

# IPSOS MORI POLITICAL ALIGNMENT POLLING

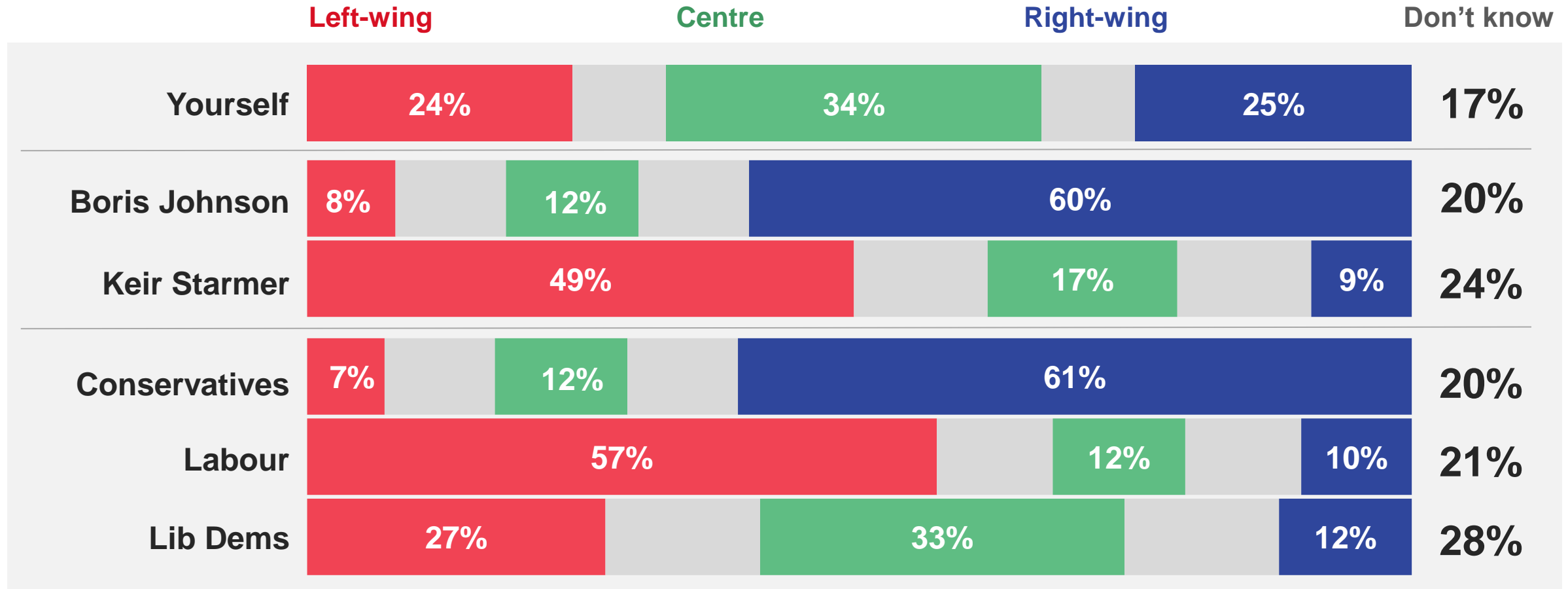
10 – 13 July 2020

Ipsos MORI



# Political alignment: Where do people and the parties stand?

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

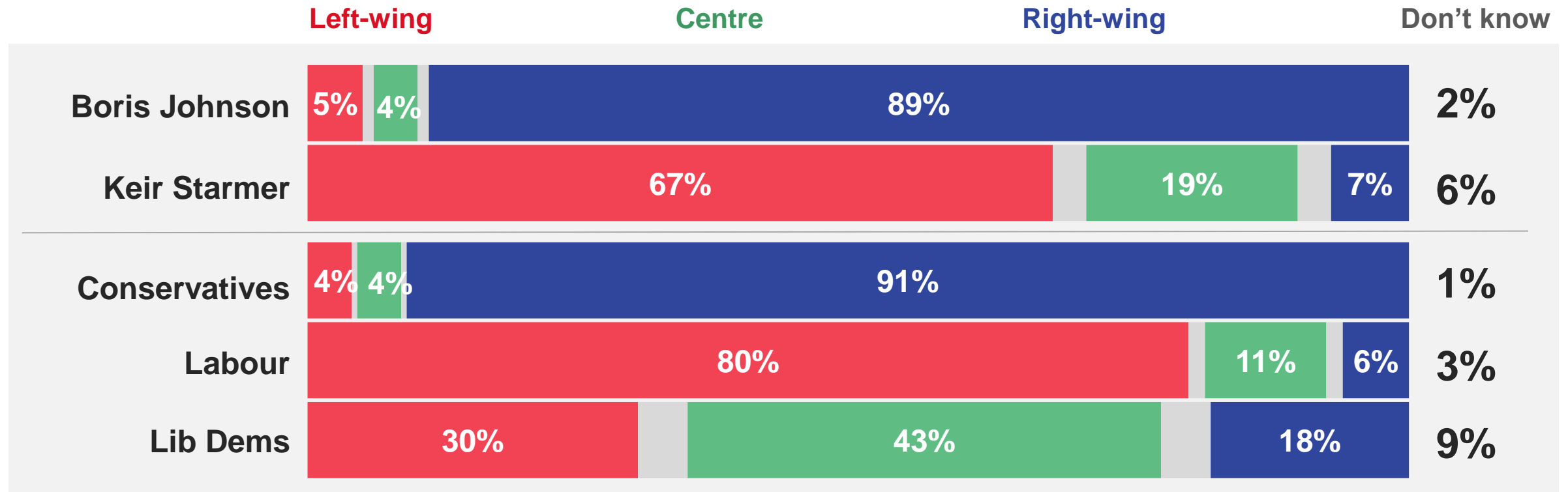


Base: 1,118 Online British adults 18+, 10 - 13 July 2020

# Where do the left place leaders and parties?

## Political alignment: Among those identifying as left-wing

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

