

Ipsos MORI Political Pulse

Public

Fieldwork: 10-13 April 2020

Adults online aged 18+ in GB

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Sir/ Keir Starmer, Leader of the Labour party

All adults online aged 18+ in Great Britain - combined splits A and B

		Gender			Age							Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398
Very favourable	80 7%	45 9%	34 6%	33 10% E	20 5%	27 8%	15 12% EU	17 9%	9 5%	11 5%	15 8% *	12 7%	28 10%	20 6%	16 7% *	16 7%	25 10% S	20 7%	9 4%	14 9%	8 16% SV*	4 4% *	69 8%	10 7%	49 8%	24 8% *	7 5% *	21 7%	58 7%	34 10%	46 6%	58 9%	21 5%	8 3%	49 18% hk	13 13% ht*	6 5% *	56 13% m	15 4%
Fairly favourable	203 19%	111 21%	91 17%	69 21%	77 20%	57 16%	36 28% DFHK	34 17%	36 19%	40 20%	28 16% *	28 17%	61 21%	68 21%	37 16% *	37 16%	46 18%	43 16%	49 20%	36 24%	10 20% *	18 20% *	174 19%	28 18%	106 17%	73 23% Y	24 18% *	48 17%	155 20%	94 27% e	109 15%	133 20%	70 18%	23 7%	94 34% hk	26 25% ht*	24 20% ht*	121 28% m	37 9%
Neither favourable nor unfavourable	415 39%	182 35%	232 43% B	114 35%	142 36%	159 46% DEGI	37 29%	77 38%	66 35%	76 37%	82 45% G*	77 47% DG	87 30%	135 43% M	92 40% *	101 42% M	110 43% U	106 38%	99 41%	51 34%	13 25% *	36 39% *	343 38%	72 45%	263 42% Z	102 33%	50 39% *	115 40%	300 38%	115 34%	300 41% d	248 36%	167 43%	150 45% i	86 32%	41 40% *	49 41% *	164 37%	174 44%
Fairly unfavourable	116 11%	69 13%	47 9%	28 8%	51 13% G	37 11%	8 6%	20 10%	20 11%	31 15% DG	18 10% *	19 12%	38 13% P	28 9%	36 16% P*	14 6%	25 10%	32 11%	23 10%	20 14%	7 14% *	9 10% *	103 11%	13 8%	77 12% Z	23 7%	16 13% *	27 9%	89 11%	32 9%	83 12%	78 11%	38 10%	57 17% ij	10 4%	5 5% *	13 11% jt*	38 9%	53 13%
Very unfavourable	109 10%	73 14% C	36 7%	20 6%	56 14% DGH	34 10%	5 4%	14 7%	30 16% DGH	26 13% DG	17 9% *	17 10%	30 7%	23 10%	20 9% *	36 15% N	25 10%	27 13%	32 8%	11 8%	7 14% *	7 11% *	96 8%	14 10%	65 9%	28 12% *	16 13% *	36 9%	74 7%	25 12% d	84 11% d	76 9%	34 11% ij	65 20% ij	5 2% *	6 5% *	17 14% it*	20 5% i	80 20%
Don't know	146 14%	48 9%	98 18% B	67 20% EFIL	48 12%	32 9%	27 21% EFIL	40 20% EFIL	28 15%	20 10%	21 11% *	11 7%	41 14%	43 14%	27 12% *	36 15%	25 10%	50 18% Q	31 13%	17 11%	5 11% *	18 20% qt*	125 14%	21 13%	69 11%	62 20% Y	15 12% *	38 13%	109 14%	43 13%	103 14%	88 13%	59 15%	26 8%	29 11%	12 12% *	9 8% *	40 9%	38 10%
NET Favourable	282 26%	156 29%	126 23%	102 31% H	97 25%	84 24%	51 40% DEFHKL	51 25%	46 24%	51 25%	44 24% *	40 24%	90 31% P	87 28%	53 23% *	53 22%	71 28%	63 23%	58 24%	50 33% R	19 36% *	22 24% *	243 27%	39 24%	155 25%	97 31%	30 24% *	69 24%	213 27%	127 37% e	155 21%	191 28%	91 23%	32 10%	142 52% hjk	39 38% ht*	30 26% ht*	177 40% m	52 13%
NET Unfavourable	225 21%	142 27% C	83 15%	47 14%	107 27% DGH	71 21% G	13 11%	34 17%	50 26% DGH	57 28% DGH	35 19% *	36 22% G	68 24% N	51 16%	56 25% *	50 21%	49 19%	58 21%	55 23%	32 21%	14 28% *	16 18% *	198 22%	27 17%	142 23%	51 16%	32 25% *	62 22%	163 21%	58 17% d	168 23% d	153 23%	72 19%	123 37% ijk	15 6%	11 10% *	29 25% it*	58 13% i	133 33%
Net Difference	57 5%	13 3%	42 8%	55 17%	-10 -3%	12 4%	37 29%	17 9%	-4 -2%	-6 -3%	9 5%	4 2%	21 7%	36 12%	-4 -2%	3 1%	21 8%	5 2%	3 1%	18 12%	4 8%	5 6%	45 5%	12 8%	12 2%	46 15%	-2 -1%	7 2%	50 6%	69 20%	-12 -2%	38 6%	19 5%	-91 -27%	127 46%	28 28%	* *	119 27%	-81 -20%
Mean	0.03	-0.03	0.09	0.26 EFU	-0.13	0.02	0.47 DEFHKL*	0.12 *	-0.15	-0.11	0.04 *	-0.01 *	0.08	0.12	-0.04 *	-0.09	0.10	-0.01	-0.09	0.15 *	0.12 **	0.02 *	0.02	0.06 *	-0.01	0.17	-0.09 *	-0.03	0.05	0.26 e	-0.08	0.03	0.02	-0.48	0.70 hjk	0.39 hk*	-0.09 ht*	0.39 m	-0.40

