

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 2020
Adults online aged 18+ in GB

Q12. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All adults 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475		
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519		
Right direction	371	206	164	116	94	161	48	68	48	46	62	99	102	118	70	81	92	110	92	44	14	19	318	53	234	86	51	110	261	94	276	225	145	203	55	24	38	86	232		
	33%	37%	29%	36%	25%	38%	38%	35%	27%	23%	37%	38%	34%	38%	30%	29%	34%	38%	36%	29%	24%	19%	33%	32%	36%	27%	33%	35%	32%	27%	35%	33%	33%	53%	18%	25%	29%	21%	45%		
Wrong direction	476	244	231	152	175	149	59	94	79	96	67	82	141	119	98	119	122	94	105	74	29	52	403	73	258	163	55	134	342	177	299	303	173	80	191	54	64	235	154		
	42%	44%	41%	48%	46%	35%	47%	49%	43%	48%	40%	31%	47%	38%	42%	43%	45%	32%	41%	49%	18%	18%	44%	44%	44%	39%	51%	43%	42%	51%	38%	44%	39%	21%	62%	55%	50%	57%	30%		
Neither	199	81	117	40	68	91	14	26	31	38	30	61	42	55	38	63	39	59	48	26	8	18	164	35	120	45	34	44	155	60	139	109	90	74	44	14	19	69	92		
	18%	15%	21%	13%	18%	21%	11%	13%	17%	19%	18%	23%	14%	18%	16%	23%	14%	20%	19%	17%	15%	19%	17%	21%	18%	14%	22%	14%	19%	17%	18%	16%	20%	19%	14%	15%	15%	17%	18%		
Don't know	81	24	56	10	43	28	4	6	23	20	9	19	17	21	27	16	17	30	13	7	5	9	75	6	43	26	12	26	55	15	66	49	32	24	17	6	8	25	40		
	7%	4%	10%	3%	11%	6%	3%	3%	13%	10%	5%	7%	6%	7%	12%	6%	6%	10%	5%	5%	9%	9%	8%	3%	7%	8%	8%	8%	7%	4%	8%	7%	7%	6%	6%	6%	6%	8%			

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/L/M
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/L/M
Minimum Base: 30(**) Small Base: 100(**)

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 (A)	Johnson, Boris, Conservative Party and Prime Minister (B)	Rishi Sunak, Chancellor of the Exchequer (C)	Matt Hancock, Secretary of State for Health and Social Care (D)	The Labour Party (E)	The Conservative Party (F)	The Liberal Democrats (G)
Unweighted base	1126	1126	1126	1126	1126	1126	1126
Weighted base	1126	1126	1126	1126	1126	1126	1126
Very favourable (2)	112 10% G	223 20% ACDEFG	184 16% ADEG	94 8% G	115 10% G	158 14% ADEG	44 4%
Fairly favourable (1)	271 24% G	286 25% FG	345 31% ABDEFG	279 25% G	245 22% G	242 22% G	142 13%
Neither favourable nor unfavourable (0)	370 33% BEF	172 15% 	343 30% BEF	342 30% BEF	283 25% B	250 22% B	407 36% BCDEF
Fairly unfavourable (-1)	161 14% C	184 16% C	109 10% 	186 16% C	197 17% AC	176 16% C	239 21% ABCDEG
Very unfavourable (-2)	136 12% C	239 21% ACD	92 8% AC	186 17% AC	246 22% ACD	265 24% ABCD	238 21% ACD
Don't know	75 7% BCDEFG	22 2% 	54 5% BDF	40 4% B	40 4% B	35 3% B	56 5% BEF

NET Favourable	383 34% G	509 45% ADEFG	529 47% ADEFG	373 33% G	360 32% G	400 36% G	186 17%
NET Unfavourable	298 26% C	423 38% ACD	200 18% AC	371 33% ACD	443 39% ACD	441 39% ACD	477 42% ABCD
Net Difference	85 8%	86 8%	329 29%	1 * 	-83 -7%	-40 -4%	-291 -26%

Mean	0.06 DEFG	0.06 DEFG	0.39 ABDEFG	-0.08 G	-0.20 G	-0.13 G	-0.45
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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G Minimum Base: 30(**) Small Base: 100(*)