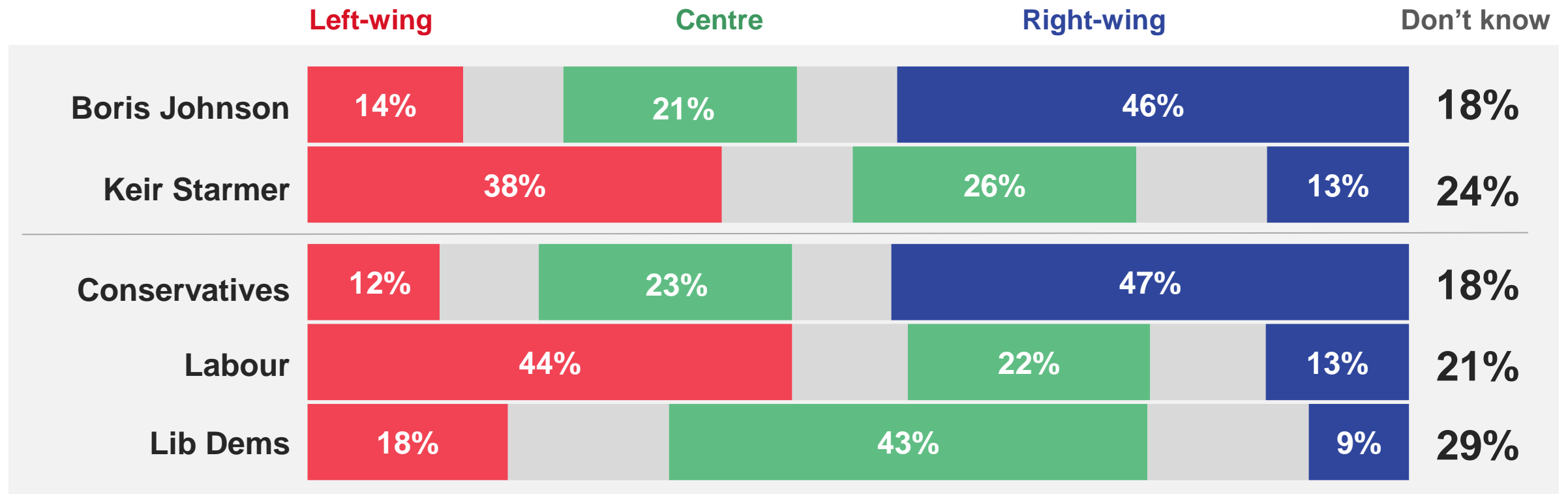


Base: Among 306 online British adults 18+ who identify as either left-wing or centre-left, 10 - 13 July 2020

# Where do centrists place leaders and parties?

## Political alignment: Among those identifying as in the centre

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

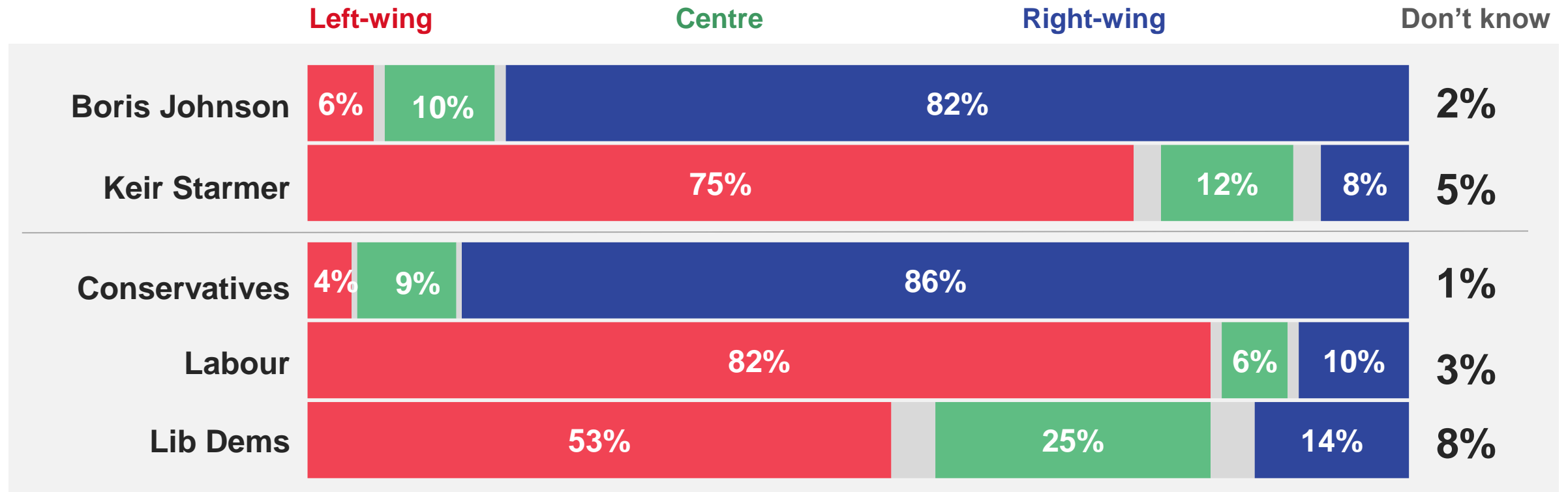


Base: Among 362 online British adults 18+ who identify as centrists, 10 - 13 July 2020