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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)

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Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party

All adults online aged 18+ in Great Britain - split sample A

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	534	263	269	175	196	163	65	110	90	106	89	74	182	180	59	113	128	145	119	59	29	54	451	83	314	164	56	150	384	235	299	332	202	165	151	46	62	228	196
Weighted base	536	265	269	165	196	175	53	112	95	100	99	76	142	146	115	132	135	145	116	61	22	57	443	93	333	147	56	141	395	177	359	341	195	179	138	46	59	222	207
Very favourable (2) (2)	39 7%	24 9%	15 5%	17 10%	10 5%	12 7%	7 13% i*	10 9%	3 3%	7 7%	5 6%	6 8%	14 10%	8 6%	5 4%	12 9%	18 13% +	8 5%	7 6%	3 6%	2 9%	1 2%	33 7%	6 7%	21 6%	15 10%	3 5%	6 4%	32 8%	16 9%	23 6%	29 8%	10 5%	3 2%	25 18% h	4 9%	4 7%	26 12% m	8 4%
Fairly favourable (1) (1)	102 19%	58 22%	43 16%	31 19%	41 21%	29 17%	11 21% +	20 18%	17 18%	24 24%	14 14%	15 20%	32 23%	30 21%	16 14%	23 18%	25 19%	22 15%	28 24%	11 18%	2 22%	12 11%	86 20%	15 16%	59 18%	30 20%	13 23%	21 15%	81 20%	48 27% e	54 15%	66 19%	36 18%	9 18%	51 37% h	11 23%	13 22% h*	64 29% m	18 9%
Neither favourable nor unfavourable (0) (0)	216 40%	94 35%	122 46%	65 39%	60 31%	91 52% EGU*	17 32% +	48 43%	31 32%	30 30%	49 50%	41 54% EGU*	44 31%	64 43% M	54 47%	55 41%	56 41%	56 39%	49 42%	28 45%	8 34%	21 36%	173 39%	43 46%	150 45% Z	43 29%	24 43%	62 44%	154 39%	63 35%	154 43%	130 38%	86 44%	89 50% i	45 33%	17 36% +	25 42% +	85 38%	99 48%
Fairly unfavourable (-1) (-1)	51 10%	30 11%	22 8%	10 6%	27 14% DH	15 8%	4 8% +	6 5%	12 12%	15 15%	9 9%	6 8%	16 11%	11 8%	17 15%	7 6% +	10 8%	18 12%	10 8%	4 7%	5 23%	4 7%	46 10%	6 6% +	34 10%	12 8%	5 9%	19 14%	32 8%	13 7%	38 11% +	37 11%	14 7%	27 15% i	5 4%	4 9%	8 13% i*	19 9%	26 13%
Very unfavourable (-2) (-2)	54 10%	33 13%	21 8%	7 5%	34 17% DFGHL	12 7% +	2 3% +	6 5%	22 13%	13 13%	8 9%	4 5% +	17 12%	10 7%	12 10%	15 11% +	16 12% +	14 10%	13 11%	3 9%	2 10%	6 11% ++	44 10%	10 11% +	30 12%	18 9%	5 12% +	16 9%	12 9%	37 9%	15 11% i	38 15% +	35 10%	18 9%	36 20% i	3 2%	3 6% i*	12 11% i	38 18% i
Don't know	74 14%	27 10%	47 17% B	35 21% EFL	23 12% +	16 9% +	13 24% EFL*	22 20% FL*	13 13% +	11 11% +	13 13% +	4 5% +	19 13%	23 16%	13 11%	19 15% +	10 7% +	27 19% GS	9 8%	12 20%	3 14%	13 23% GS*	61 14%	13 14% +	38 11% +	30 20% Y	6 11% +	16 16%	58 15%	22 12%	52 15%	43 13%	31 16%	10 7%	8 18% +	3 5% +	17 8%	18 9%	
NET Favourable	140 26%	82 31% C	58 21%	48 29%	51 26%	41 23% +	18 34% +	30 27% +	20 20%	32 32% +	20 20% +	22 28% +	46 33% O	38 26%	20 17%	35 27% +	43 32% +	30 21%	35 30% +	15 24%	4 20%	14 24%	119 27%	21 23% +	80 24%	44 30%	16 28% +	27 19%	113 29%	64 36% e	77 21%	95 28%	45 23%	12 7%	76 55% h&k	15 32% h*	17 29% h*	90 41% m	25 12%
NET Unfavourable	105 20%	63 24%	42 16%	17 11%	61 31% DFGHL	27 15% +	6 11% +	12 10% +	33 34% DFGHL*	28 28% DFGHL*	17 17% +	10 13%	33 23%	21 14%	29 25%	23 17% +	27 20% +	32 22%	23 20% +	7 11% ++	7 32% +	10 17%	89 20%	16 17%	65 20%	30 18% +	10 25% +	36 18%	69 16%	29 21%	77 73%	32 17%	62 35% ij	8 6%	7 15% i*	14 24% i*	31 14% i	65 31% i	
Net Difference	35 7%	19 7%	15 6%	30 18%	-9 -5%	14 8%	12 22%	18 16%	-13 -14%	4 4%	2 2%	12 15%	14 10%	17 12%	-9 -7%	13 10%	16 12%	-2 -1%	12 11%	8 13%	-3 -13%	4 7%	30 7%	6 6%	15 5%	14 10%	6 10%	-9 -6%	44 11% b	35 20%	*	22 6%	13 7%	-51 -28%	68 49%	8 16%	3 5%	59 27%	-39 -19%
Mean	0.04	0.04	0.04	0.30 EL*	-0.19	0.09 i*	0.42 EL*	0.25 EL*	-0.38 EL*	-0.02 +	-0.01 +	0.20 i*	0.09	0.12 +	-0.15 +	0.09 +	0.14 +	-0.07 +	0.06 +	0.18 **	-0.15 **	-0.02 **	0.05	0.02 +	0.02	0.09 +	0.07 +	-0.15 +	0.12 b	0.23 e	-0.05	0.05	0.03 +	-0.51 +	0.70 h&k*	0.24 **	0.01 h*	0.36 m	-0.37