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Fieldwork: 15-18 May 2020
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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 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475				
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519				
Very favourable (2)	112 10%	74 13% C	38 7%	42 13% EI	28 7%	42 10%	17 14% EI	25 13% EI	11 6%	17 9%	12 7%	30 12%	32 11%	31 10%	17 7%	31 11%	25 9%	29 10%	25 10%	13 9%	6 11% *	13 13% *	101 11%	11 6%	60 9%	36 11%	16 10%	33 11%	78 10%	44 13% e	67 9%	66 10%	46 10%	8 2%	58 19% h	21 21% h*	15 12% h	66 16% m	30 6%				
Fairly favourable (1)	271 24%	121 22%	150 26%	87 28%	90 24%	94 22%	30 24%	57 30%	46 25%	45 22%	40 24%	54 21%	84 28% P	77 25%	54 23%	56 20%	65 24%	61 21%	62 24%	46 31% R	13 24% *	24 25% *	233 24%	38 23%	154 23%	83 26%	34 23%	80 26%	191 23%	107 131% e	164 21%	182 27% g	89 20%	65 17%	119 39% hk	32 33% h*	28 22%	147 35% m	94 18%				
Neither favourable nor unfavourable (0)	370 33%	163 29%	206 36% B	96 30%	120 32%	154 36%	40 32%	56 29%	61 34%	59 29%	60 35%	95 36%	102 34%	105 34%	60 26%	104 37% O	92 34%	102 35% V	88 34%	51 34%	15 26% *	22 23% *	318 33%	52 31%	211 32%	110 34%	49 32%	99 32%	271 33%	101 29%	269 35%	223 33%	147 33%	139 37% i	79 26%	29 29% *	39 30%	120 29%	174 34%				
Fairly unfavourable (-1)	161 14%	86 16%	75 13%	49 15% I	48 13% I	64 15%	19 15%	30 15%	16 9%	33 16% EI	20 12%	44 17% I	34 11%	52 17% M	33 14%	42 15%	40 15%	45 15%	40 15%	19 13%	8 14% *	10 10% *	129 13%	32 19%	98 15%	38 12%	25 17%	42 13%	120 15%	46 13%	115 15%	97 14%	65 15%	85 22% ij	28 9% *	7 7% *	23 18% ij	43 10%	97 19% I				
Very unfavourable (-2)	136 12%	80 14% C	57 10%	24 8% DG	54 14% DG	58 14% DG	8 6%	16 8%	16 13% DGH	26 13%	26 17% DGH	31 12%	33 11%	26 8%	50 21% MNP	28 10%	35 13%	28 10%	12 8%	11 12%	12 22% RI**	20 21% RI**	112 12%	25 15%	93 14% Z	27 9%	16 11%	37 12%	99 12%	33 9%	104 13%	73 11%	63 14%	75 20% ij	9 4% *	4 12% ij	16 5% *	20 12% ij	101 20% I				
Don't know	75 7%	31 6%	43 8%	20 6%	40 11% FHL	16 4%	10 8% FL	9 5%	19 11% FHL	21 10% FL	9 5%	7 3%	17 6%	22 7%	19 8%	17 6%	13 5%	28 10%	13 5%	10 7%	2 3% *	9 9% *	66 7%	9 5%	38 6%	26 8%	11 7%	22 7%	54 7%	15 4%	60 8% d	44 6%	31 7%	9 2%	14 5%	5 5% *	8 6%	20 5%	23 4%				
NET Favourable	383 34%	195 35%	188 33%	129 41% EFUK	118 31%	136 32%	47 38%	82 42% EFUK	56 31%	62 31%	52 31%	84 32%	116 39%	109 35%	71 30%	87 31%	90 33%	90 31%	87 34%	60 39%	20 35% *	37 38% *	334 35%	48 29%	214 33%	119 37%	50 33%	114 36%	269 33%	152 44% e	231 30%	248 36%	135 31%	73 19%	177 58% hk	53 54% hk*	43 33% h	213 51% m	124 24%				
NET Unfavourable	298 26%	166 30% C	132 23%	73 23%	102 27%	123 29%	27 21%	46 24%	44 24%	58 29%	48 28%	75 29%	66 22%	78 25%	83 36% MN	71 25%	74 28%	73 27%	70 20%	30 20%	20 36% T*	30 31% *	241 25%	57 34% W	191 29% Z	66 20%	41 27%	79 25%	219 27%	79 23%	219 28%	170 15%	128 29%	160 42% jk	36 12% *	11 11% ij	39 30% ij	63 15% I	198 38% I				
Net Difference	85 8%	29 5%	56 10%	56 18%	15 4%	13 3%	20 16%	36 19%	12 7%	3 2%	4 2%	9 4%	50 17%	31 10%	-12 -5%	16 6%	16 6%	17 6%	17 7%	29 19%	-1 -1%	7 7%	94 10%	-9 -5%	23 3%	53 17%	9 6%	35 11%	50 6%	73 21%	12 2%	78 11%	7 2%	-87 -23%	140 46%	42 42%	4 3%	150 36%	-74 -14%				
Mean	0.06	0.04	0.07	0.25 EFUK	-0.03	-0.01	0.26 EFUK	0.24 EFK	-0.04	-0.03	-0.07	0.03	0.17 O	0.13 O	-0.21 *	0.07	0.03	0.06	0.05	0.22	-0.12 *	*	*	0.09 X	-0.15	-0.02	0.21 Y	0.06 *	0.11	0.04	0.26 e	-0.03	0.11	-0.03	-0.42	0.65 hk	0.63 hk*	0.03 h	0.50 m	-0.29			

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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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PUBLIC
Fieldwork: 15-18 May 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? - Keir Starmer, Leader of the Labour party

All adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :	
		Favourabl e (B)	Unfavoura ble (C)	Favourabl e (D)	Unfavoura ble (E)	Favourabl e (F)	Unfavoura ble (G)
Unweighted base	1126	382	428	387	474	206	460
Weighted base	1126	360	443	400	441	186	477
Very favourable (2)	112	101	4	24	79	43	32
	10%	28% C	1%	6%	18% D	23% G	7%
Fairly favourable (1)	271	153	49	78	141	72	92
	24%	43% C	11%	19%	32% D	39% G	19%
Neither favourable nor unfavourable (0)	370	64	133	126	114	40	130
	33%	18%	30% B	32%	26%	22%	27%
Fairly unfavourable (-1)	161	21	114	84	48	14	98
	14%	6%	26% B	21% E	11%	8%	21% F
Very unfavourable (-2)	136	7	121	75	41	7	109
	12%	2%	27% B	19% E	9%	4%	23% F
Don't know	75	14	21	13	18	9	16
	7%	4%	5%	3%	4%	5%	3%

