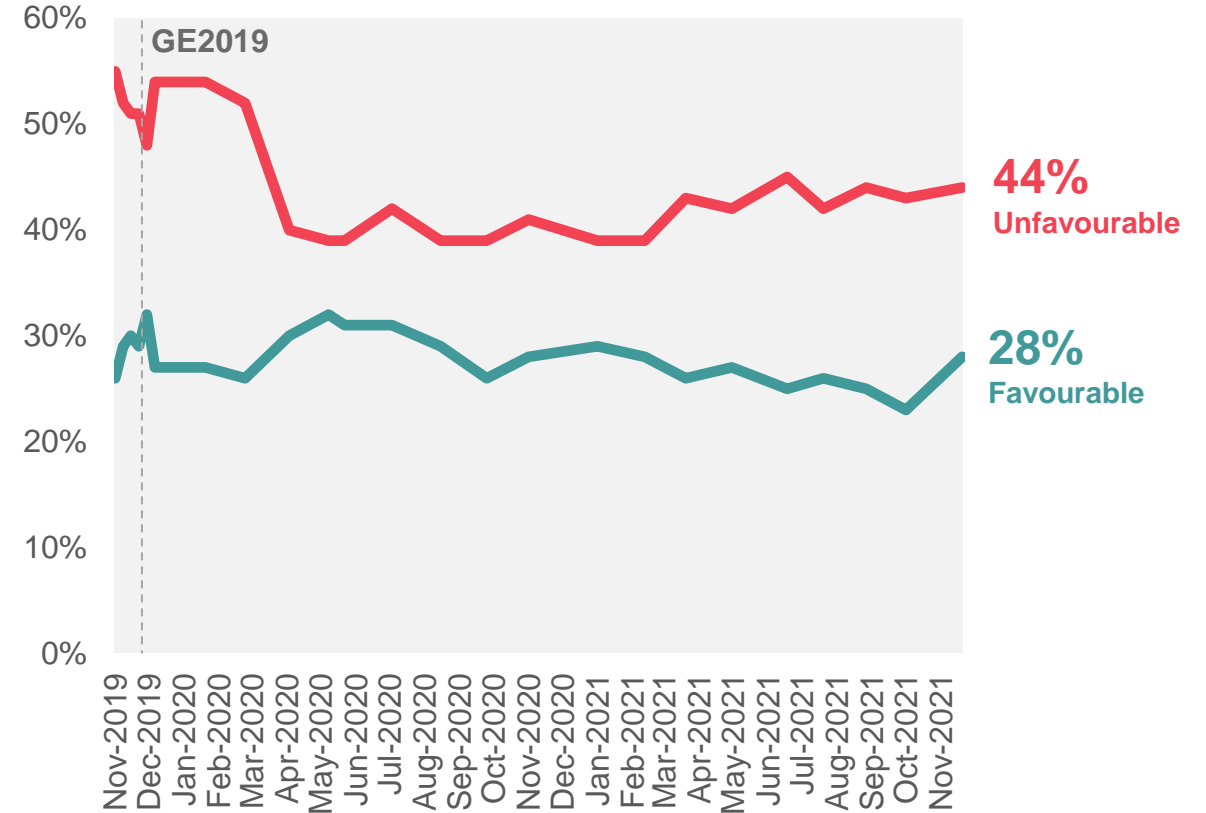
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

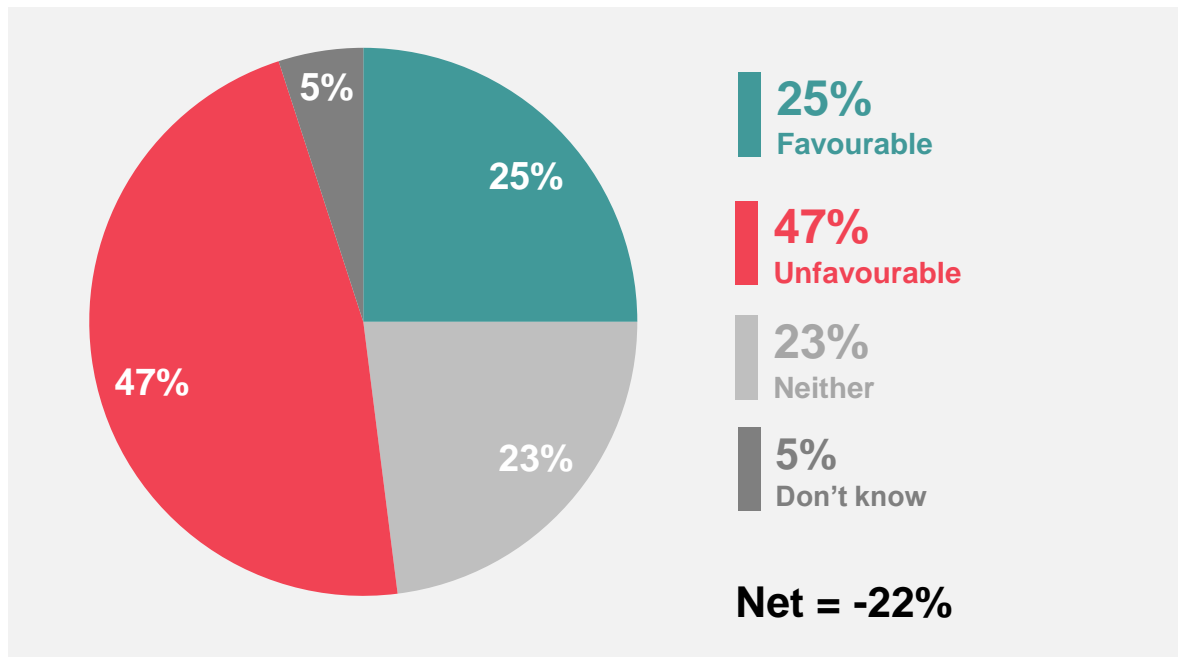
November 2019 – November 2021



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

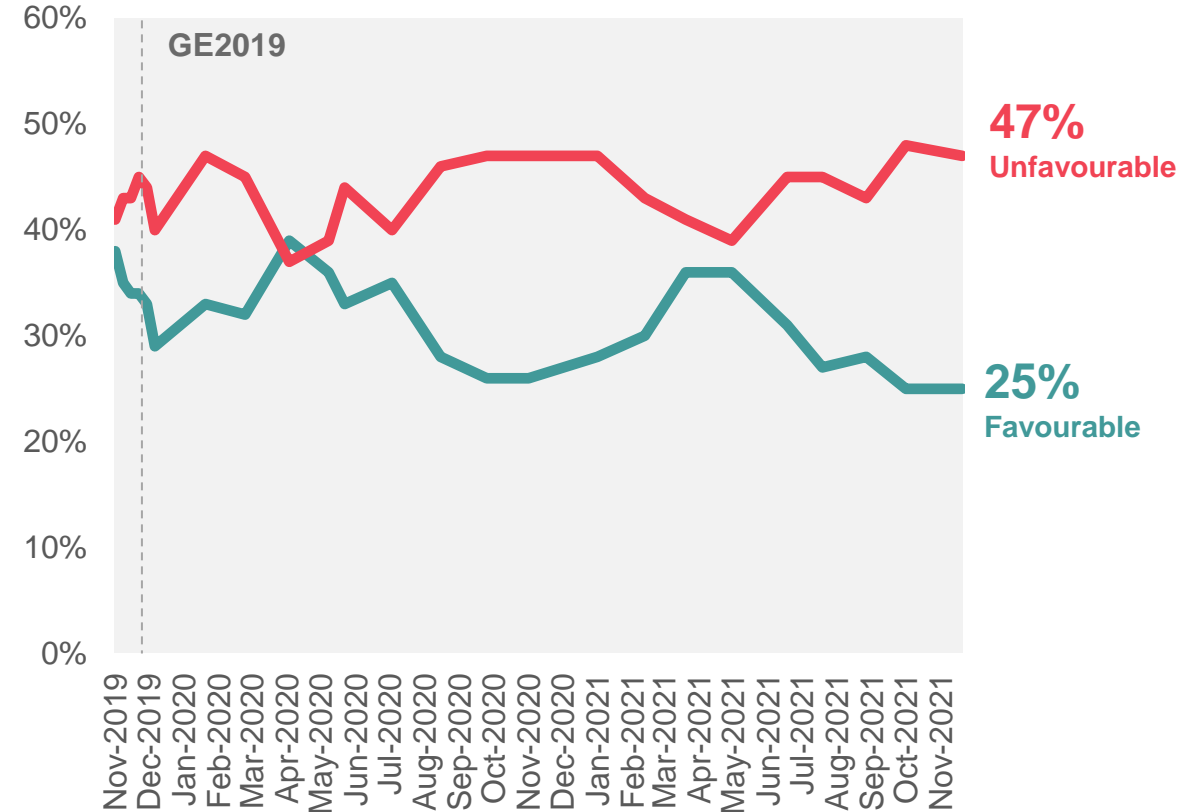
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