# Where do the right place leaders and parties?

## Political alignment: Among those identifying as in right-wing

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

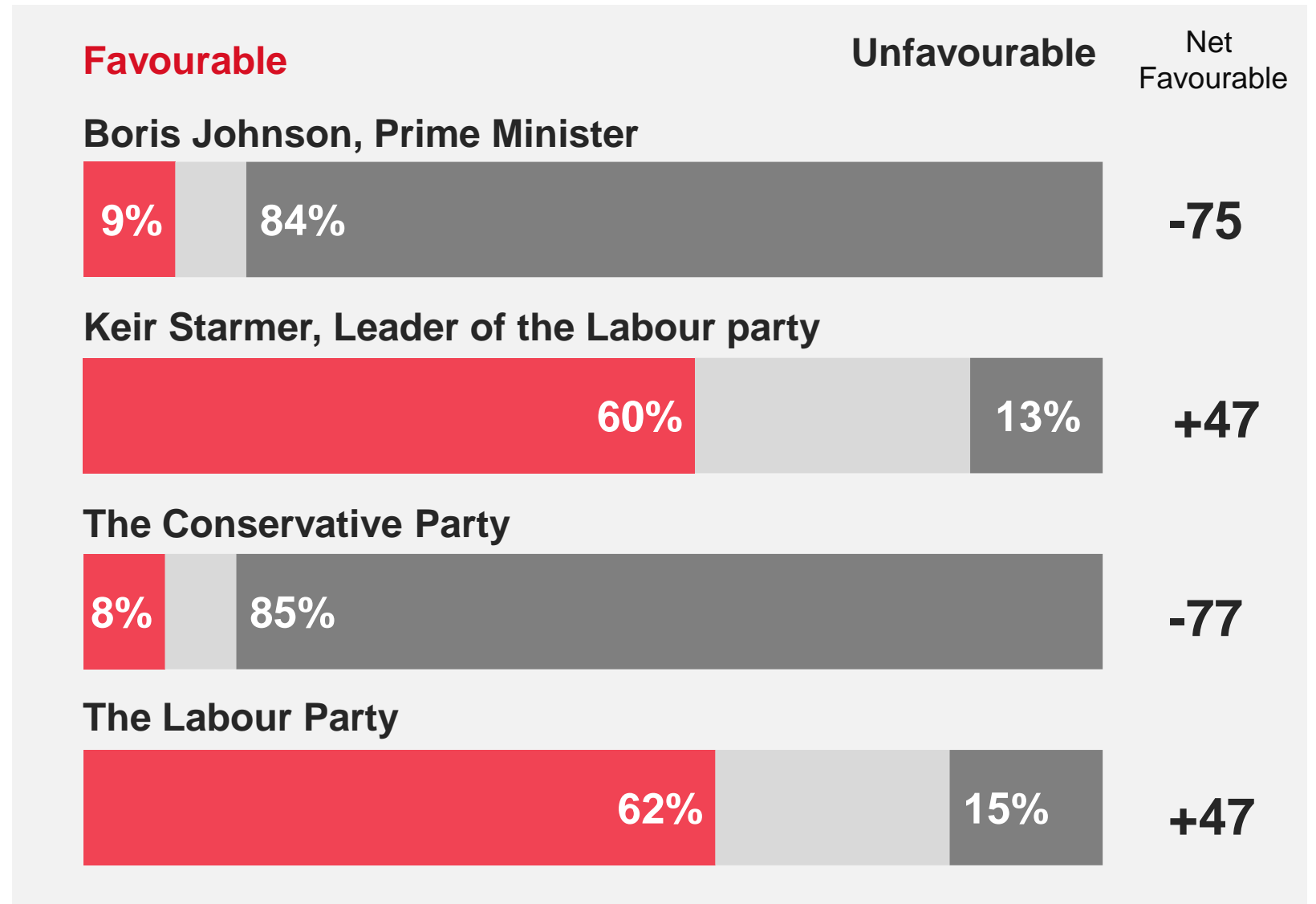


Base: Among 262 online British adults 18+ who identify as right-wing or centre-right, 10 - 13 July 2020

# What are the views of the left?

## Favourability towards parties and leaders: Among those describing their views as left-wing

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



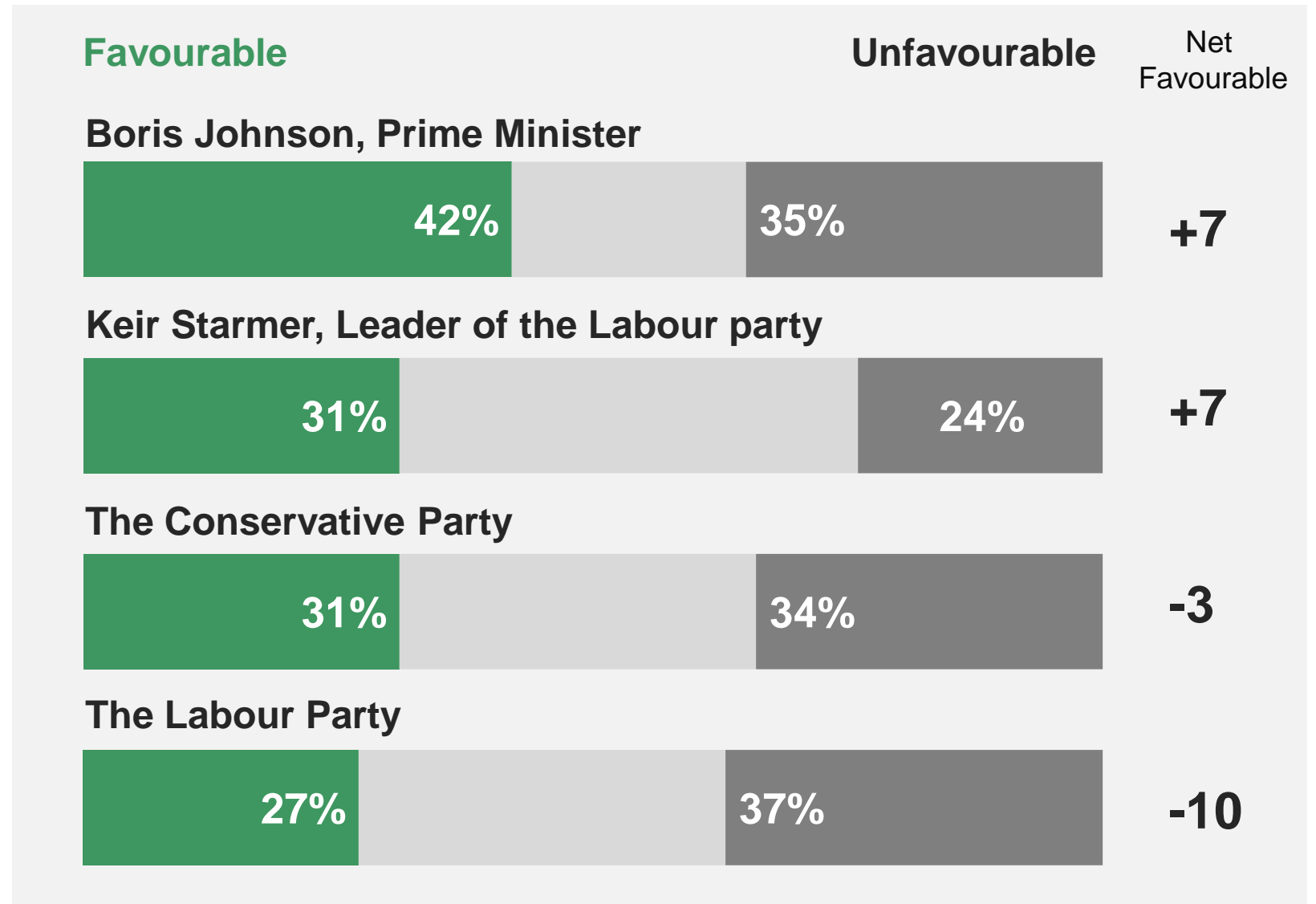
Base: Among 306 online British adults 18+ who identify as either left-wing or centre-left, 10 - 13 July 2020