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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/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Adults online aged 18+ in GB

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All adults online aged 18+ in Great Britain - split sample B

		Gender			Age								Social grade							Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)				
Unweighted base	535	259	275	177	196	162	85	92	92	104	78	84	162	213	61	99	128	132	125	84	25	41	464	71	288	178	69	139	396	229	306	340	195	144	140	58	65	232	187				
Weighted base	533	263	269	165	197	171	75	91	94	103	83	88	143	170	113	107	120	132	128	89	28	36	467	66	296	166	72	143	390	166	367	339	194	153	135	57	58	216	191				
Very favourable (2) (2)	41 8%	21 8%	20 7%	16 10%	10 5%	15 9%	9 11%	7 8%	7 7%	3 3%	10 12%	6 6%	14 10%	12 7%	11 10%	3 3%	8 6%	12 9%	2 2%	10 11%	6 22%	2 7%	37 8%	4 6%	28 9%	9 6%	4 6%	15 10%	26 7%	18 11%	23 6%	29 9%	12 6%	5 3%	24 17%	9 16%	2 3%	30 14%	7 4%				
Fairly favourable (1) (1)	101 19%	53 20%	48 18%	38 23%	35 18%	27 16%	24 33%	14 15%	20 21%	16 14%	13 17%	13 15%	29 20%	37 22%	21 19%	14 13%	20 17%	21 16%	21 17%	25 28%	8 28%	6 17%	88 19%	13 20%	47 16%	44 26%	10 15%	27 19%	74 19%	46 28%	55 15%	67 20%	34 18%	15 10%	43 32%	16 27%	11 19%	56 26%	20 10%				
Neither favourable nor unfavourable (0) (0)	199 37%	88 34%	109 41%	49 30%	81 41%	68 40%	20 27%	29 32%	35 38%	46 45%	33 40%	35 40%	43 30%	71 42%	38 34%	46 43%	54 45%	50 38%	50 39%	24 27%	5 18%	15 43%	169 36%	29 44%	113 38%	59 36%	26 36%	53 37%	146 37%	53 32%	146 40%	117 35%	81 42%	62 40%	41 31%	24 43%	24 40%	79 37%	76 40%				
Fairly unfavourable (-1) (-1)	65 12%	39 15%	25 9%	18 11%	24 12%	23 13%	4 5%	14 15%	8 9%	16 16%	9 11%	13 15%	23 16%	17 10%	19 17%	6 6%	14 12%	14 10%	13 10%	16 18%	2 7%	5 14%	57 12%	8 12%	43 14%	11 7%	11 16%	7 5%	57 15%	19 12%	45 12%	40 12%	24 13%	31 20%	5 4%	1 1%	5 9%	19 9%	27 14%				
Very unfavourable (-2) (-2)	56 10%	40 15%	16 6%	12 8%	22 11%	22 13%	4 5%	9 10%	9 10%	13 12%	8 10%	14 15%	13 9%	13 8%	9 8%	21 20%	8 7%	13 10%	19 15%	9 10%	5 18%	2 5%	52 11%	4 5%	35 12%	10 6%	11 15%	19 13%	37 9%	10 6%	46 13%	41 12%	15 8%	30 19%	3 2%	3 5%	10 17%	8 4%	42 22%				
Don't know	72 14%	21 8%	51 19%	32 19%	24 12%	16 9%	14 19%	18 20%	15 16%	10 9%	8 10%	8 9%	22 15%	20 12%	15 13%	16 15%	15 13%	23 17%	21 17%	5 6%	2 8%	5 15%	64 14%	8 12%	31 10%	32 20%	9 13%	22 15%	51 13%	21 13%	51 14%	45 13%	27 14%	11 7%	20 14%	4 7%	6 11%	23 11%	20 10%				
NET Favourable	142 27%	74 28%	68 25%	54 33%	45 23%	43 25%	33 44%	21 24%	26 28%	19 18%	24 29%	19 21%	43 30%	49 29%	32 29%	17 16%	28 23%	33 25%	23 18%	35 40%	14 50%	8 23%	124 27%	18 27%	75 25%	53 32%	14 20%	42 29%	100 26%	63 38%	79 21%	96 28%	46 24%	20 13%	66 49%	25 43%	13 22%	87 40%	27 14%				
NET Unfavourable	120 23%	79 30%	41 15%	30 18%	46 23%	44 26%	8 10%	22 25%	17 18%	29 26%	18 21%	27 30%	36 25%	30 18%	28 24%	27 25%	23 19%	26 20%	33 26%	25 28%	7 25%	14 19%	109 23%	11 17%	78 21%	21 13%	22 30%	27 19%	94 28%	29 18%	91 25%	81 24%	40 39%	60 6%	8 7%	15 4%	27 26%	69 36%					
Net Difference	22 4%	-5 -2%	27 10%	24 15%	-1 *	-2 -1%	25 34%	-1 -1%	9 10%	-10 -10%	6 8%	-8 -9%	8 5%	19 11%	5 4%	-10 -9%	5 4%	7 5%	-9 -7%	10 12%	7 25%	1 4%	15 3%	6 9%	-3 -1%	32 19%	-7 -10%	16 11%	6 2%	34 21%	-12 -3%	16 5%	6 3%	-40 -26%	59 44%	21 37%	-2 -4%	60 28%	-42 -22%				
Mean	0.01	-0.10	0.14	0.21	-0.07	-0.05	0.50	-0.03	0.08	-0.21	0.10	-0.20	0.07	0.12	0.07	-0.30	0.04	0.06	-0.24	0.14	0.32	0.07	*	0.12	-0.04	0.23	-0.22	0.09	-0.01	0.29	-0.11	0.01	0.02	-0.46	0.69	0.50	-0.21	0.42	-0.44				