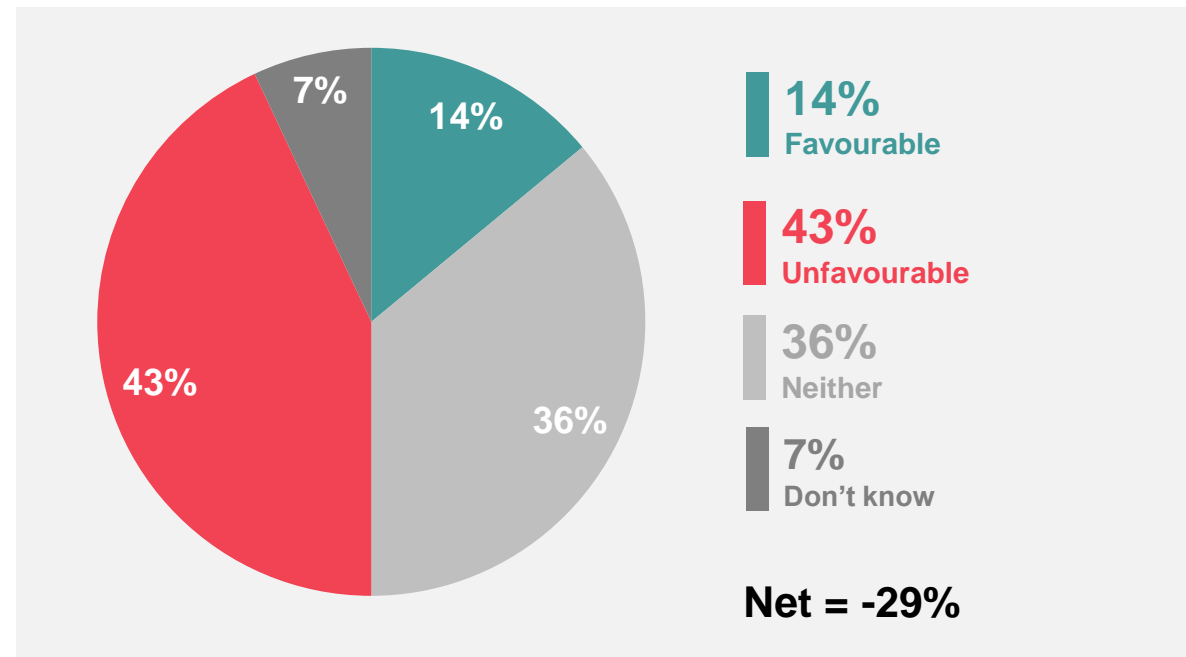
November 2019 – November 2021



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

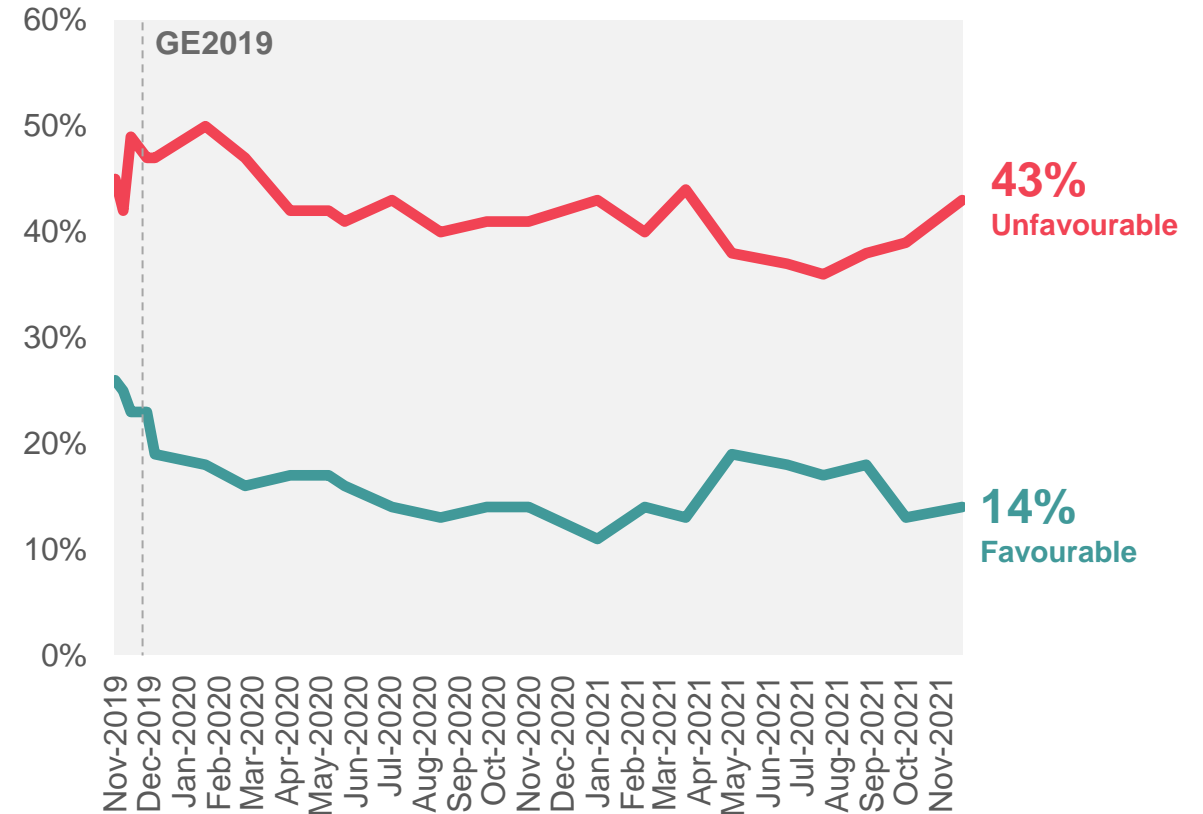
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