NET Favourable	383	254	54	102	220	115	123
	34%	70% C	12%	26%	50% D	62% G	26%
NET Unfavourable	298	28	235	159	89	21	208
	26%	8%	53% B	40% E	20%	11%	44% F
Net Difference	85	226	-182	-57	131	94	-84
	8%	63%	-41%	-14%	30%	50%	-18%

Mean	0.06	0.92 C	-0.71	-0.28	0.40 D	0.73 G	-0.35
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ColumnMeans (5%): A,B/C,D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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? - Boris Johnson, Leader of the Conservative Party and Prime Minister
All adults 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475	
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519	
Very favourable (2)	223	125	98	55	55	112	22	33	27	28	40	72	62	61	52	48	60	68	51	26	11	7	177	46	153	41	29	56	167	59	164	130	93	155	22	9	18	32	168	
	20%	22%	17%	17%	15%	26% DEHU	18%	17%	15%	14%	24% EJ	28% DEHU	21%	19%	23%	17%	22% V	23% V	20% V	17% V	19% V*	7% *	18%	27% W	23% Z	13%	19%	18%	20%	17%	21%	19%	21%	41% JK	7% *	9% *	14% I	8%	32% I	
Fairly favourable (1)	286	126	161	59	100	127	20	39	43	58	41	86	68	93	63	62	62	85	83	32	8	16	250	37	171	68	48	75	211	67	220	167	120	148	46	17	29	81	159	
	25%	23%	28%	19%	26% DG	30% DGH	16%	20%	24%	29%	24%	33% DGH	23%	30% MP	27%	22%	23%	29% UV	32% QTUV	21%	14%	16%	26%	22%	26%	21%	32% Z	24%	26%	19%	28% d	24%	27%	39%	15%	17%	22%	19%	31%	
Neither favourable nor unfavourable (0)	172	77	95	66	50	55	27	39	24	27	35	21	39	49	28	56	43	46	28	30	8	17	148	24	88	63	20	54	118	45	126	110	61	45	38	16	20	59	71	
	15%	14%	17%	21% EFUL	13% L	13% L	22% EFL	20% EFL	13%	13%	21% EFL	8%	13%	16%	12%	20% M	16%	16%	11%	20% S	14% *	17% *	15%	14%	14%	20% Y	17%	15%	13%	16%	16%	14%	14%	12%	12%	17% *	15%	15%	14%	14%
Fairly unfavourable (-1)	184	77	106	68	64	52	28	40	29	35	16	36	62	45	32	46	41	42	40	34	13	14	163	22	101	61	22	61	123	67	117	116	69	22	64	29	25	92	61	
	16%	14%	19%	21% FEL	17% K	12% K	23% FEL	21% FK	16%	17% K	10%	14%	20% N	14%	14%	16%	15%	14%	15%	23% P	24% P	14% *	17% QRSTU*	13%	15%	19%	15%	20%	15%	19%	15%	17%	16%	6% h	22% h*	29% h	19% h	22% m	12%	
Very unfavourable (-2)	239	135	103	66	98	76	25	41	50	48	32	44	69	62	50	57	61	42	49	28	14	45	202	37	127	81	31	62	177	105	134	146	93	5	135	25	36	145	51	
	21%	24% C	18%	21% FL	26% FL	18% FL	20% FL	21% FL	28% FL	24%	19%	17%	23%	20%	22%	21%	22% R	14%	19%	18%	25% *	46% QRST*	21%	22%	20%	25%	20%	20%	22%	30% e	17% e	21%	21%	1%	44% hjk	25% h*	28% h	35% m	10%	
Don't know	22	16	6	4	12	6	2	2	8	4	5	1	2	3	7	10	3	9	5	2	2	-	20	1	14	6	2	5	16	2	19	18	4	6	2	3	1	6	8	
	2%	3% C	1%	1%	3%	1%	1%	1%	4% DL	2%	3%	*	1%	1%	3%	4% MN	1%	3%	2%	1%	4% *	-	2%	1%	2%	2%	1%	2%	2%	1%	2% d	3%	1%	2%	1%	3% *	1%	1%	1%	2%
NET Favourable	509	250	259	114	156	239	42	72	70	86	81	159	130	154	116	110	122	154	135	58	18	22	427	82	324	109	77	132	378	126	384	297	213	303	68	26	47	113	327	
	45%	45%	46%	36%	41%	56% DEGHIJK	34%	37%	39%	43%	48%	61% DEGHIJK	43%	49% P	50%	39%	45%	52% TUV	52% TUV	38% V	33% V	23% *	45%	49%	50%	34%	51% Z	42%	46%	36%	49% d	43%	48%	79%	22%	26% JK	26% *	37% I	27%	63% I
NET Unfavourable	423	212	209	134	162	127	53	80	79	82	48	80	130	107	83	103	102	84	89	62	28	59	364	59	228	142	53	123	300	172	251	261	162	27	199	53	60	238	112	
	38%	38%	37%	42% FEL	43% FEL	30% FEL	43% FEL	42% FEL	44% FEL	41% FEL	28% FEL	31%	43% N	34%	35%	37%	38% R	29% R	35% R	41% R	49% R*	60% QRST*	38% R	35%	35%	44% Y	35%	39%	37%	50% e	32% e	38%	37%	7%	65% hk	54% h*	47% h	57% m	22%	
Net Difference	86	38	50	-20	-6	112	-11	-9	-9	3	33	79	*	47	33	7	20	69	46	-4	-9	-36	63	24	96	-34	24	9	78	-47	133	36	51	275	-131	-28	-13	-125	214	
	8%	7%	9%	-6%	-2%	26%	-9%	-4%	-5%	2%	20%	30%	*	15%	14%	2%	8%	24%	18%	-2%	-16%	-37%	7%	14%	15%	-10%	16%	3%	10%	-14%	17%	5%	12%	72%	-43%	-28%	-10%	-30%	41%	
Mean	0.06	0.05	0.08	-0.10	-0.13	0.35 DEGHIJ	-0.11	-0.09	-0.18	-0.08	0.25 DEGHIJ	0.41 DEGHIJ	-0.02	0.15	0.15	-0.01	0.07 V	0.34 TUV	0.19 V	-0.04 V	-0.24 *	-0.76 *	0.04	0.19	0.19 Z	-0.23	0.15 Z	0.01	0.08	-0.27	0.21 d	0.03	0.12	1.13 JK	-0.80	-0.46 i*	-0.24 i	-0.58	0.65 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 May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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? - Boris Johnson, Leader of the Conservative Party and Prime Minister

All adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)
Unweighted base	1126	382	428	387	474	206	460
Weighted base	1126	360	443	400	441	186	477
Very favourable (2)	223	46	144	192	8	35	125
	20%	13%	33% B	48% E	2%	19%	26%
Fairly favourable (1)	286	47	144	162	34	32	129
	25%	13%	32% B	40% E	8%	17%	27% F
Neither favourable nor unfavourable (0)	172	38	55	24	44	32	54
	15%	11%	12%	6%	10% D	17%	11%
Fairly unfavourable (-1)	184	86	51	18	126	44	53
	16%	24% C	11%	4%	29% D	24% G	11%
Very unfavourable (-2)	239	138	48	4	226	40	110
	21%	38% C	11%	1%	51% D	22%	23%
Don't know	22	5	2	1	3	3	6
	2%	1%	*	*	1%	2%	1%

NET Favourable	509	93	288	354	42	67	254
	45%	26% B	65% B	88% E	9%	36% F	53% F
NET Unfavourable	423	223	99	22	352	84	164
	38%	62% C	22%	6%	80% D	45% G	34%
Net Difference	86	-130	189	332	-310	-17	91
	8%	-36%	43%	83%	-70%	-9%	19%

Mean	0.06	-0.62	0.65 B	1.30 E	-1.21	-0.12	0.22 F
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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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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? - Rishi Sunak, Chancellor of the Exchequer
All adults 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519
Very favourable (2)	184	95	89	44	51	89	14	30	26	25	34	55	57	58	28	41	48	50	45	21	6	12	154	30	117	42	25	44	140	59	125	119	65	115	21	7	20	40	117
	16%	17%	16%	14%	13%	21%	11%	15%	14%	13%	20%	21%	19%	18%	12%	15%	18%	17%	18%	14%	11%	13%	16%	18%	18%	13%	17%	14%	17%	17%	16%	17%	15%	30%	7%	7*	16%	10%	22%
Fairly favourable (1)	345	169	176	79	116	150	33	47	51	65	47	103	101	103	68	73	80	96	85	53	14	16	295	50	215	78	52	88	258	107	238	201	144	167	70	38	37	130	186
	31%	30%	31%	25%	31%	35%	26%	24%	28%	33%	28%	40%	34%	33%	29%	26%	30%	33%	33%	35%	25%	17%	31%	30%	33%	24%	34%	28%	32%	31%	31%	29%	33%	44%	23%	39%	29%	31%	36%
Neither favourable nor unfavourable (0)	343	147	195	117	110	115	45	73	57	53	45	70	86	89	65	103	87	94	71	41	20	30	294	49	182	121	41	102	241	108	235	208	135	75	107	34	41	134	129
	30%	26%	34%	37%	29%	27%	36%	38%	32%	27%	27%	27%	28%	28%	28%	37%	32%	32%	27%	27%	35%	31%	31%	29%	28%	38%	27%	33%	30%	31%	30%	30%	31%	20%	35%	34%	32%	32%	25%
Fairly unfavourable (-1)	109	59	49	41	32	35	19	22	12	20	18	18	30	31	22	26	19	18	28	19	8	17	87	21	66	31	12	34	75	38	70	69	40	15	49	10	19	51	41
	10%	11%	9%	13%	8%	8%	15%	11%	6%	10%	11%	7%	10%	10%	9%	9%	7%	6%	11%	13%	14%	18%	9%	13%	10%	10%	10%	11%	9%	11%	9%	10%	9%	4%	49	10	19	51	41
Very unfavourable (-2)	92	63	29	26	41	25	9	17	23	18	15	10	16	19	31	26	25	17	16	10	7	16	81	11	49	32	10	29	63	28	64	58	34	4	42	8	11	41	35
	8%	11%	5%	8%	11%	6%	7%	9%	13%	9%	9%	4%	5%	6%	13%	9%	9%	6%	6%	6%	13%	16%	8%	6%	49	32	10	29	63	28	64	58	34	4	42	8	11	41	35
Don't know	54	22	31	10	30	14	5	5	13	18	9	5	12	14	18	9	11	17	12	7	1	6	48	5	25	17	12	17	37	7	47	32	22	4	18	2	1	20	11
	5%	4%	5%	3%	8%	3%	4%	3%	7%	9%	5%	2%	4%	4%	8%	3%	4%	6%	5%	5%	1%	6%	5%	3%	4%	5%	8%	5%	5%	2%	6%	5%	1%	6%	2%	1*	5%	5%	2%
NET Favourable	529 47%	264 48%	265 47%	123 39%	167 44%	239 56% DEGHHK	47 38%	76 39%	77 42%	90 45%	81 48%	158 61% DEGHHK	158 52% OP	160 51% P	96 41%	115 41%	128 47% V	147 50% V	131 51% V	74 49% V	21 36% +	29 29% +	449 47%	80 48%	332 51% Z	120 37%	77 51% Z	132 42%	397 49%	166 48%	363 47%	320 47%	209 47%	283 74% jk	91 30%	45 46% i*	57 44% i	170 41%	303 58% i
NET Unfavourable	200 18%	121 22% C	78 14%	67 21% FL	73 19% L	60 14%	28 23% FL	39 20% L	35 19% L	38 19% L	33 19% FL	28 11%	46 15%	50 16%	52 23%	52 19%	44 16%	35 12%	44 17%	29 19%	15 27% R*	33 34% QKST*	169 18%	32 19%	115 18%	63 20%	22 15%	63 20%	138 17%	66 19%	135 18%	127 18%	74 17%	20 5%	91 30% hj	18 18% h*	30 24% h	92 22% m	76 15%
Net Difference	329 29%	143 26%	187 33%	56 18%	94 25%	179 42%	19 15%	37 19%	42 23%	52 26%	48 29%	131 50%	112 37%	110 35%	44 19%	63 22%	84 31%	112 38%	87 34%	46 30%	5 9%	-5 -5% +	280 29%	48 29%	217 33%	57 18%	55 36%	69 22%	259 32%	100 29%	229 29%	194 28%	135 31%	263 69%	* +	27 28% +	26 21% +	78 19%	227 44%
Mean	0.39	0.33	0.46	0.24	0.30	0.59 DEGHHK	0.20	0.26	0.27	0.33	0.43	0.69 DEGHHK	0.53 OP	0.50 OP	0.19 +	0.29	0.41 V	0.53 UV	0.47 UV	0.40 V	0.08 +	-0.09 +	0.39	0.42	0.45 Z	0.22	0.50 Z*	0.29	0.43	0.39	0.40	0.39	0.40	0.99 jk	-0.07 i*	0.28 i	0.28 i	0.20	0.61 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 May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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? - Rishi Sunak, Chancellor of the Exchequer

All adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1126	382	428	387	474	206	460
Weighted base	1126	360	443	400	441	186	477
Very favourable (2)	184 16%	40 11%	107 24% B	142 35% E	16 4%	31 17%	94 20%
Fairly favourable (1)	345 31%	101 28%	151 34%	169 42% E	98 22%	72 39% G	142 30%
Neither favourable nor unfavourable (0)	343 30%	104 29%	105 24%	65 16%	154 35% D	52 28%	114 24%
Fairly unfavourable (-1)	109 10%	58 16% C	31 7%	13 3%	79 18% D	19 10%	55 12%
Very unfavourable (-2)	92 8%	41 11%	41 9%	7 2%	78 18% D	8 4%	60 13% F
Don't know	54 5%	16 5% C	8 2%	5 1%	16 4%	4 2%	11 2%

NET Favourable	529 47%	141 39%	259 58% B	310 78% E	114 26%	103 55%	236 49%
NET Unfavourable	200 18%	99 27% C	71 16%	20 5%	157 36% D	27 14%	115 24% F
Net Difference	329 29%	42 12%	187 42%	291 73%	-44 -10%	76 41%	121 25%

Mean	0.39	0.12	0.58 B	1.08 E	-0.25	0.54	0.33
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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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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? - Matt Hancock, Secretary of State for Health and Social Care
All adults 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	98	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519
Very favourable (2)	94 8%	45 8%	49 9%	39 12% EU	18 5%	36 8%	14 11% EU	25 13% EU	8 5%	10 5%	16 10%	20 8%	31 10%	25 8%	15 7%	22 8%	14 5%	29 10%	26 10%	16 11%	4 7% +	5 5% +	74 8%	20 12%	56 9%	25 8%	13 9%	28 9%	66 8%	34 10%	60 8%	62 9%	32 7%	53 14% jk	18 6%	7 7% +	8 6%	26 6%	52 10%
Fairly favourable (1)	279 25%	141 25%	138 24%	66 21%	79 21%	133 31% DEGHUK	25 21% DEGHUK	41 21%	40 22%	39 20%	37 22%	96 37% DEFGHUK	73 24%	75 24%	64 28%	66 24%	77 28% V	85 29% V	57 22%	35 23%	11 20% +	14 14% +	242 25%	37 22%	179 27% Z	62 19%	38 25%	78 25%	201 25%	72 21%	207 27% d	162 24%	117 27% jk	146 38%	50 16%	21 22% +	26 21%	88 21%	165 32% I
Neither favourable nor unfavourable (0)	342 30%	144 26%	197 35% B	100 32%	115 30%	126 30%	40 32%	60 31%	53 29%	62 31%	58 35%	68 26%	90 30%	93 30%	62 27%	96 35%	85 32%	90 31%	83 32%	45 30%	16 28% +	23 23% +	291 30%	50 30%	199 30%	96 30%	46 31%	101 32%	240 30%	91 26%	251 32% d	213 31%	129 29%	112 29%	82 27%	24 25% +	47 37%	112 27%	155 30%
Fairly unfavourable (-1)	186 16%	95 17%	91 16%	56 18%	70 18%	60 14%	23 19%	33 17%	27 15%	42 21% fk	19 11%	40 16%	54 18%	53 17%	40 17%	38 14%	42 16%	44 15%	42 16%	27 18%	14 25% +	16 17% +	161 17%	25 15%	108 16%	59 18%	19 13%	47 15%	138 17%	64 19%	121 16%	112 16%	73 17%	49 13%	64 21% h	21 22% h*	18 14%	79 19%	73 14%