Source: Ipsos MORI

# What are the views of centrists?

## Favourability towards parties and leaders: Among those describing their views as centrists

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



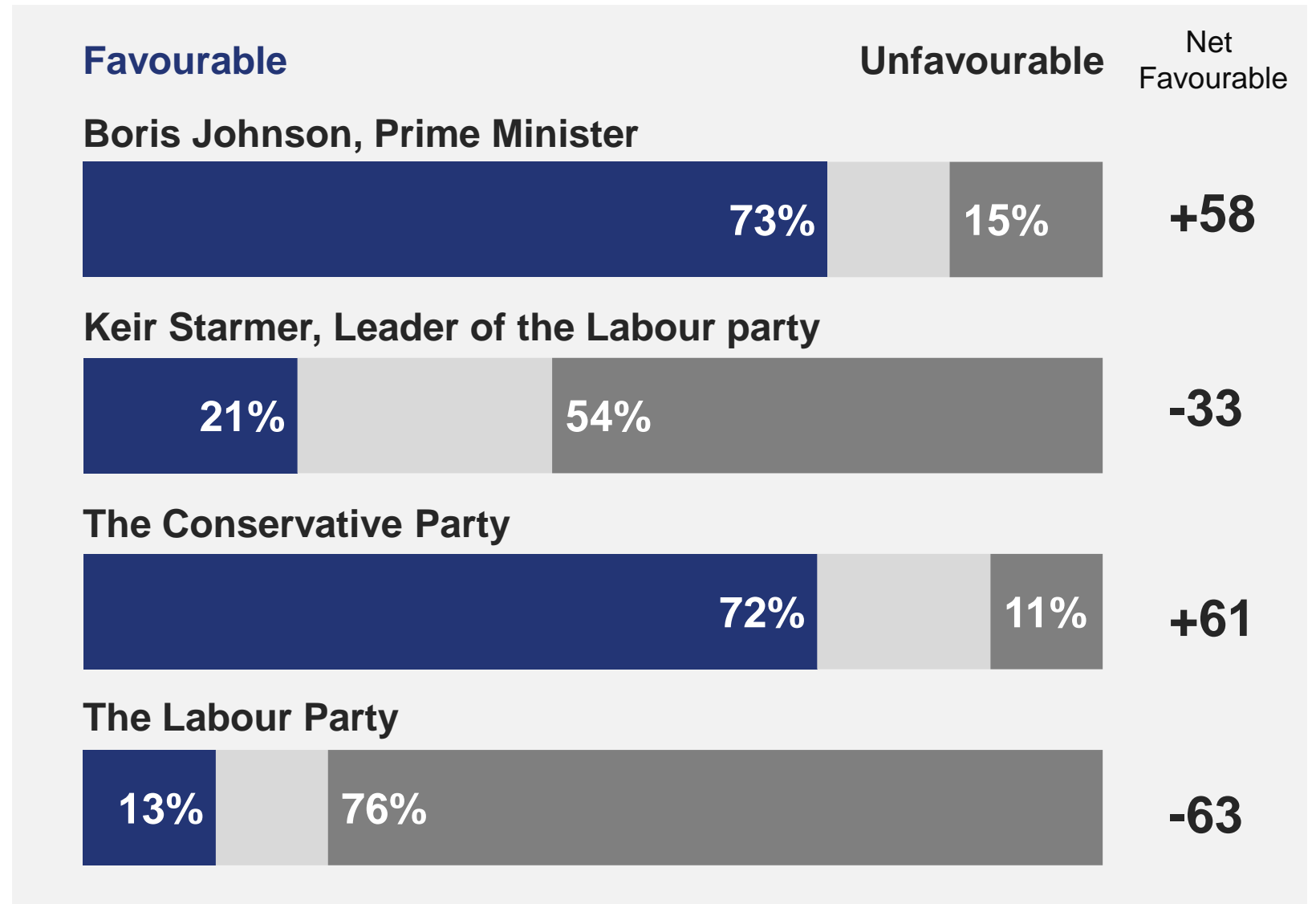
Base: Among 362 online British adults 18+ who identify as centrists, 10 - 13 July 2020

Source: Ipsos MORI

# What are the views of the right?

## Favourability towards parties and leaders: Among those describing their views as right-wing

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



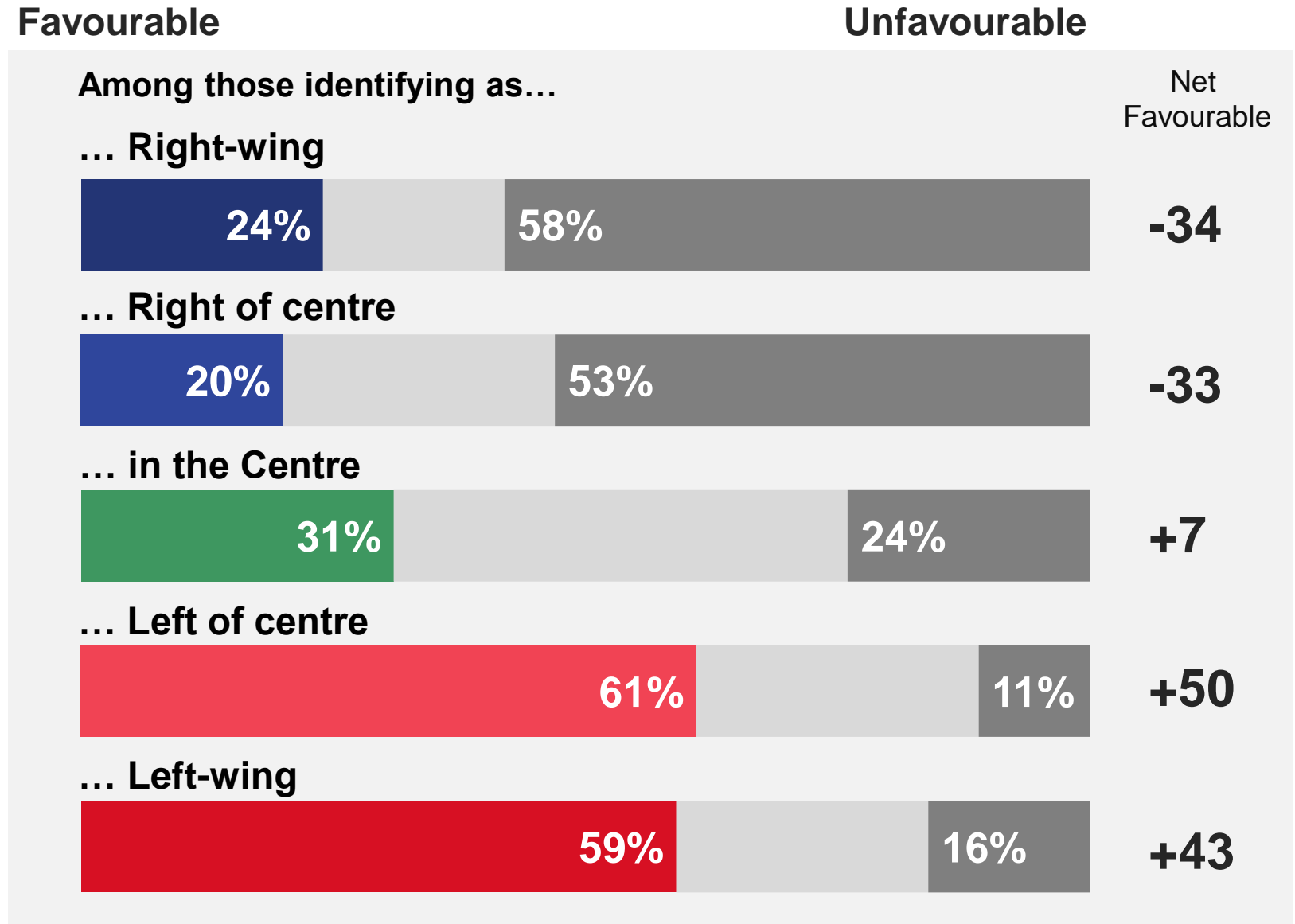
Base: Among 262 online British adults 18+ who identify as right-wing or centre-right, 10 - 13 July 2020