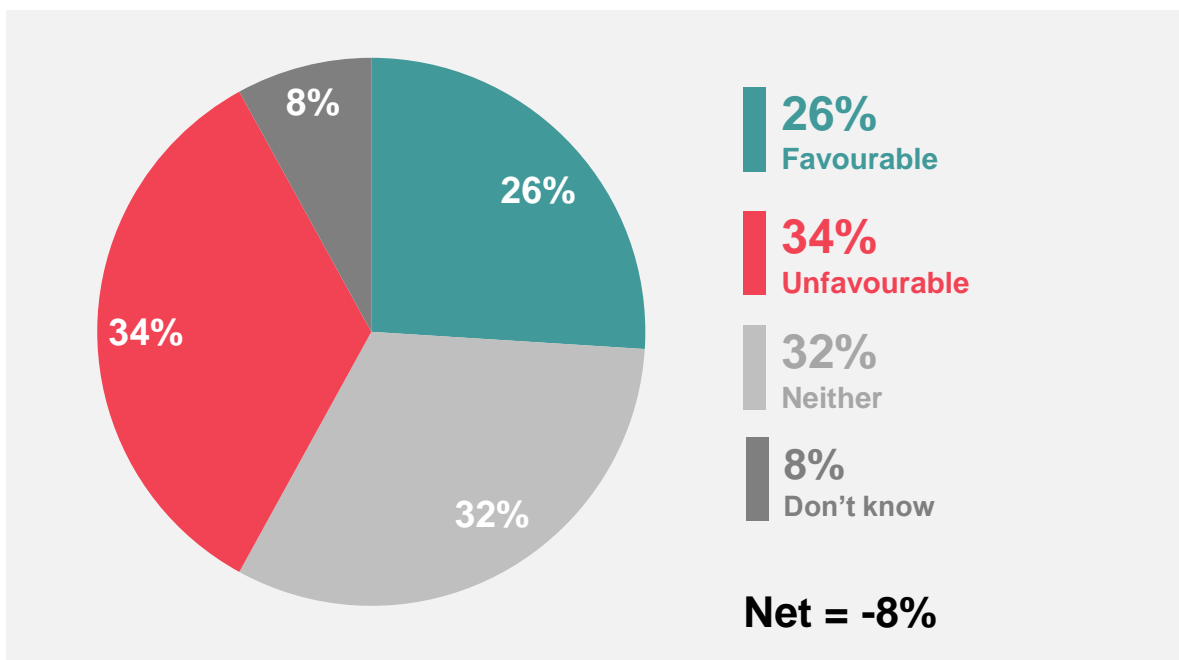
November 2019 – November 2021



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

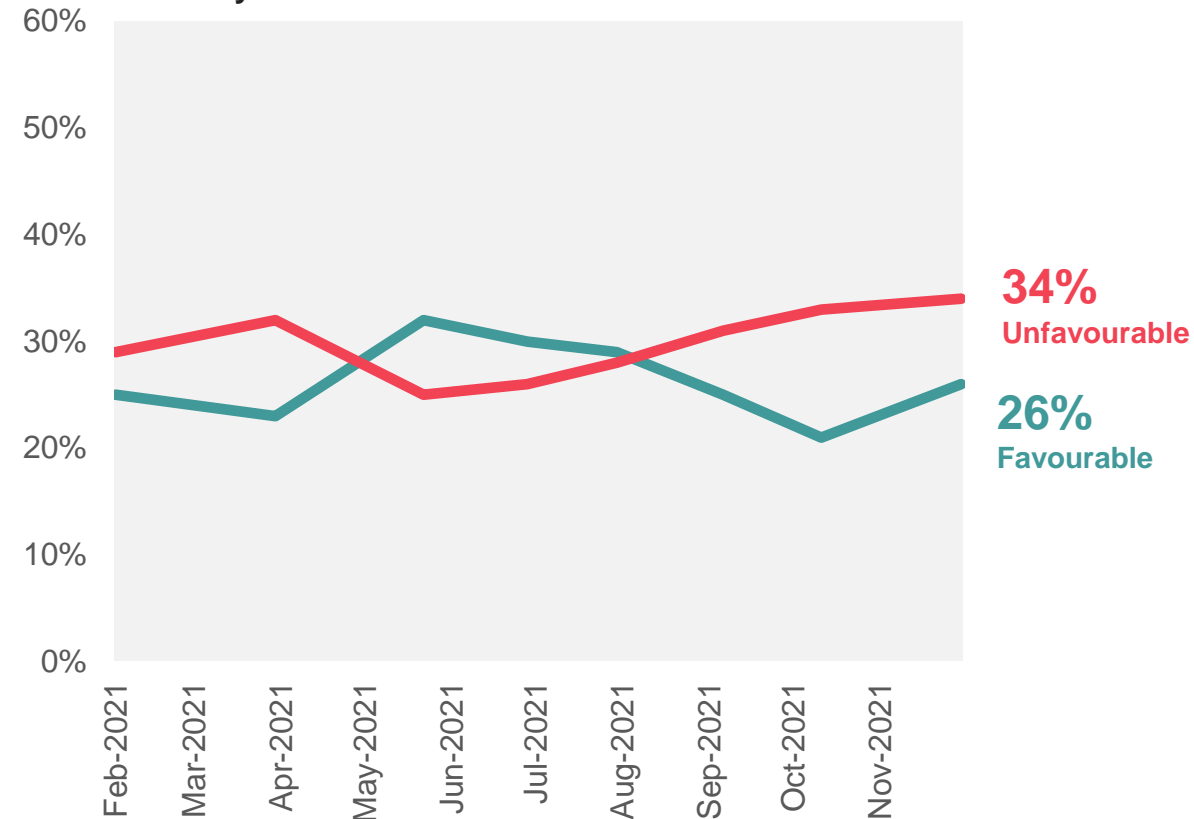
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

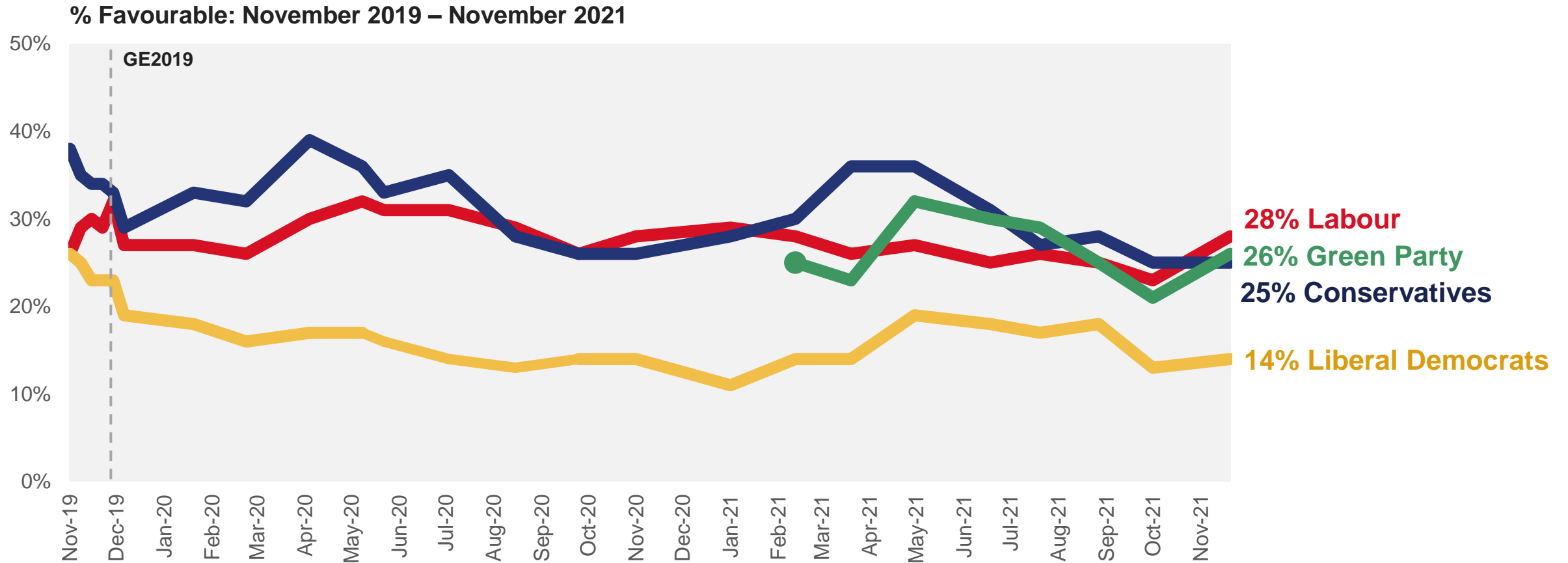
Source: Ipsos MORI

February – November 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?

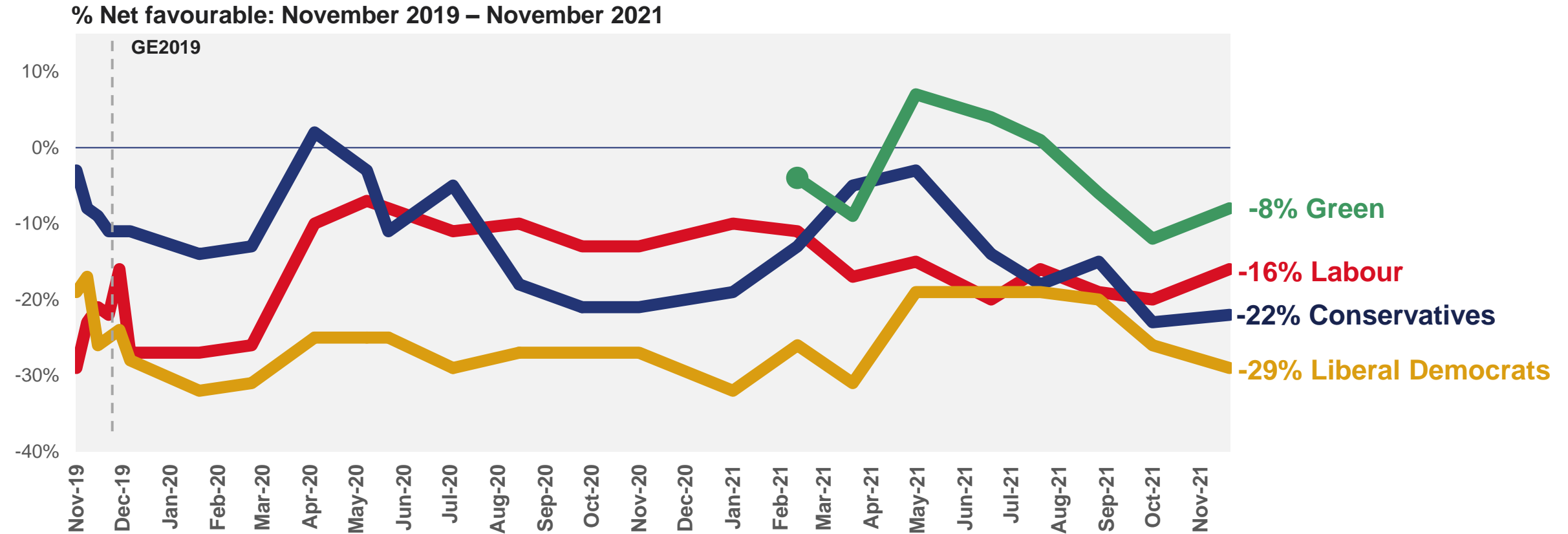


Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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: 1,166 Online British adults aged 18+, 19-23 November 2021