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Overlap formulae used

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All adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Widowed/ Divorced/ Separated (Z)	At least one child present (a)	No children present (b)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398
Very favourable (2) (2)	271	140	131	54	87	129	17	38	48	40	62	67	62	81	67	62	73	81	74	20	21	2	222	48	177	52	41	75	196	57	213	156	115	198	12	8	22	47	194
	25%	26%	24%	16%	22%	37%	13%	19%	25%	20%	34%	41%	22%	25%	29%	26%	29%	29%	30%	13%	41%	3%	24%	30%	28%	17%	32%	26%	25%	17%	29%	23%	29%	60%	4%	7%	19%	11%	49%
Fairly favourable (1) (1)	271	133	136	80	115	76	34	46	49	66	38	38	89	67	46	68	65	71	58	37	15	26	236	35	169	69	33	79	192	66	205	166	105	105	43	14	32	82	123
	25%	25%	25%	24%	29%	22%	27%	23%	26%	33%	21%	23%	31%	21%	20%	29%	25%	26%	24%	24%	30%	28%	26%	22%	27%	22%	26%	28%	24%	19%	28%	24%	27%	32%	16%	14%	28%	19%	31%
Neither favourable nor unfavourable (0) (0)	174	80	94	69	61	44	29	40	25	36	21	22	34	52	42	46	35	44	36	39	3	17	148	26	103	61	10	59	115	46	128	120	54	14	45	38	12	84	28
	16%	15%	18%	21%	16%	13%	23%	20%	13%	18%	12%	13%	12%	17%	18%	19%	14%	16%	15%	26%	6%	19%	16%	16%	16%	19%	8%	21%	15%	14%	18%	18%	14%	4%	17%	37%	11%	19%	7%
Fairly unfavourable (-1) (-1)	140	62	78	60	48	32	19	41	24	25	21	11	43	46	34	17	38	31	31	24	2	13	121	19	77	49	14	29	111	73	67	100	40	6	63	18	17	82	25
	13%	12%	14%	18%	12%	9%	15%	20%	13%	12%	12%	7%	15%	14%	15%	7%	15%	11%	13%	16%	3%	15%	13%	12%	12%	16%	11%	10%	14%	21%	9%	15%	10%	2%	23%	17%	15%	19%	6%
Very unfavourable (-2) (-2)	193	105	88	59	71	62	25	34	39	32	36	26	53	65	38	36	41	44	42	26	10	31	164	29	96	71	25	39	154	95	98	124	69	5	108	25	32	139	25
	18%	20%	16%	18%	18%	18%	20%	17%	20%	16%	20%	16%	19%	21%	17%	15%	16%	16%	17%	17%	20%	34%	18%	18%	15%	23%	20%	14%	20%	28%	13%	18%	18%	2%	39%	24%	28%	32%	6%
Don't know	20	8	12	8	10	3	4	3	5	4	3	-	4	5	2	10	4	6	4	5	-	2	18	2	6	10	4	2	18	5	15	13	7	3	2	-	1	3	3
	2%	1%	2%	2%	2%	1%	3%	2%	3%	2%	2%	-	1%	2%	1%	4%	1%	2%	1%	3%	-	3%	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%	1%	1%	-	1%	1%	1%	1%
NET Favourable	542	273	267	134	202	205	51	83	96	106	100	105	151	148	113	130	138	151	132	57	36	28	459	83	346	122	74	154	388	124	418	323	219	303	55	22	54	129	317
	51%	52%	50%	41%	52%	59%	40%	41%	51%	52%	55%	64%	53%	47%	49%	54%	54%	55%	54%	38%	71%	31%	50%	52%	55%	39%	58%	54%	49%	36%	58%	47%	56%	91%	20%	21%	46%	29%	80%
NET Unfavourable	333	167	165	119	119	94	44	75	62	57	57	37	96	111	72	53	79	76	72	50	12	44	285	48	173	120	39	68	265	168	165	224	108	12	171	43	49	222	50
	31%	32%	31%	36%	30%	27%	34%	37%	33%	28%	32%	23%	34%	35%	32%	22%	31%	27%	30%	33%	23%	48%	31%	30%	28%	38%	31%	24%	34%	49%	23%	33%	28%	3%	63%	42%	42%	51%	12%
Net Difference	209	106	101	15	83	111	7	8	34	49	42	68	55	36	41	77	59	76	59	7	24	-16	174	35	173	1	35	86	123	-44	253	98	111	291	-116	-21	5	-93	268
	20%	20%	19%	5%	21%	32%	6%	4%	18%	24%	23%	42%	19%	12%	18%	32%	23%	27%	24%	5%	48%	-18%	19%	22%	27%	*	28%	30%	16%	-13%	35%	14%	29%	88%	-42%	-21%	4%	-21%	67%
Mean	0.27	0.27	0.28	0.03	0.26	0.52	-0.01	0.06	0.23	0.29	0.38	0.66	0.23	0.17	0.31	0.45	0.36	0.41	0.38	0.01	0.69	-0.50	0.26	0.35	0.41	-0.06	0.41	0.44	0.21	-0.24	0.52	0.19	0.41	1.47	-0.78	-0.37	-0.04	-0.43	1.11
					DGH					D*	DEGHU			V	TV	TV	V*	TV*	*					Z	2*			d		ijk		ijk	i*	i*		i			