Very unfavourable (-2)	186 17%	107 19% C	78 14%	46 15%	79 21% DFGL	61 14%	16 13%	30 16%	43 24% DFGL	36 18%	31 18%	30 16%	47 16%	57 17%	39 15%	42 17%	40 15%	32 11%	42 16%	24 16%	12 20% +	36 37% QRST*	155 16%	31 19%	97 15%	62 19%	26 17%	50 16%	136 17%	83 24% e	103 13%	113 17%	72 16%	17 4%	81 26% h	23 24% h*	28 22% h	98 24% m	62 12%
Don't know	40 4%	23 4%	17 3%	9 3%	19 5%	12 3%	5 4%	4 2%	9 5%	11 5%	7 4%	5 2%	6 2%	10 3%	11 5%	13 5%	11 4%	13 5%	7 3%	5 4%	- - +	3 3% +	37 4%	4 2%	15 2%	17 5% Y	8 5%	10 3%	31 4%	2 1%	38 5% d	24 3%	17 4%	5 1%	11 3%	1 1% +	1 1%	13 3%	10 2%
NET Favourable	373 33%	186 33%	187 33%	106 33% f	98 26%	169 40% EUK	39 32%	66 34% f	48 27%	49 25%	53 32%	116 45% DEFGHUK	104 34%	100 32%	80 34%	89 32%	91 34% V	113 39% V	83 32% V	51 34% V	15 26% +	19 20% +	315 33%	57 34%	235 36% Z	86 27%	51 34%	105 34%	267 33%	106 31%	267 34%	223 33%	149 34%	199 52% jk	68 22%	28 29% +	34 27%	113 27%	218 42% I
NET Unfavourable	371 33%	202 36% C	168 30%	103 32%	148 39% FL	121 28%	39 32%	63 33%	70 39% FL	78 39% FL	50 30%	71 27%	101 34%	110 35%	80 34%	80 29%	83 31%	76 26%	84 33%	51 33%	26 46% R*	53 54% QRST*	316 33%	55 33%	205 31%	121 38%	46 30%	97 31%	274 34%	147 43% e	224 29%	226 33%	146 33%	65 17% hk	145 47% h*	45 46% h	46 36% m	178 43% m	135 26%
Net Difference	1 *	-16 -3%	18 3%	3 1%	-51 -13%	49 11%	* *	3 2%	-22 -12%	-29 -14%	3 2%	46 18%	3 1%	-10 -3%	* *	8 3%	8 3%	38 13%	-1 *	* *	-11 -19%	-33 -34%	-1 *	2 1%	30 5%	-35 -11%	5 4%	8 3%	-7 -1%	-42 -12%	43 5%	-3 *	4 1%	133 35%	-77 -25%	-17 -17%	-12 -9%	-64 -15%	82 16%
Mean	-0.08	-0.15	-0.02	-0.01 EU	-0.31	0.06 EU	-0.01 EU	-0.01 EU	-0.33	-0.29	-0.07	0.14 EU	-0.04	-0.14	-0.11	-0.04	-0.07 V	0.12 UV	-0.07 V	-0.05 V	-0.33 +	-0.68 +	-0.09	-0.05	-0.02 Z	-0.24	-0.05	-0.05	-0.10	-0.26	* d	-0.08	-0.09	0.45 jk	-0.47	-0.34 +	-0.26	-0.34	0.14 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

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All adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1126	382	428	387	474	206	460
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Very favourable (2)	94 8%	30 8%	52 12%	74 18% E	9 2%	24 13%	53 11%
Fairly favourable (1)	279 25%	78 22%	132 30% B	185 46% E	34 8%	55 30%	123 26%
Neither favourable nor unfavourable (0)	342 30%	79 22%	123 28%	99 25%	112 25%	52 28%	123 26%
Fairly unfavourable (-1)	186 16%	70 20%	67 15%	25 6%	113 26% D	31 17%	69 15%
Very unfavourable (-2)	186 17%	96 27% C	62 14%	13 3%	163 37% D	22 12%	101 21% F
Don't know	40 4%	6 2%	8 2%	5 1%	10 2%	1 1%	8 2%

NET Favourable	373 33%	108 30%	184 41% B	259 65% E	43 10%	80 43%	176 37%
NET Unfavourable	371 33%	166 46% C	129 29%	38 9%	276 63% D	54 29%	171 36%
Net Difference	1 *	-57 -16%	55 12%	221 55%	-233 -53%	26 14%	5 1%