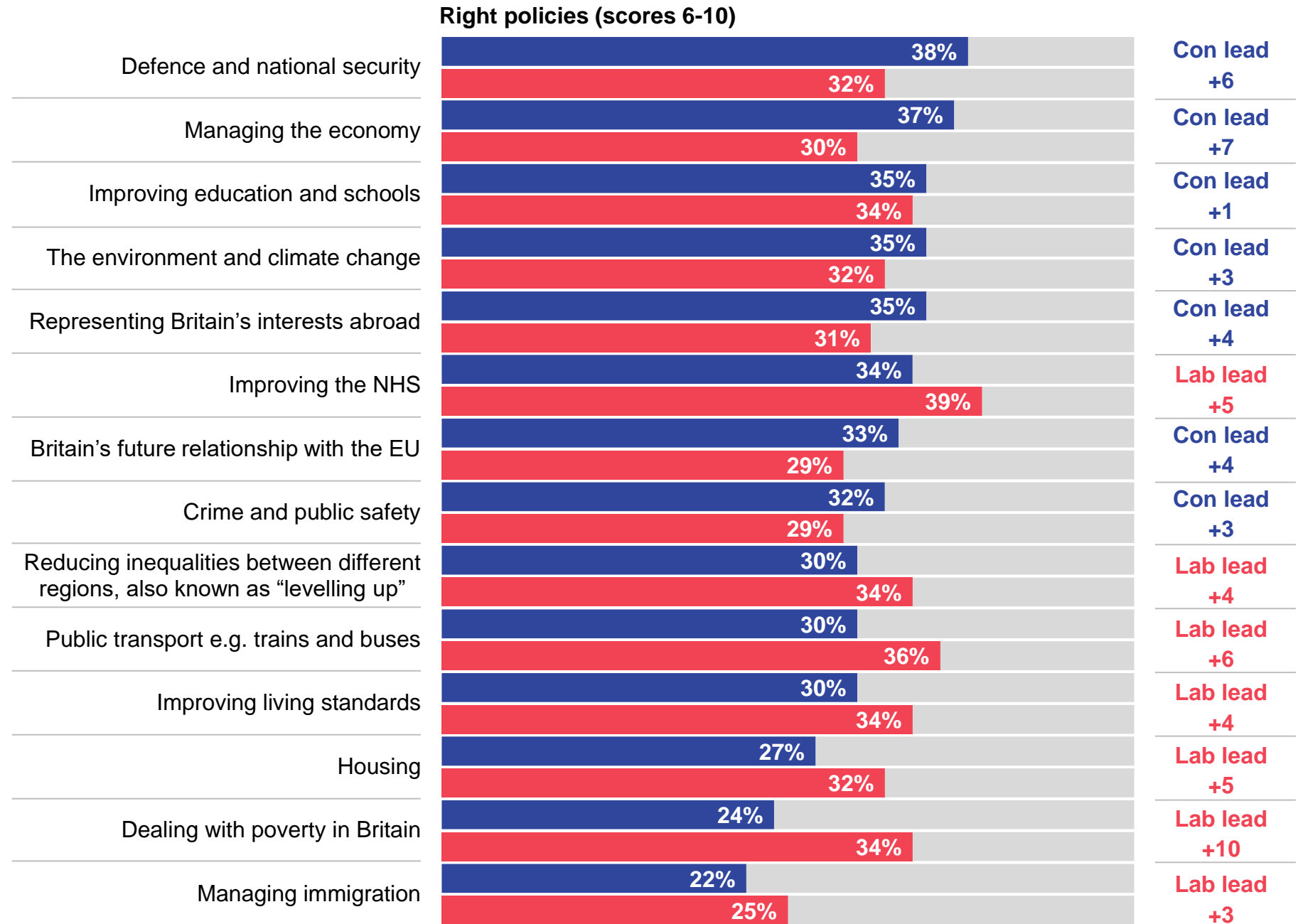
Source: Ipsos MORI

Policy perceptions: Do parties have the right policies?

Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think ... has the right or wrong policies in the following areas at the moment...?

The Conservative party

The Labour party

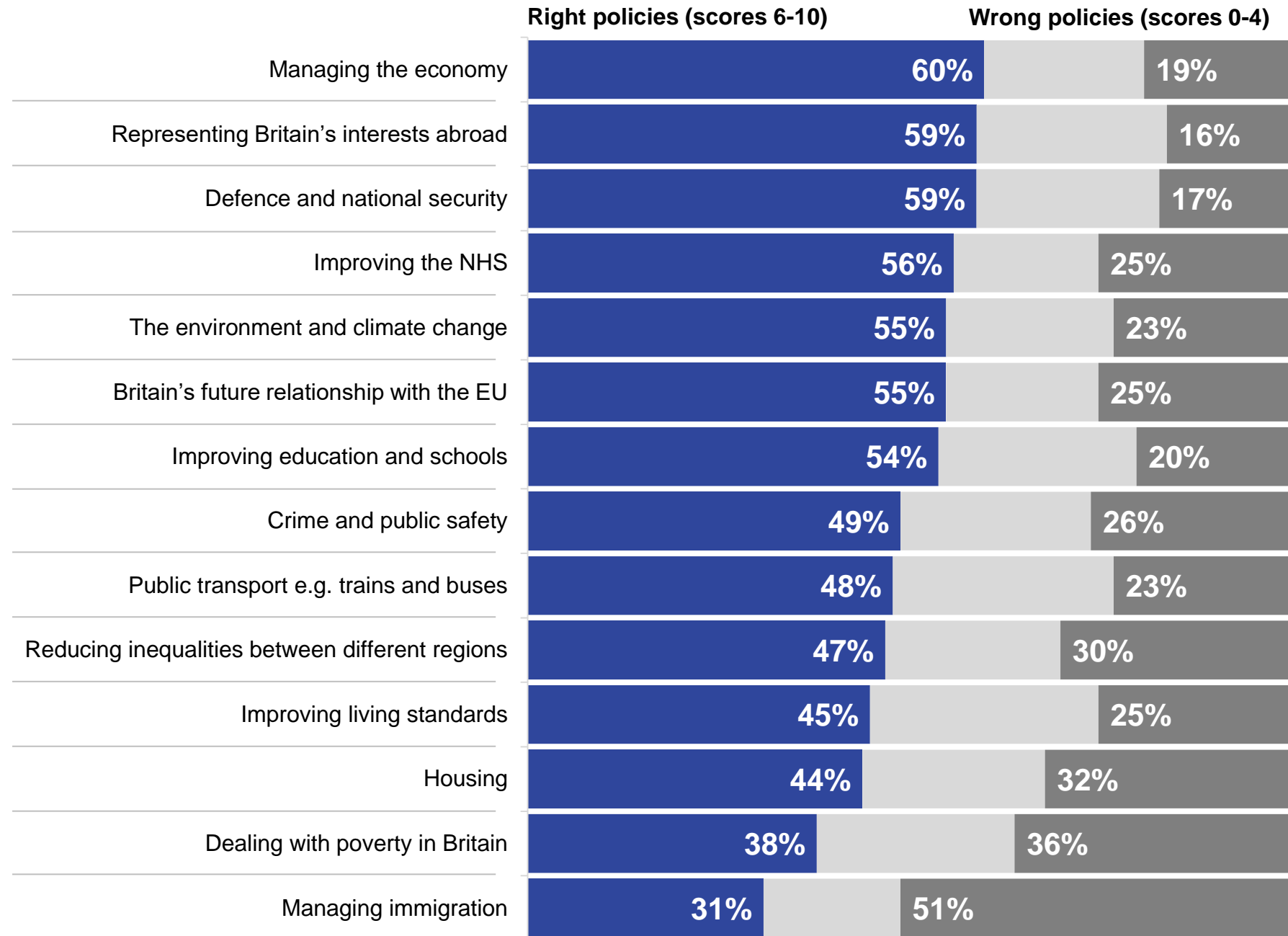


Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Do the Conservatives have the right policies ?