Source: Ipsos MORI



# How do opinions of Keir Starmer differ across the political spectrum?

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

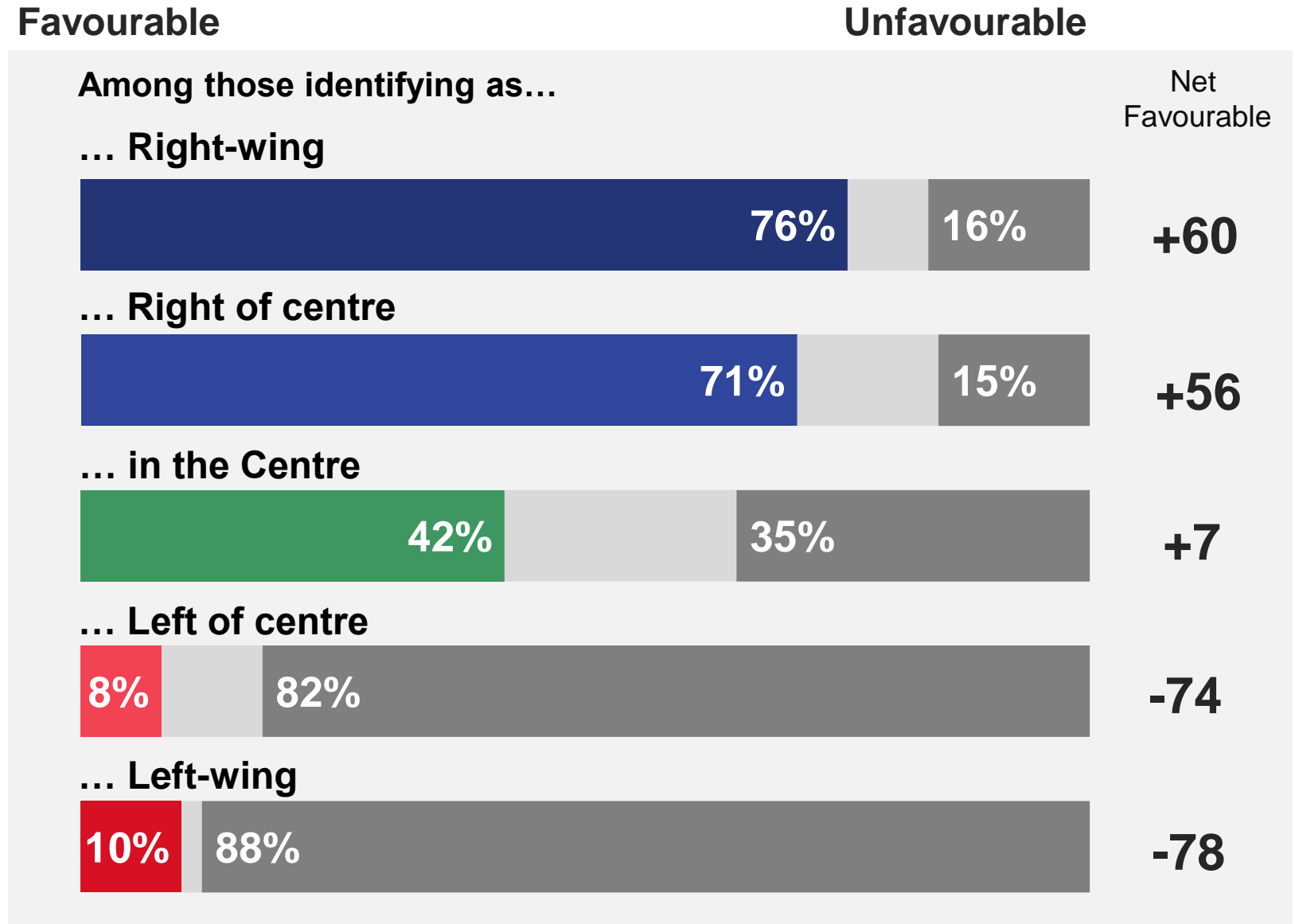


Base: 1,118 Online British adults 18+, Among those identifying as: Right-wing (73), Centre-right (189), Centre (362), Centre-left (201), Left (105), 10 - 13 July 2020