Mean	-0.08	-0.35	0.10 B	0.71 E	-0.90	0.15 G	-0.09
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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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519
Very favourable (2)	115	66	50	60	31	24	24	36	13	18	9	15	34	25	28	28	27	34	18	18	8	10	101	14	63	41	12	44	71	33	83	76	40	8	81	3	12	67	34
	10%	12%	9%	19%	8%	6%	19%	19%	7%	9%	5%	6%	11%	8%	12%	10%	10%	11%	7%	12%	14%	10%	11%	8%	10%	13%	8%	14%	9%	9%	11%	11%	9%	2%	26%	3%	9%	16%	6%
Fairly favourable (1)	245	118	126	101	84	60	40	61	46	38	27	33	71	75	39	60	68	45	56	41	16	18	222	22	134	91	20	81	163	88	156	163	82	26	133	32	27	130	71
	22%	21%	22%	32%	22%	14%	32%	31%	25%	19%	16%	13%	24%	24%	17%	21%	25%	15%	22%	27%	29%	18%	23%	13%	20%	28%	13%	26%	20%	26%	20%	24%	19%	7%	43%	32%	21%	31%	14%
Neither favourable nor unfavourable (0)	283	132	151	76	95	112	27	50	45	50	48	65	72	79	49	84	54	80	75	41	8	25	239	45	162	85	37	82	201	94	189	176	108	83	66	28	38	114	108
	25%	24%	27%	24%	25%	26%	22%	26%	25%	28%	28%	25%	24%	25%	21%	30%	20%	27%	29%	27%	14%	25%	25%	27%	25%	26%	26%	24%	26%	25%	27%	24%	26%	24%	22%	21%	28%	29%	27%
Fairly unfavourable (-1)	197	90	107	44	57	96	20	24	19	38	36	60	56	64	27	50	45	54	46	26	9	16	164	33	109	46	42	43	153	60	137	113	84	98	17	22	25	61	111
	17%	16%	19%	14%	15%	22%	16%	12%	11%	19%	21%	23%	19%	20%	12%	18%	17%	19%	18%	17%	17%	16%	17%	20%	17%	14%	28%	14%	19%	17%	18%	16%	19%	26%	6%	22%	20%	15%	21%
Very unfavourable (-2)	246	132	113	32	83	131	11	21	42	41	45	87	60	65	74	47	66	62	57	21	14	27	197	49	161	48	37	48	198	64	182	129	118	162	5	13	25	37	183
	22%	24%	20%	10%	22%	31%	9%	11%	23%	21%	27%	33%	20%	21%	32%	17%	24%	21%	22%	14%	24%	28%	21%	30%	25%	15%	24%	15%	24%	19%	23%	19%	27%	42%	2%	13%	19%	9%	35%
Don't know	40	18	21	4	30	5	2	2	16	15	4	1	9	6	14	10	10	18	5	4	1	2	36	3	26	9	4	14	25	6	34	30	9	6	5	1	2	7	12
	4%	3%	4%	1%	8%	1%	2%	1%	9%	7%	2%	*	3%	2%	6%	4%	4%	6%	2%	3%	2%	2%	4%	2%	4%	3%	3%	5%	3%	2%	4%	4%	2%	2%	2%	1%	2%	2%	2%
NET Favourable	360	184	176	161	115	84	64	97	59	56	36	48	106	99	67	88	96	79	74	59	24	28	324	36	196	132	31	126	234	121	239	238	122	34	213	34	39	197	105
	32%	33%	31%	51%	30%	20%	52%	50%	33%	28%	21%	19%	35%	32%	29%	31%	35%	27%	29%	39%	43%	29%	34%	22%	30%	41%	21%	40%	29%	35%	31%	35%	28%	9%	70%	35%	30%	47%	20%
NET Unfavourable	443	222	221	76	140	227	31	45	61	79	81	146	116	129	102	97	110	117	103	47	23	43	361	82	270	94	79	91	352	124	319	242	201	259	23	35	50	98	294
	39%	40%	39%	24%	37%	53%	25%	23%	34%	40%	48%	56%	38%	41%	44%	35%	41%	40%	40%	31%	41%	44%	38%	49%	41%	29%	52%	29%	43%	36%	41%	35%	46%	68%	7%	35%	39%	24%	57%
Net Difference	-83	-38	-44	85	-25	-143	33	52	-2	-23	-45	-98	-10	-29	-35	-9	-15	-38	-29	12	1	-15	-38	-46	-74	38	-48	34	-118	-3	-80	-4	-80	-225	191	-1	-11	99	-189
	-7%	-7%	-8%	27%	-7%	-33%	27%	27%	-1%	-11%	-27%	-38%	-3%	-9%	-15%	-3%	-6%	-13%	-11%	8%	2%	-15%	-4%	-28%	-11%	12%	-32%	11%	-14%	-1%	-10%	-1%	-18%	-59%	62%	-1%	-9%	24%	-37%
Mean	-0.20	-0.19	-0.20	0.36 EFJRL	-0.22 FRL	-0.59	0.38 EFJRL	0.35 EFJRL	-0.19 FL	-0.25 FL	-0.49	-0.65	-0.12	-0.23	-0.37 +	-0.11	-0.20	-0.24	-0.27	0.07 RSV	-0.08 +	-0.34 +	-0.14 X	-0.50	-0.27	0.10 Ya	-0.50 c	0.10 c	-0.31	-0.10	-0.24	-0.09 g	-0.37	-1.01	0.88 hjk	-0.11 h*	-0.19 h	0.32 m	-0.67

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 May 2020 Political Pulse
PUBLIC

Fieldwork: 15-18 May 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 aged 18+ in Great Britain