Among 2019 Conservative voters

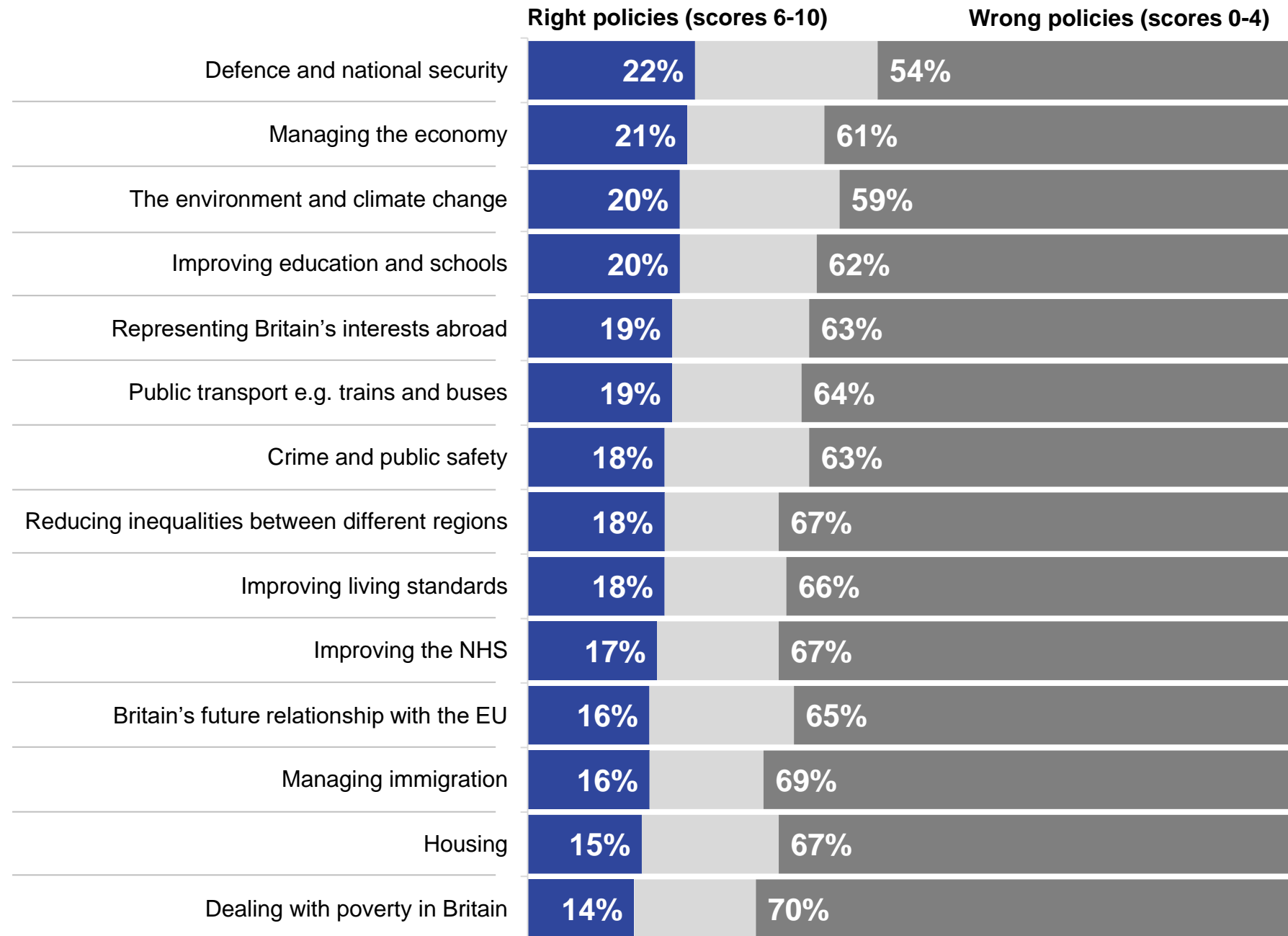
Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party has the right or wrong policies in the following areas at the moment...?



Do the Conservatives have the right policies ?

Among 2019 Labour voters

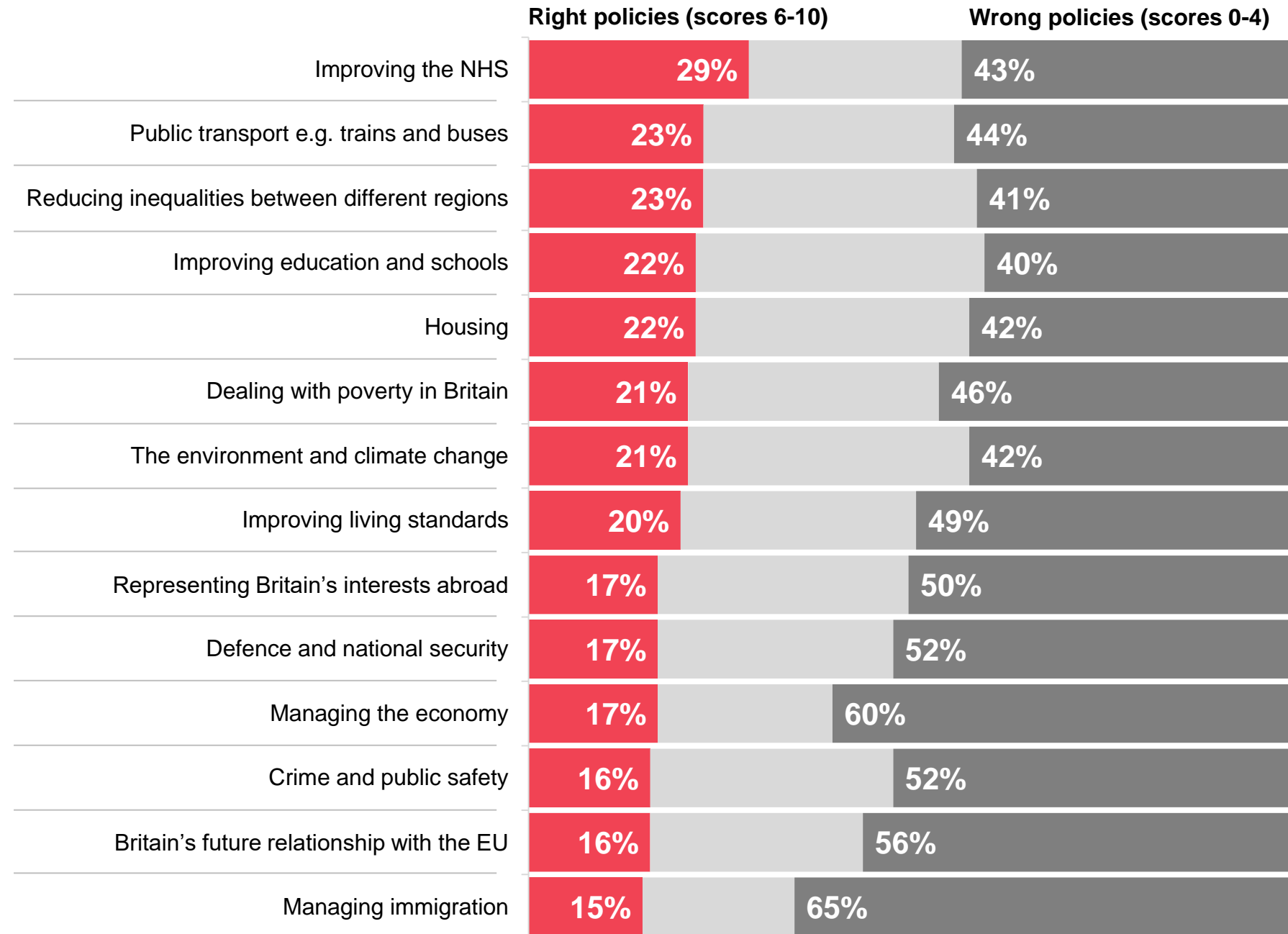
Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party has the right or wrong policies in the following areas at the moment...?



Do Labour have the right policies ?