Source: Ipsos MORI

# How do opinions of Boris Johnson differ across the political spectrum?

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



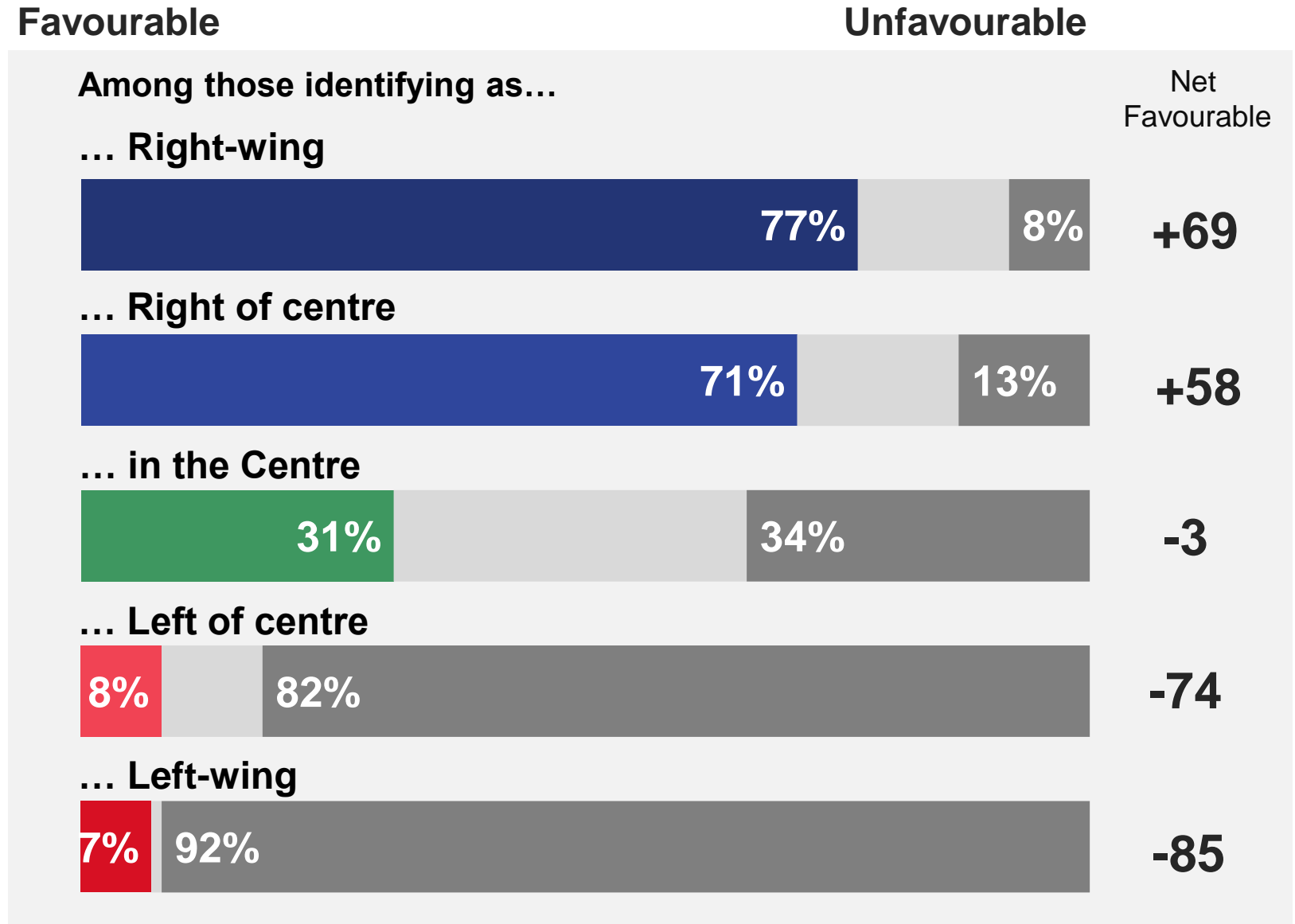
Base: 1,118 Online British adults 18+, Among those identifying as: Right-wing (73), Centre-right (189), Centre (362), Centre-left (201), Left (105), 10 - 13 July 2020

Source: Ipsos MORI

# How do opinions of the Conservative party differ across the political spectrum?

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

The Conservative party

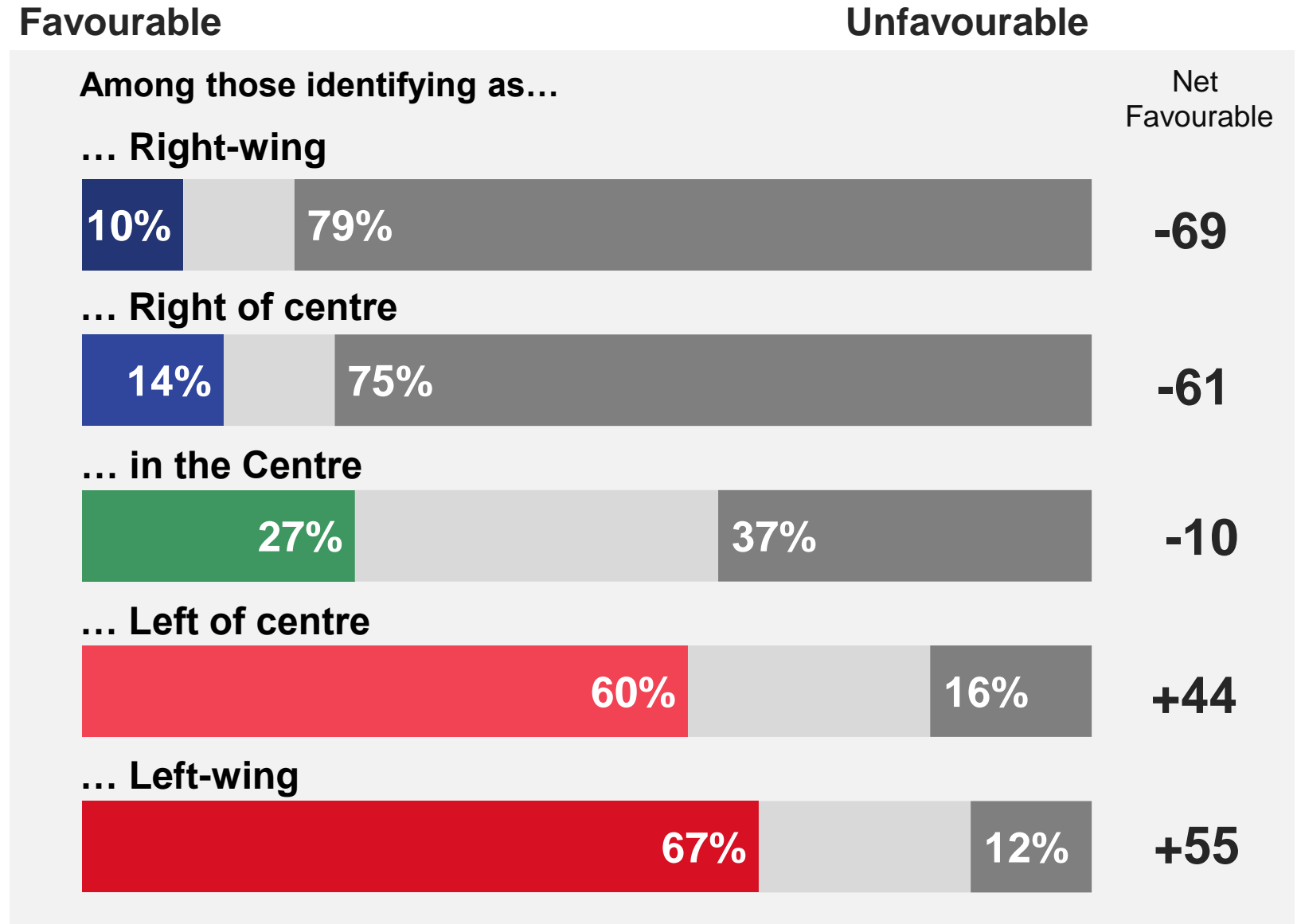


Base: 1,118 Online British adults 18+, Among those identifying as: Right-wing (73), Centre-right (189), Centre (362), Centre-left (201), Left (105), 10 - 13 July 2020