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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Political Pulse
Public
Fieldwork: 10-13 April 2020
Adults online aged 18+ in GB

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All adults online aged 18+ in Great Britain

		Gender			Age							Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398
Very favourable (2) (2)	89 8%	47 9%	41 8%	47 14% EFJKL	29 7%	14 4%	24 19% DEFJKL	22 11% FK	15 8%	14 7%	6 3% *	8 5%	27 9%	27 8%	21 9%	15 6%	28 11%	27 10%	12 5%	13 9%	5 10% *	4 4% *	73 8%	16 10%	35 6%	44 14% Y	9 7% *	29 10%	60 8%	32 9%	57 8%	65 10%	24 6%	2 1%	73 27% hjk	4 4% h*	3 3% *	57 13% m	13 3%
Fairly favourable (1) (1)	232 22%	114 22%	117 22%	100 30% EFJKL	71 18%	60 17%	42 33% EFJKL	58 29% EFJKL	37 20%	34 17%	32 18% *	28 17%	73 26% N	58 18%	52 23% *	49 20%	52 20%	63 23%	45 18%	34 23%	16 31% *	22 24% X	211 23%	21 13%	135 21%	72 23%	25 20% *	74 26%	157 20%	101 29% e	131 18%	156 23%	75 19%	17 5%	125 46% hjk	28 28% h*	23 19% h*	143 33% m	56 14%
Neither favourable nor unfavourable (0) (0)	269 25%	117 22%	152 28%	76 23% L	113 29% L	80 23% L	29 22% L	47 23% L	55 29% L	59 29% L	55 30% FL*	24 15%	62 22%	80 25%	64 28% *	63 26%	62 24%	59 21%	57 23%	52 RSU	8 16% RSU	30 33% *	240 26%	30 19%	158 25%	80 25%	32 25% *	72 25%	198 25%	87 25%	182 25%	175 26%	94 24%	59 18%	49 18%	34 33% h*	39 28% h*	114 26% m	75 19%
Fairly unfavourable (-1) (-1)	204 19%	105 20%	99 18%	53 16%	74 19%	78 22%	17 14%	36 18%	38 20%	36 18%	38 21% *	40 24% G	52 18%	82 26% MOP	36 16% *	34 14%	49 19%	49 18%	48 20%	28 19%	8 16% *	23 25% *	166 18%	38 24%	133 21%	51 16%	21 16% *	45 16%	160 20%	67 19%	138 19%	117 17%	87 22%	102 31% i	14 5%	29 28% i*	25 22% i*	75 17% m	93 23%
Very unfavourable (-2) (-2)	225 21%	130 25% C	95 18% G	30 9% G	88 31% DGHJ	107 31% DEGHIK	5 12% G	25 17% DG	33 27% DG	55 24% DEGHI	43 30% DGH*	64 29% DEFGHIK	60 21%	57 18%	46 20% *	62 26%	57 22%	57 21%	70 29%	17 12%	14 27% TV*	10 11% *	180 20%	46 29%	143 23%	46 15%	36 28% z*	52 18%	173 22%	44 13%	182 25% d	137 20%	88 23%	145 44% ijk	6 2%	6 5% *	26 22% *	41 9% i	156 39%
Don't know	49 5%	14 3%	34 6% B	24 7% FL	17 4% L	7 2% L	10 8% FL	14 7% FL	11 6% L	7 3% L	7 4% L*	- -	12 4%	12 4%	9 4% *	16 7%	7 3%	22 8%	12 5%	5 3%	- -	3 4% *	40 4%	9 6%	25 4%	20 6%	4 3% *	12 4%	37 5%	13 4%	36 5%	29 4%	20 5%	6 2%	6 2%	1 1% *	1 1% *	9 2%	6 1%
NET Favourable	321 30%	161 31%	157 29%	147 44% EFJKL	100 25%	74 21%	67 52% DEFJKL	40 40% EFJKL	52 28%	47 23%	38 21% *	36 22%	100 35% N	85 27%	73 32% *	63 27%	80 31%	89 32%	57 23%	48 32%	21 41% s*	26 28% *	284 31%	37 23%	170 27%	116 37% Y	35 27% *	103 36% c	217 28%	132 39% e	188 26%	222 33% g	99 25%	19 6%	198 73% hjk	33 32% h*	26 22% h*	200 46% m	69 17%
NET Unfavourable	430 40%	236 45% C	194 36%	83 25% G	162 41% DGH	185 53% DEGHIK	22 17%	61 30% DG	71 38% DG	91 45% DGH	81 45% DGH*	104 63% DEFGHIK	112 39%	139 44%	82 36% *	96 40%	106 42%	106 38%	117 48%	45 30%	22 42% *	33 36% *	346 38%	84 53% W	276 44% Z	97 31%	57 45% z*	97 34%	333 42% b	110 32% d	319 44% f	255 37% f	175 45% ijk	247 75% ijk	20 34% i*	35 44% i*	51 44% i*	115 26% i	248 62%
Net Difference	-109 -10%	-75 -14%	-37 -7%	64 19%	-62 -16%	-111 -32%	44 35%	19 10%	-19 -10%	-43 -21%	-43 -24%	-67 -41%	-12 -4%	-55 -17%	-10 -4%	-33 -14%	-26 -10%	-17 -6%	-60 -25%	3 2%	-1 -1%	-7 -8%	-62 -7%	-47 -29%	-106 -17%	19 6%	-23 -18%	6 2%	-115 -15%	22 6%	-131 -18%	-33 -5%	-76 -20%	-228 -69%	178 65%	-2 -2%	-25 -21%	84 19%	-180 -45%
Mean	-0.24	-0.31	-0.18	0.26 EFJKL	-0.33 FL	-0.60	0.54 DEFJKL	0.09 EFJKL	-0.21 FL	-0.43 L	-0.46 *	-0.75	-0.16	-0.28	-0.16 *	-0.36	-0.23	-0.19 s	-0.51	-0.01 s*	-0.18 *	-0.15 s*	-0.19 X	-0.51 *	-0.35	0.06 Ya	-0.40 *	-0.06 c	-0.31	0.03 e	-0.37	-0.16 g	-0.38	-1.14	0.92 hjk	-0.03 hk*	-0.41 h*	0.23 m	-0.82