Among 2019 Conservative voters

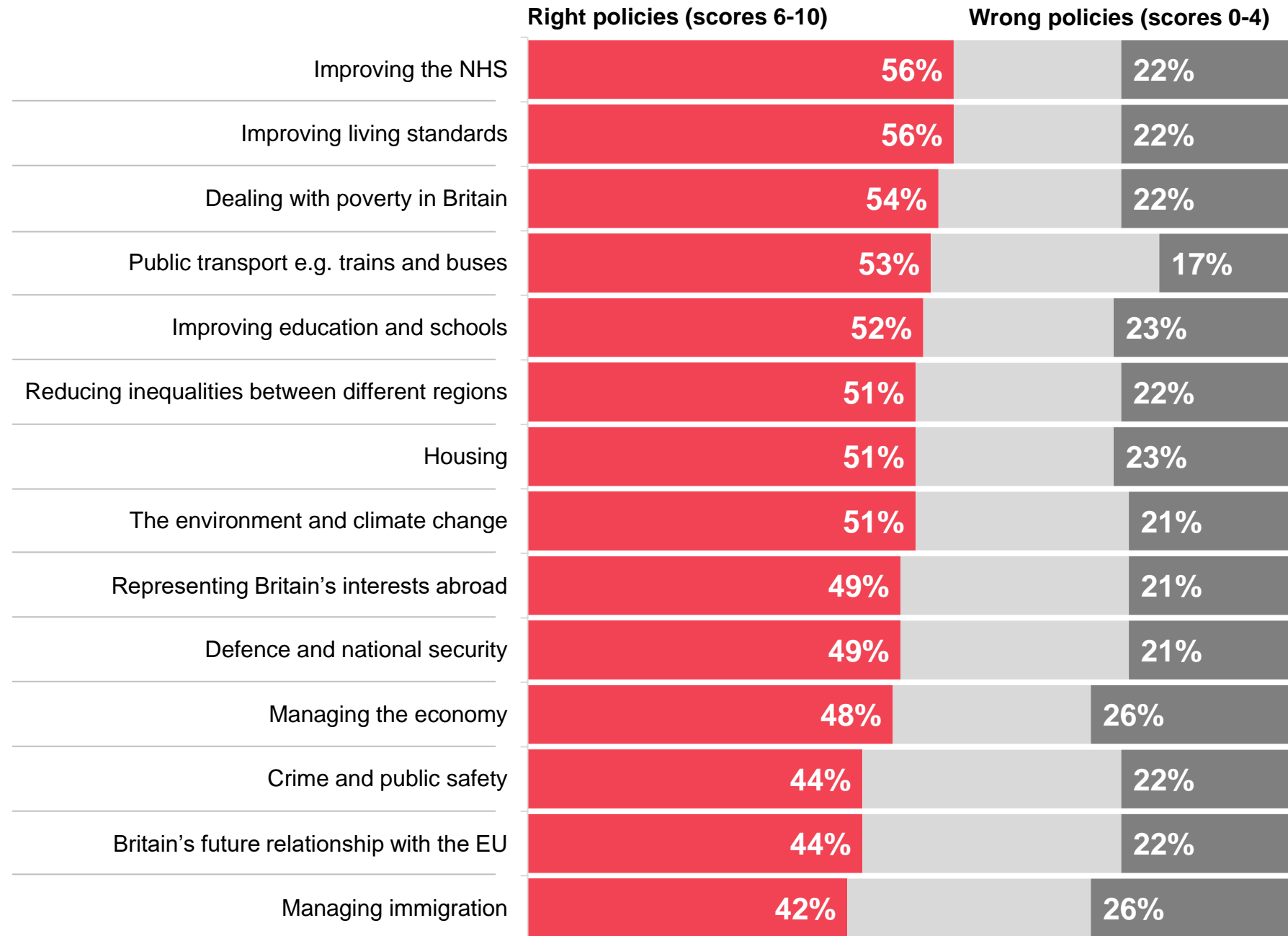
Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Labour party has the right or wrong policies in the following areas at the moment...?



Do Labour have the right policies ?

Among 2019 Labour voters

Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Labour party has the right or wrong policies in the following areas at the moment...?



DIRECTION OF THE COUNTRY

November 2021



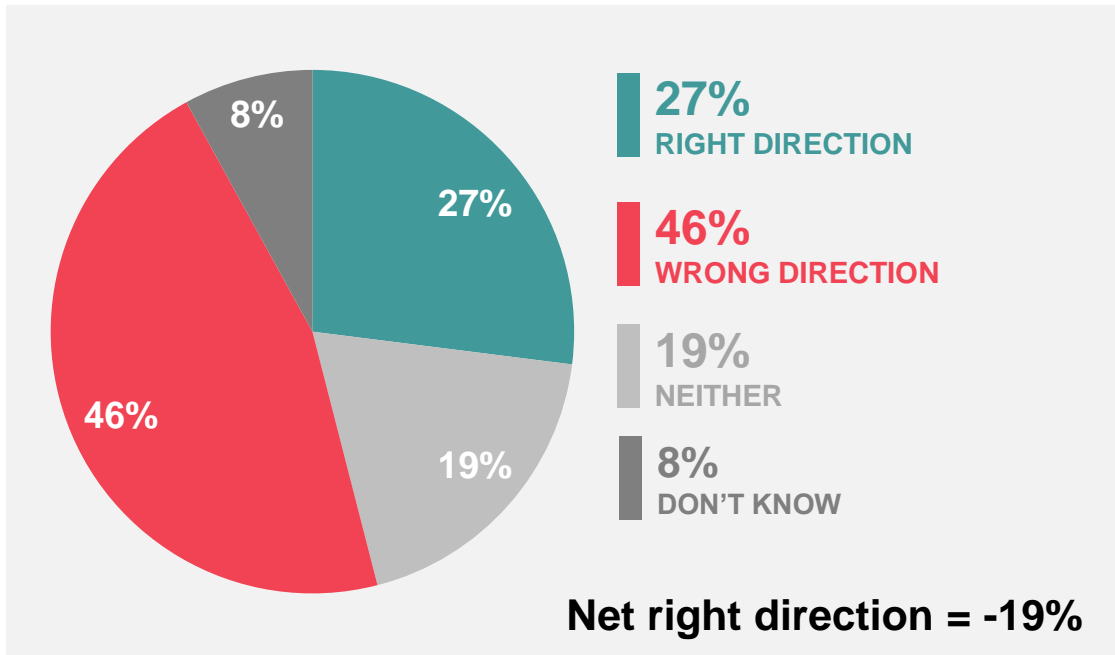
Ipsos MORI



Direction of the country

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

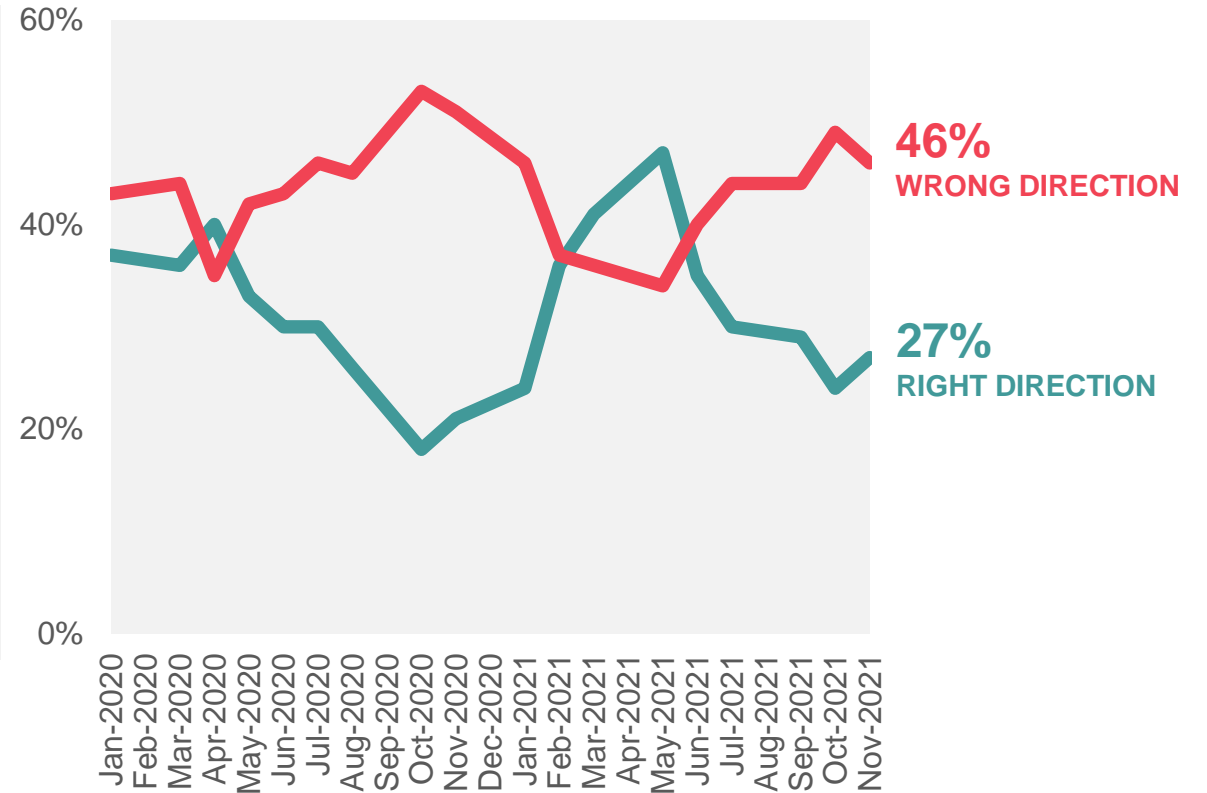
November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Source: Ipsos MORI