Source: Ipsos MORI

# How do opinions of the Labour party differ across the political spectrum?

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



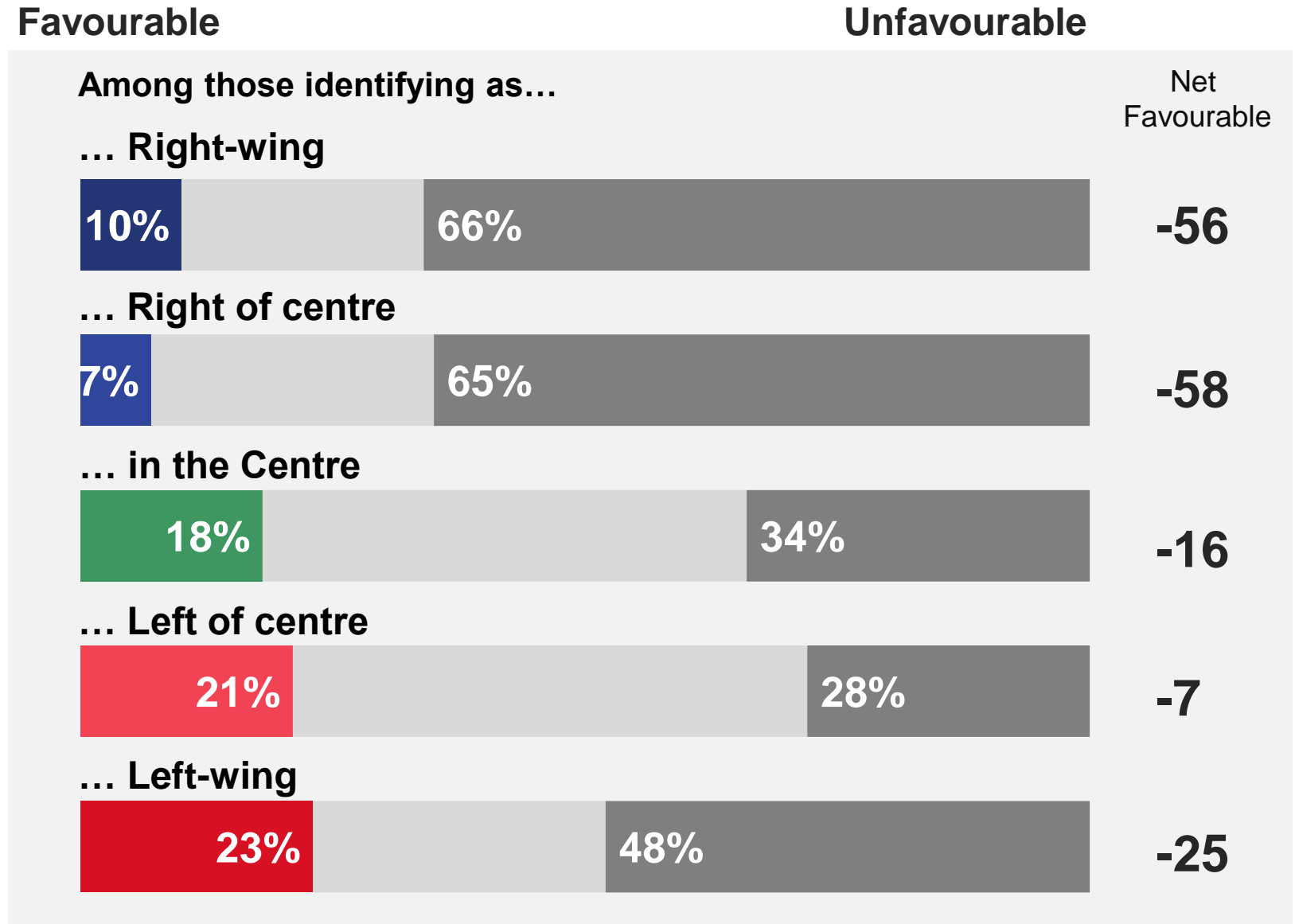
Base: 1,118 Online British adults 18+, Among those identifying as: Right-wing (73), Centre-right (189), Centre (362), Centre-left (201), Left (105), 10 - 13 July 2020

Source: Ipsos MORI

# How do opinions of the Liberal Democrats differ across the political spectrum?

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

The Liberal Democrats



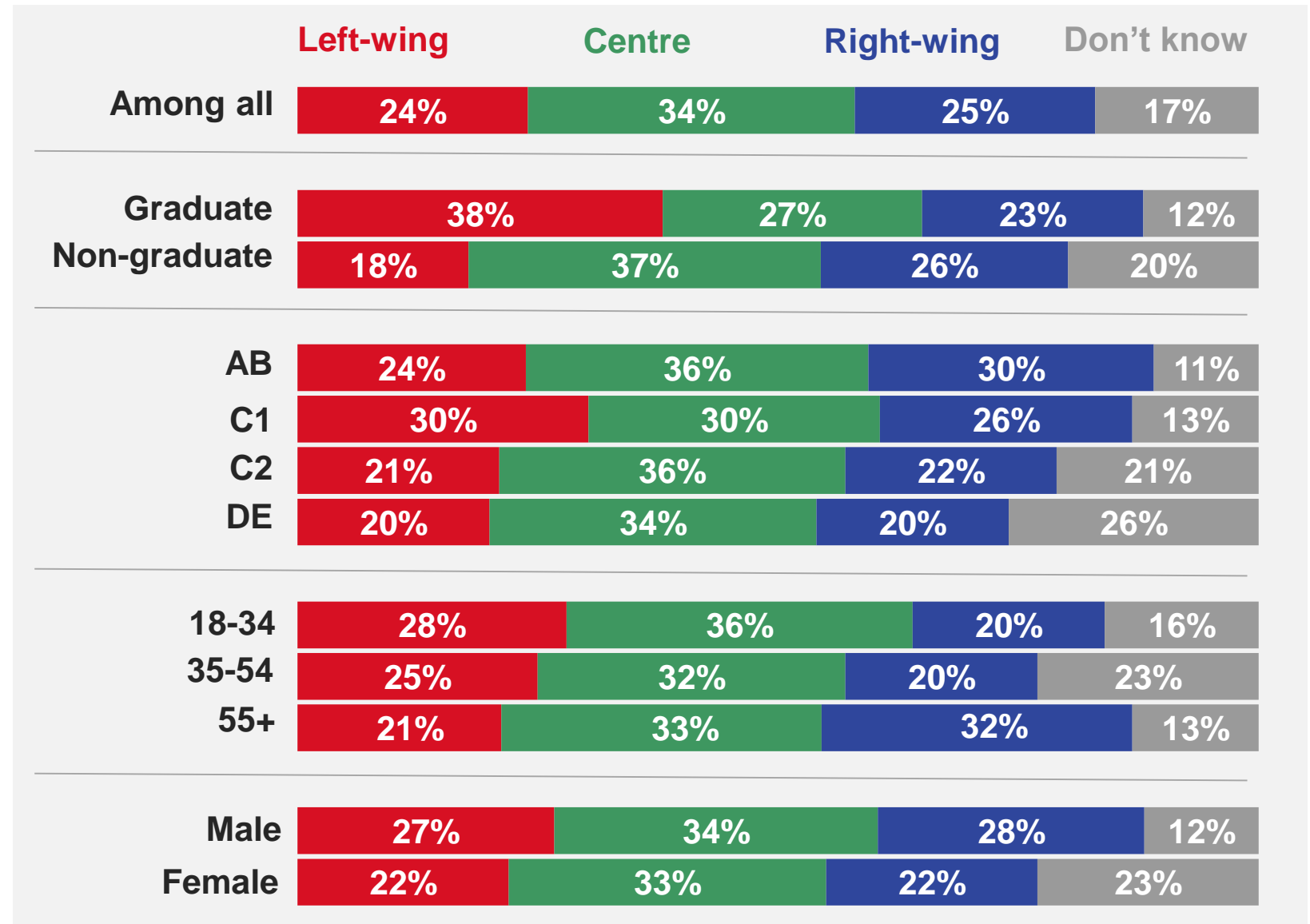
Base: 1,118 Online British adults 18+, Among those identifying as: Right-wing (73), Centre-right (189), Centre (362), Centre-left (201), Left (105), 10 - 13 July 2020