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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Political Pulse

Public

Fieldwork: 10-13 April 2020

Adults online aged 18+ in GB

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party

All adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398
Very favourable (2) (2)	172	97	75	33	52	87	14	20	22	30	40	47	54	45	38	35	41	45	46	19	14	8	149	24	113	33	27	44	128	34	138	97	76	141	5	3	13	33	129
	16%	18%	14%	10%	13%	25% DEGHU	11%	10%	12%	15%	22% DEGH*	28% DEGHU	19%	14%	17% *	15%	16%	16%	19%	12%	27% TV*	8% *	16%	15%	18%	10%	21% Z*	16%	16%	10%	19%	14%	20%	43% jk	2%	3% *	11% i*	7%	32%
Fairly favourable (1) (1)	248	121	127	58	97	93	30	28	47	50	50	42	66	74	50	59	73	68	53	35	8	12	202	46	167	51	31	63	186	59	189	155	93	144	18	6	31	67	130
	23%	23%	24%	18%	25% DH	27% DH	23% DH	14%	25% H	25% H	28% DH*	26% H	23%	23%	22% *	25%	28% V	25% V	22%	23%	16%	13% *	22%	29%	27% Z	16%	24%	20%	22%	24%	17%	26% d	23%	24%	43% jk	7%	6% *	27% i*	15%
Neither favourable nor unfavourable (0) (0)	207	94	111	69	81	56	25	45	36	45	25	32	51	51	46	58	44	55	44	31	9	23	182	25	121	66	20	70	136	63	144	128	79	31	35	36	19	72	64
	19%	18%	21%	21%	21%	16%	19%	22%	19%	22%	14% *	19%	18%	16%	20% *	24% N	17%	20%	18%	21%	18%	25% *	20%	15%	19%	21%	16%	20%	25% c	17%	18%	20%	19%	9%	13%	35% hak*	16%	16%	
Fairly unfavourable (-1) (-1)	166	85	80	67	68	31	27	40	31	38	18	13	36	60	41	30	27	45	40	33	7	15	140	27	94	58	15	49	117	66	101	123	43	9	69	32	19	105	29
	16%	16%	15%	20% FEL	17% FL	9%	21% FEL	20% FEL	16% FL	18% FL	10% *	8%	13%	19%	18% M	14% *	12%	10%	17%	22% Q	13% *	16% *	15%	17%	15%	19%	11% *	17%	15%	19%	14%	18%	11%	3%	25% h	31% hak*	16% h*	24% m	7%
Very unfavourable (-2) (-2)	228	115	113	75	79	74	22	53	43	37	43	31	67	77	47	38	66	45	50	27	11	29	194	34	113	83	32	44	184	112	116	148	80	6	138	24	34	152	44
	21%	22%	21%	23% G	20%	21%	17%	26%	23%	18%	24% *	19%	23%	24% P	20% *	16%	26% R	16%	20%	18%	22% *	32% RT*	21%	21%	18%	27% Y	25% *	16%	23% b	33% e	16%	22%	21%	2%	51% hjk	23% h*	29% h*	35% m	11%
Don't know	47	15	31	28	14	5	11	17	10	4	5	-	11	10	7	19	6	19	10	5	2	6	44	4	21	22	4	13	34	10	38	30	18	1	8	1	2	9	3
	4%	3%	6%	8% EFL	4% L	2% L	8% EFL	9% EFL	5% FL	2% FL	3% *	- -	4%	3%	3% *	8% N	2%	7% Q	4%	3%	4% *	6% *	5%	2%	3%	7% Y	3% *	5%	4%	3%	5%	4%	5%	3% h	1% *	2% *	2% *	1%	
NET Favourable	420 39%	218 41%	202 38%	92 28%	149 38%	179 52% DEGHU	43 34% D	48 24%	69 37% H	80 39% DH	90 50% DEGH*	89 54% DEGHU	121 42%	118 37%	88 38% *	94 39%	113 44% V	113 41% V	99 41% V	53 36% V	22 43% V*	20 21% *	350 39%	70 44%	279 44% Z	83 27%	58 45% Z*	107 38%	314 40%	93 27%	327 45% d	251 37%	169 43%	285 86% jk	23 9%	9 9% *	44 38% i*	100 23%	259 65% I
NET Unfavourable	395 37%	200 38%	193 36%	142 43% FL	148 38% L	105 30%	49 38%	92 46% FL	73 39% L	74 37%	61 34% *	44 27%	103 36%	136 43% P	88 38% *	68 28%	92 36%	90 33%	90 37%	61 40%	18 35% *	44 48% R*	334 37%	61 38%	207 33%	141 45% Y	46 36% *	94 33%	301 38%	178 52% e	217 30%	271 40% g	123 32%	14 4%	207 76% hjk	56 54% h*	53 45% h*	257 59% m	72 18%
Net Difference	26 2%	18 3%	9 2%	-50 -15%	2 *	74 21%	-6 -4%	-44 -22%	-4 -2%	6 3%	29 16%	45 27%	18 6%	-18 -6%	* *	26 11%	21 8%	23 8%	9 4%	-7 -5%	4 8%	-24 -26%	17 2%	9 6%	72 12%	-58 -18%	11 9%	13 5%	13 2%	-85 -25%	111 15%	-20 -3%	46 12%	271 82%	-184 -67%	-46 -45%	-9 -7%	-157 -36%	187 47%
Mean	-0.03	*	-0.06	-0.30	-0.07 H	0.26 DEGHI	-0.12	-0.42	-0.14	* DH	0.15 DH*	0.37 DEGHU	0.02	-0.17	-0.04 *	0.10	-0.01 V	0.09 V	0.03 V	-0.11 *	0.14 V*	-0.53 *	-0.03	-0.01 *	0.12 Z	-0.37	0.05 Z*	0.05	-0.06	-0.49	0.19 d	-0.11	0.11 f	1.23 jk	-1.20	-0.66 i*	-0.25 i*	-0.64	0.69 I