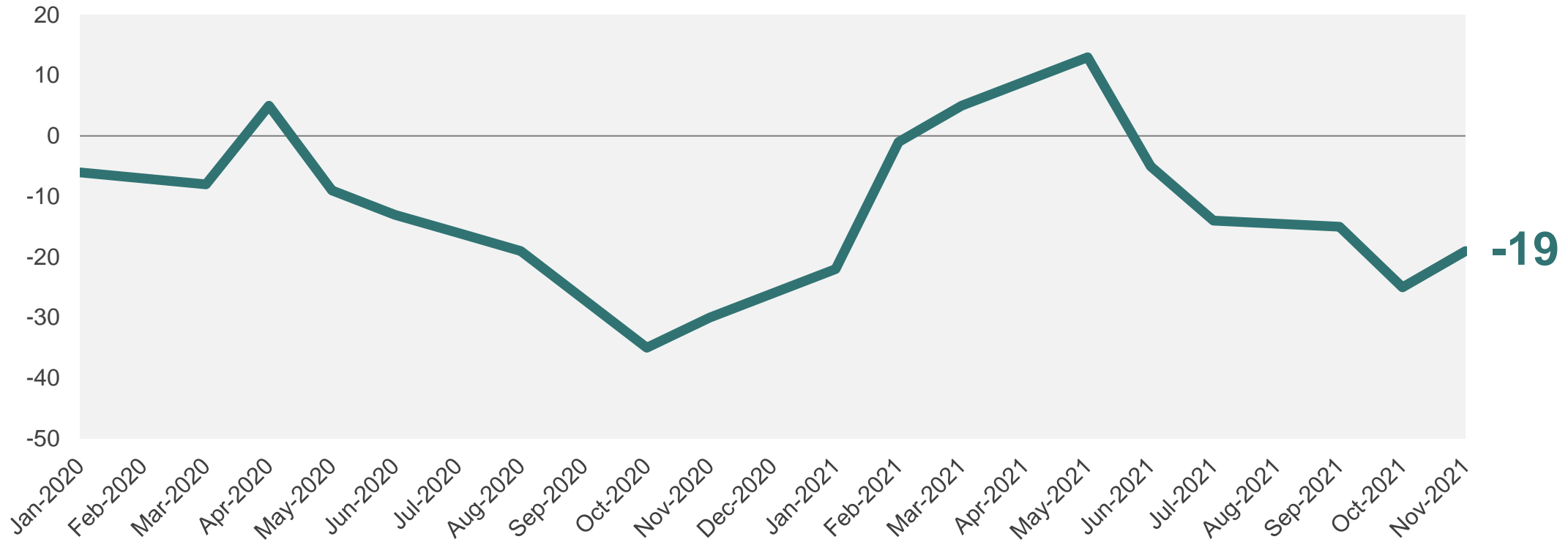
January 2020 – November 2021



Direction of the country: January 2020 – November 2021

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

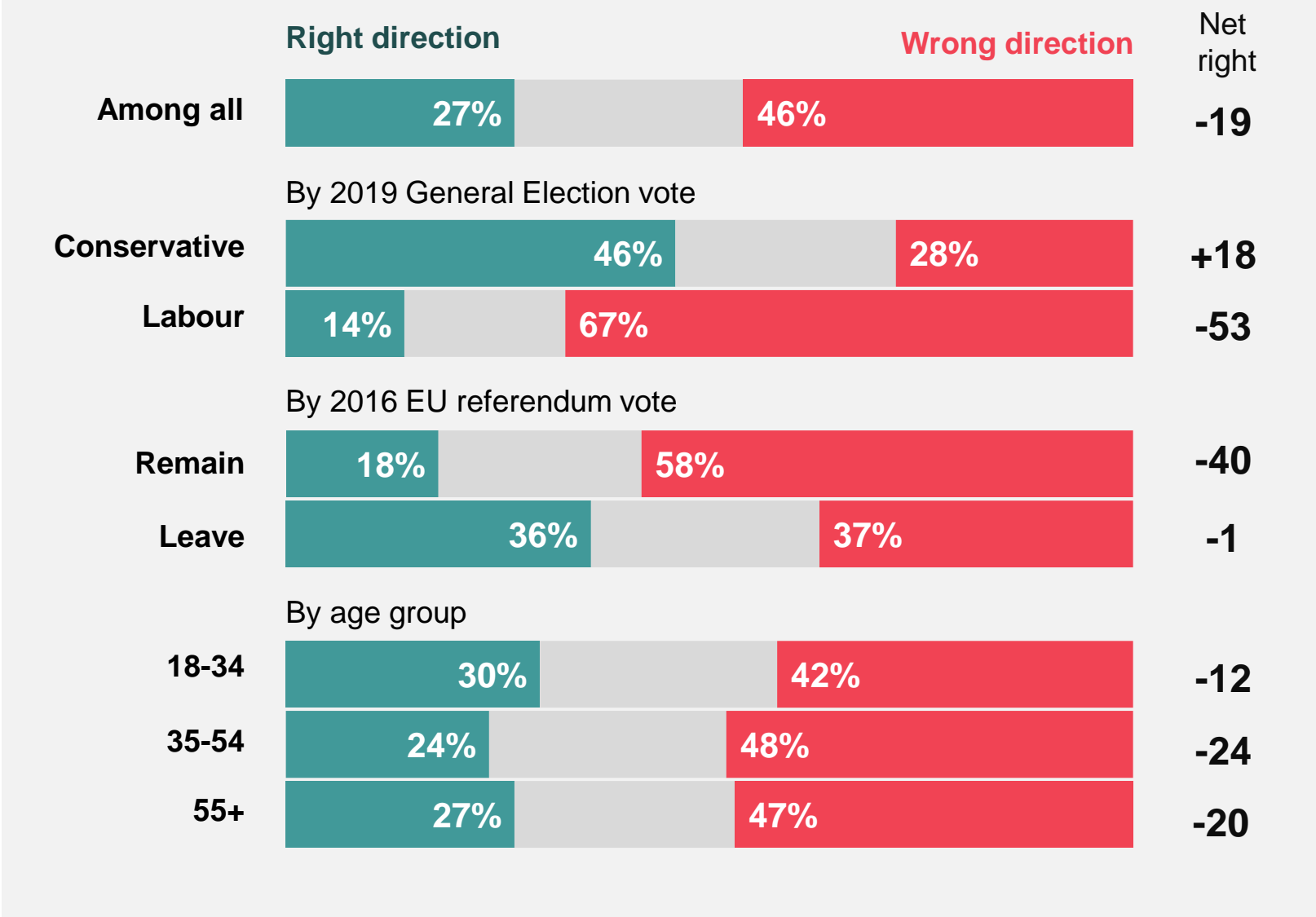
Net right direction



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

Direction of the country

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



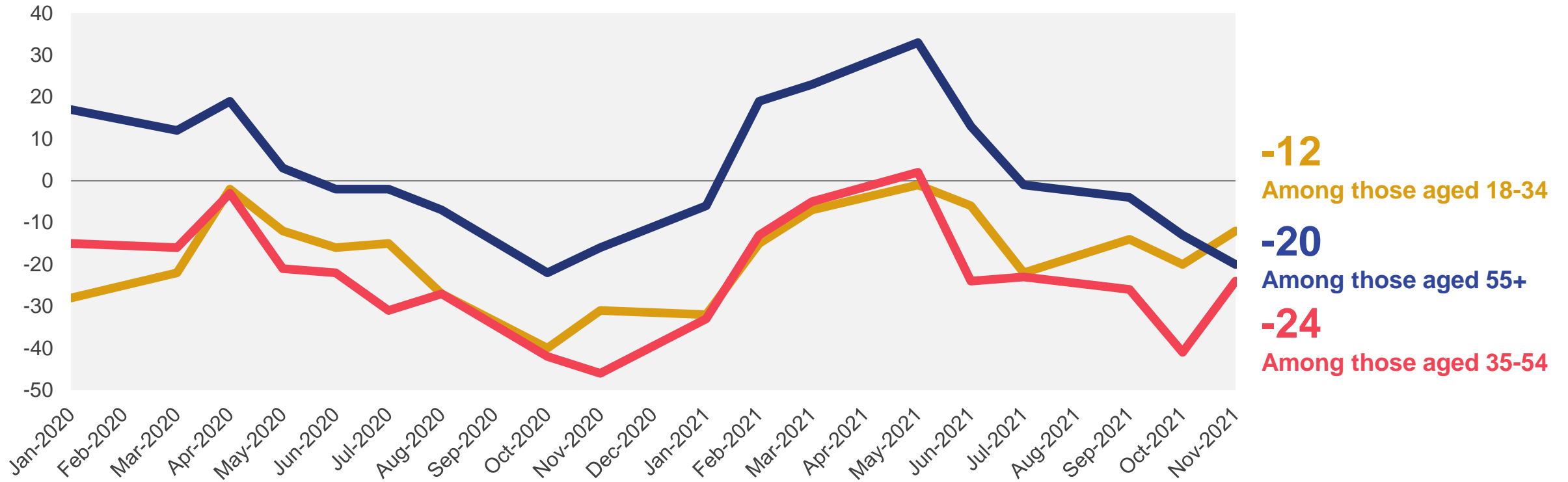
Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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?