Source: Ipsos MORI

# Who makes up the left, right and centre?

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

## Yourself



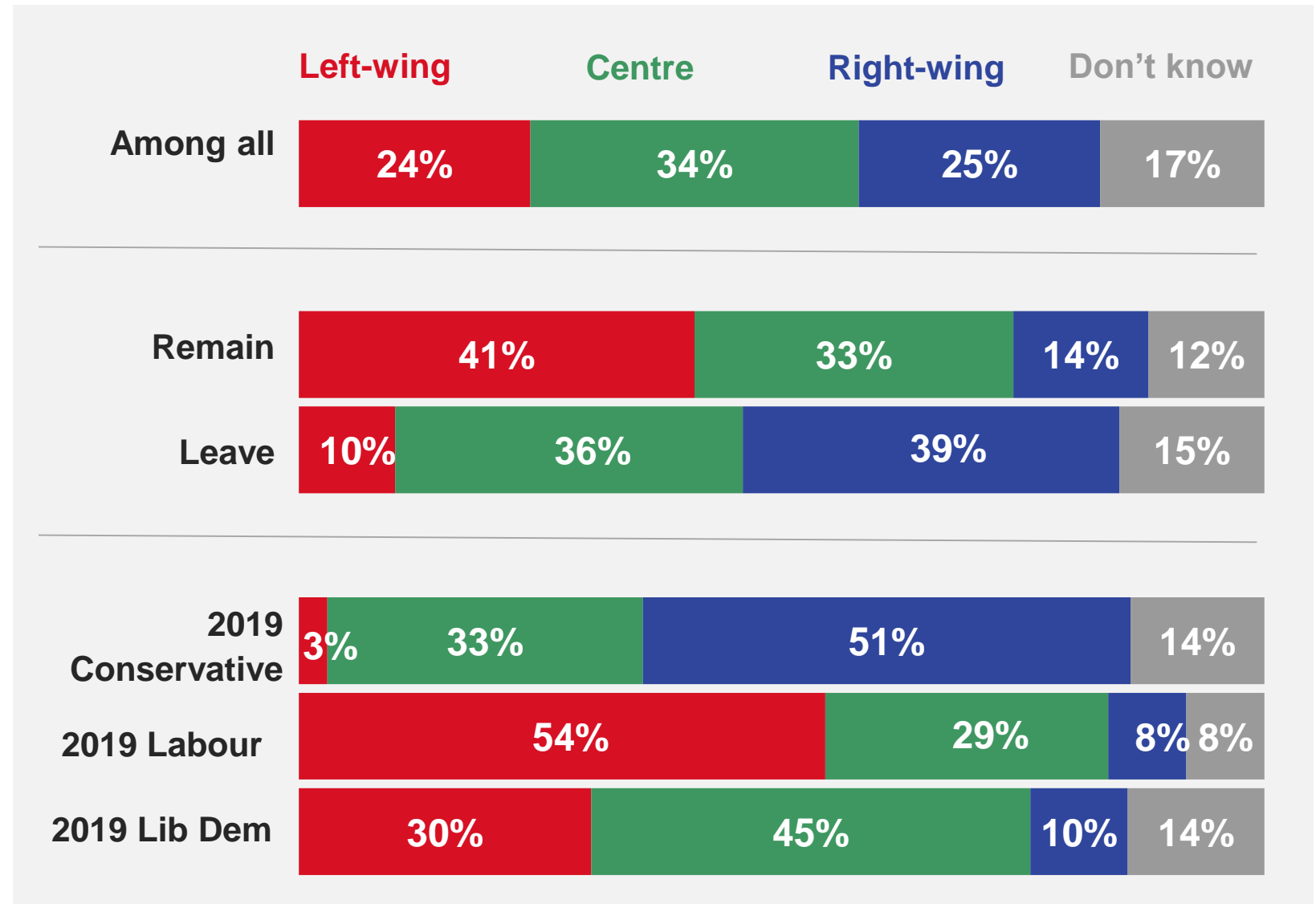
Base: 1,118 Online British adults 18+, among those aged 18-34 (357), 35-54 (386), 55+ (37%), Among ABs (296), C1s (403), C2s (180), DEs (239), Among graduates (477), non-grads (641), among those identifying as male (557, female (557), 10 - 13 July 2020

Source: Ipsos MORI

# Who makes up the left, right and centre?

Some people describe their political views as being left or right-wing. How would describe the views of the following, would you say they are...?

## Yourself



Base: 1,118 Online British adults 18+, 2016 Remain voters (470), Leave voters (438), 2019 Conservative voters (368), Labour (309), Liberal Democrats (94), 10 - 13 July 2020

Source: Ipsos MORI

# Ipsos MORI

**July 2020**

## **For more information**

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