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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Political Pulse
Public
Fieldwork: 10-13 April 2020
Adults online aged 18+ in GB

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
All adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383	
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398	
Very favourable (2) (2)	24 2%	14 3%	10 2%	14 4%	8 2%	2 1%	5 4%	9 4%	7 4%	1 *	1 *	2 1%	7 2%	12 4%	3 1%	2 1%	1 1%	8 3%	4 2%	6 4%	2 3%	3 4%	21 2%	3 2%	18 3%	5 2%	1 1%	13 4%	12 1%	11 3%	13 2%	21 3%	3 1%	1 *	9 3%	9 9%	2 2%	17 4%	3 1%	
Fairly favourable (1) (1)	155 15%	98 19%	57 11%	69 21%	52 13%	34 10%	34 27%	35 17%	23 12%	29 14%	25 14%	9 6%	51 18%	48 15%	40 17%	17 7%	26 10%	39 14%	42 17%	31 21%	8 15%	10 11%	137 15%	19 12%	96 15%	49 16%	11 8%	47 17%	109 14%	69 20%	86 12%	120 18%	36 9%	18 5%	42 15%	55 53%	18 15%	18 25%	109 25%	20 5%
Neither favourable nor unfavourable (0) (0)	367 34%	152 29%	214 40%	114 35%	141 36%	112 32%	42 33%	72 36%	61 32%	80 39%	75 41%	37 22%	93 32%	119 38%	84 37%	71 30%	91 36%	90 33%	79 32%	55 37%	17 33%	35 38%	315 35%	52 32%	204 39%	122 32%	40 32%	97 34%	270 34%	116 34%	251 35%	245 36%	122 31%	94 28%	115 42%	29 28%	36 31%	161 37%	107 27%	
Fairly unfavourable (-1) (-1)	234 22%	116 22%	118 22%	61 18%	78 20%	95 27%	20 16%	41 20%	42 22%	36 18%	38 21%	57 35%	58 20%	76 24%	42 18%	57 24%	68 27%	66 24%	42 17%	27 18%	7 15%	23 25%	191 21%	43 27%	148 24%	49 16%	37 29%	52 18%	182 23%	69 20%	165 23%	128 19%	105 27%	95 29%	51 19%	4 27%	31 19%	84 27%	109 1%	
Very unfavourable (-2) (-2)	210 20%	128 24%	82 15%	32 10%	86 22%	92 27%	10 8%	22 11%	40 23%	46 20%	36 24%	59 34%	59 21%	42 13%	46 20%	62 26%	58 23%	46 17%	61 25%	18 12%	14 27%	13 14%	176 19%	34 22%	125 20%	52 17%	33 26%	55 19%	155 20%	57 16%	154 21%	119 17%	91 24%	113 34%	40 15%	2 2%	28 24%	44 10%	145 36%	
Don't know	79 7%	20 4%	58 11%	40 12%	27 7%	11 3%	16 13%	24 12%	16 9%	11 5%	8 4%	3 2%	17 6%	19 6%	13 6%	29 12%	12 5%	27 10%	16 6%	13 8%	3 7%	7 8%	70 8%	9 5%	37 6%	36 11%	6 5%	21 7%	58 7%	21 6%	57 8%	47 7%	31 8%	11 6%	16 4%	4 2%	24 5%	14 3%		
NET Favourable	180 17%	112 21%	67 12%	83 25%	60 15%	36 10%	39 31%	44 22%	30 16%	30 15%	25 14%	11 7%	58 20%	60 19%	43 19%	19 8%	27 11%	47 17%	46 19%	37 25%	9 18%	14 15%	158 17%	22 14%	114 18%	54 17%	12 9%	60 21%	120 15%	80 23%	100 14%	141 21%	39 10%	19 6%	50 18%	64 62%	20 17%	126 29%	23 6%	
NET Unfavourable	444 42%	244 46%	200 37%	93 28%	164 42%	187 54%	31 24%	62 31%	81 43%	83 41%	73 40%	114 69%	117 41%	119 37%	89 39%	119 50%	126 49%	112 40%	103 42%	45 30%	21 42%	36 39%	366 40%	77 49%	273 43%	101 32%	70 55%	107 38%	337 43%	126 37%	318 44%	247 36%	197 51%	208 63%	91 33%	6 6%	59 51%	128 29%	254 64%	
Net Difference	-264 -25%	-132 -25%	-133 -25%	-9 -3%	-104 -26%	-151 -44%	9 7%	-18 -9%	-51 -27%	-53 -26%	-48 -27%	-103 -62%	-59 -21%	-59 -19%	-46 -20%	-100 -42%	-99 -39%	-57 -23%	-57 -24%	-8 -6%	-12 -24%	-23 -25%	-208 -23%	-56 -35%	-159 -25%	-47 -15%	-58 -45%	-47 -17%	-217 -28%	-46 -13%	-218 -30%	-106 -16%	-158 -41%	-189 -57%	-40 -15%	58 57%	-39 -34%	-3 -1%	-231 -58%	
Mean	-0.45	-0.48	-0.43	-0.09	-0.50	-0.72	0.03	-0.18	-0.48	-0.51	-0.48	-0.97	-0.41	-0.30	-0.41	-0.77	-0.64	-0.41	-0.50	-0.15	-0.52	-0.38	-0.43	-0.58	-0.45	-0.34	-0.73	-0.34	-0.50	-0.28	-0.54	-0.32	-0.69	-0.94	-0.28	0.66	-0.57	-0.07	-0.97	