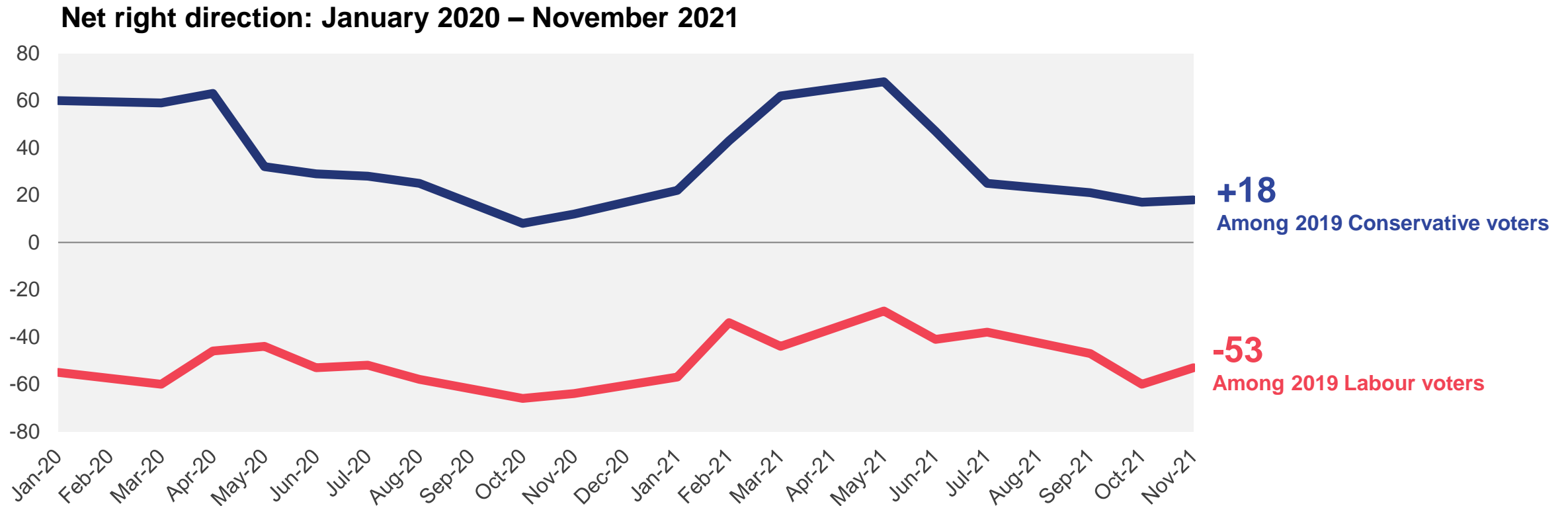
Net right direction: January 2020 – November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

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: 1,166 Online British adults aged 18+, 19-23 November 2021

BREXIT

November 2021



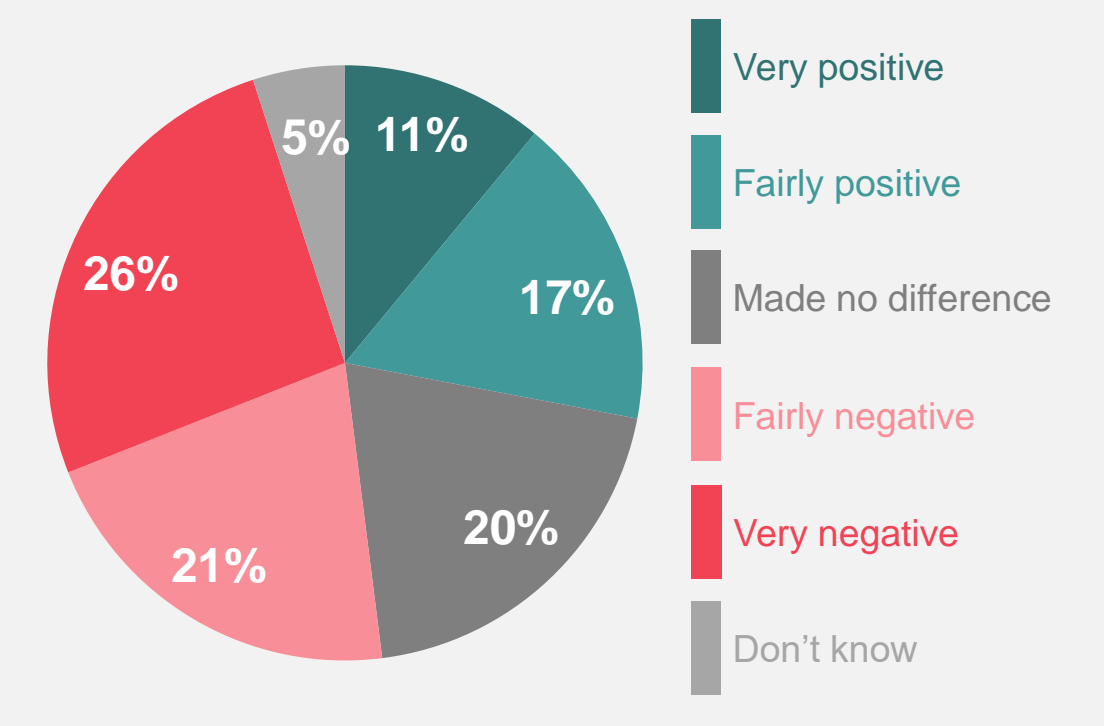
Ipsos MORI



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

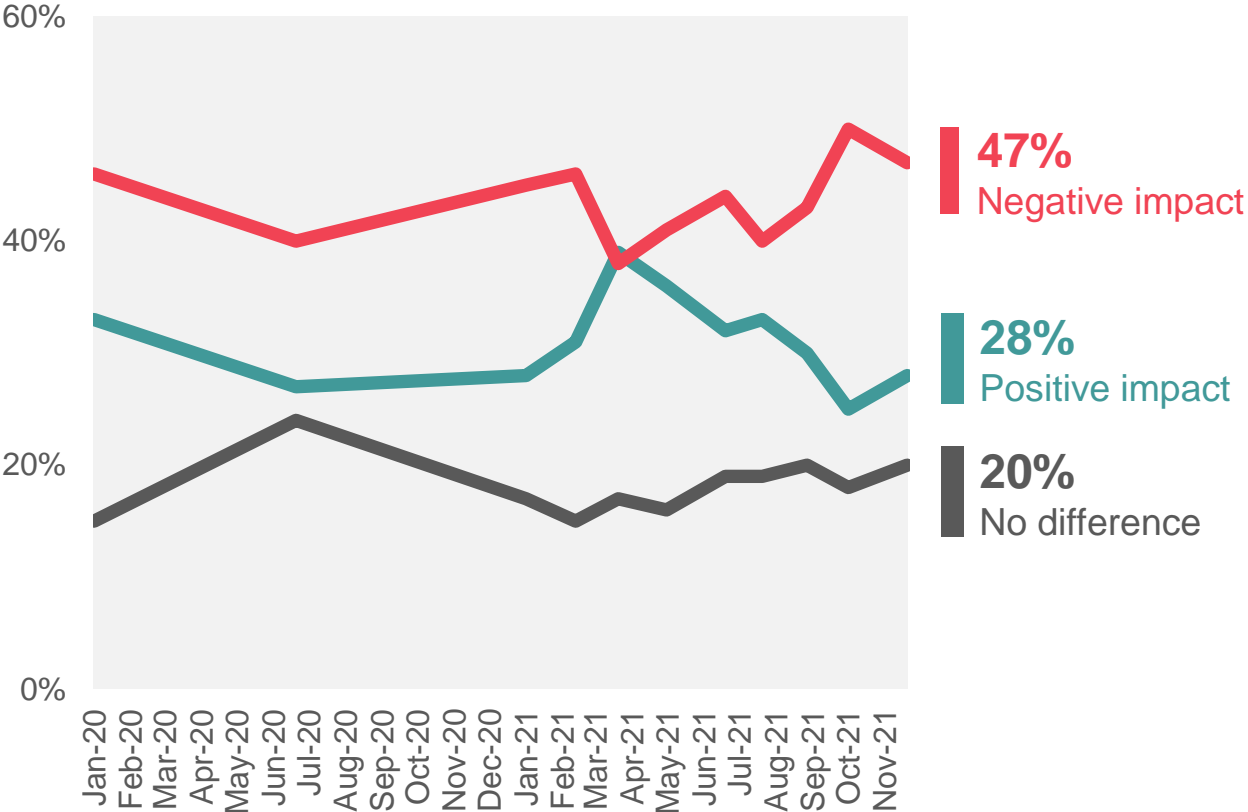
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

November 2021



Base: 1,166 Online British adults aged 18+, 19-23 November 2021

January 2020 – November 2021



Ipsos MORI

Political Pulse November 2021

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ipsos MORI