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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Political Pulse
Public
Fieldwork: 10-13 April 2020
Adults online aged 18+ in GB

Q14. 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?
All adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	
Unweighted base	1069	522	544	352	392	325	150	202	182	210	167	158	344	393	120	212	256	277	244	143	54	95	915	154	602	342	125	289	780	464	605	672	397	309	291	104	127	460	383	
Weighted base	1069	528	538	330	392	346	128	202	189	203	181	165	285	316	228	239	256	277	243	150	51	92	910	159	629	313	128	284	785	343	726	680	389	331	273	103	117	438	398	
Better	462	241	221	126	143	193	55	71	63	81	91	102	125	157	98	82	128	103	97	78	22	35	392	71	297	113	53	108	355	174	289	282	180	140	132	71	56	246	156	
	43%	46%	41%	38%	37%	56% DEGHU	43%	35%	33%	40%	50% DEHI*	62% DEGHU	44%	50% P	43% *	34%	50%	37%	40%	52% RS	43% *	37% *	43%	44%	47%	36%	41% *	38%	45%	51% e	40%	41%	46%	42%	48%	69% hik*	48%	56% m	39%	
Worse	65	43	21	34	20	11	12	22	13	7	5	6	28	16	7	14	19	16	9	7	10	4	60	5	42	18	5	27	38	24	41	47	18	16	25	5	12	22	31	
	6%	8%	4%	10%	5%	3%	9%	11%	7%	3%	3%	4%	10%	5%	3%	6%	8%	6%	4%	5%	19%	5%	7%	3%	7%	6%	4%	9%	5%	7%	6%	7%	5%	5%	9%	5%	10%	5%	8%	
Make no difference	335	176	158	85	151	99	28	57	67	83	52	47	83	87	73	92	69	94	88	43	13	28	280	56	184	108	43	98	238	80	256	220	116	139	64	15	33	98	167	
	31%	33%	29%	26%	38% DFGH	29%	22%	28%	36%	41% DFGKIL	29% *	29%	27%	32% MN	39% *	27%	34%	36%	29%	26% *	30% *	31%	35%	29%	35%	34% *	34%	30%	23%	35% d	32%	30%	42% ijk	24%	15% *	15% j*	28%	22%	42% i	
Don't know	206	69	137	85	78	43	33	52	46	32	33	10	49	56	51	50	39	65	49	21	6	25	178	28	105	74	27	52	154	66	140	131	75	36	52	12	16	72	44	
	19%	13%	26% B	26% FIL	20% FL	12% L	26% FIL	26% FIL	24% FL	16% L	18% FL*	6%	17%	18%	22% *	21%	15%	24% Q	20%	14%	12% *	27% QI**	20%	18%	17%	24% Y	21% *	18%	20%	19%	19%	19%	19%	11%	19% h	11% *	14% *	16%	11%	

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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,l/m 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,l/m Minimum Base: 30(**) Small Base: 100(*)