		'Keir Starmer, Leader of the Labour party': Favourable Unfavourable		'Boris Johnson, Leader of the Conservative Party and Prime Minister': Favourable Unfavourable		'Rishi Sunak, Chancellor of the Exchequer': Favourable Unfavourable		'Matt Hancock, Secretary of State for Health and Social Care': Favourable Unfavourable	
	Total	e	ble	e	ble	e	ble	e	ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1126	403	285	488	454	528	204	361	397
Weighted base	1126	383	298	509	423	529	200	373	371
Very favourable (2)	115	84	14	29	73	38	38	34	55
	10%	22% C	5%	6%	17% D	7%	19% F	9%	15% H
Fairly favourable (1)	245	170	14	65	150	103	61	75	111
	22%	44% C	5%	13%	36% D	20%	31% F	20%	30% H
Neither favourable nor unfavourable (0)	283	76	30	117	90	122	28	75	71
	25%	20% C	10%	23%	21%	23% G	14%	20%	19%
Fairly unfavourable (-1)	197	37	62	112	53	95	31	69	60
	17%	10%	21% B	22% E	13%	18%	15%	18%	16%
Very unfavourable (-2)	246	17	173	176	45	163	41	115	69
	22%	4%	58% B	34% E	11%	31% G	20%	31% I	19%
Don't know	40	-	5	11	11	8	3	6	6
	4%	-	2% B	2%	3%	1%	1%	2%	2%

NET Favourable	360 32%	254 66% C	28 9%	93 18%	223 53% D	141 27%	99 49% F	108 29%	166 45% H
NET Unfavourable	443 39%	54 14% B	235 79% B	288 57% E	99 23%	259 49% G	71 36% I	184 49% I	129 35%
Net Difference	-83 -7%	200 52%	-207 -70%	-195 -38%	124 29%	-117 -22%	27 14%	-75 -20%	37 10%

Mean	-0.20	0.70 C	-1.25	-0.69	0.37 D	-0.47	0.12 F	-0.43	0.06 H
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ccordance 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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G,H/I Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475	
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519	
Very favourable (2)	158	94	64	44	29	84	23	21	19	10	23	61	43	42	38	35	40	43	39	20	9	7	133	26	106	32	21	38	120	43	115	87	71	116	12	6	14	25	119	
	14%	17% C	11%	14% EJ	8% J	20% EHUK	19% DEU	11%	11%	5%	14% EJ	23% DEHUK	14%	14%	16%	12%	15%	15%	15%	13%	15%	7% +	7% +	14%	15%	16% z	10%	14%	12%	15%	12%	15%	13%	16%	30% jk	4%	6% i	11%	6%	23% i
Fairly favourable (1)	242	119	123	57	77	108	17	39	31	46	41	68	67	77	52	47	59	72	62	28	10	11	204	38	148	50	44	71	171	65	177	149	93	159	30	19	11	72	143	
	22%	21%	22%	18%	20%	25% DG	14%	20%	17%	23%	24%	26% G	22%	24%	22%	17%	22%	25%	24%	18%	18%	11%	21%	23%	23%	16%	29%	23%	21%	23%	19%	23%	22%	21%	42% jk	10%	19% jk	8%	17%	28% i
Neither favourable nor unfavourable (0)	250	104	146	79	78	93	27	51	36	43	35	58	56	69	49	76	56	66	64	33	10	22	212	38	143	75	31	80	170	65	185	155	95	72	47	21	38	77	116	
	22%	19%	26% B	25%	21%	22%	22%	26%	20%	21%	21%	22%	19%	22%	21%	27% M	21%	22%	25%	22%	17%	23%	22%	23%	22%	23%	22%	23%	21%	25%	21%	19%	24%	23%	22%	19%	15%	21% +	29% hi	18%
Fairly unfavourable (-1)	176	75	100	59	64	53	31	27	29	35	23	30	56	50	24	45	46	42	32	33	12	10	157	19	93	62	21	50	126	70	106	106	70	19	66	25	29	82	58	
	16%	14%	18%	18% FH	17%	12%	25% DEHKL	14%	16%	18%	14%	12%	19% O	16%	10%	16%	17%	14%	13%	22%	21%	11%	16%	11%	14%	19%	14%	16%	16%	20% e	14%	15%	16%	16%	5%	21% h	25% h*	25% h	20% m	11%
Very unfavourable (-2)	265	148	116	72	109	84	21	51	54	55	41	43	73	69	58	65	58	58	56	32	15	45	221	44	144	92	29	67	198	100	165	162	103	10	148	28	36	155	73	
	24%	27% C	20%	23% G	29% FGL	20%	17%	27% GL	30% FGL	28% FGL	24% F	16%	24%	22%	25%	23%	22%	20%	22%	21%	26% +	46% QRS*	23%	26%	22%	29% Ya	19%	22%	24%	29% e	21%	24%	23%	3%	48% hjk	28% h*	28% h	37% m	14%	
Don't know	35	14	20	7	22	5	4	3	12	10	4	1	7	6	11	11	11	12	3	6	1	2	33	2	20	10	5	8	27	4	31	27	8	4	4	-	2	4	9	
	3%	3%	3%	2%	6% DFHL	1%	3% L	2%	7% DFHL	5% FL	2%	*	2%	2%	5%	4%	4%	4%	1%	4%	2% +	2% +	3%	2	3%	3%	3%	2%	3%	1%	4% d	4%	2%	1%	1%	-	2%	1%	2%	
NET Favourable	400 36%	213 38%	187 33%	101 32%	106 28%	193 45%	41 33%	60 31%	50 28%	56 28%	64 38%	129 49%	110 36%	119 38%	90 39%	82 29%	99 37%	115 39%	101 39%	48 32%	19 34%	18 18%	337 35%	64 38%	254 39%	81 25%	65 43%	109 35%	291 36%	108 31%	292 37%	236 34%	164 37%	275 72%	41 13%	25 25%	24 19%	97 23%	262 50%	
NET Unfavourable	441 39%	223 40%	216 38%	131 41%	173 46%	137 32%	52 42%	79 41%	83 46%	90 45%	64 38%	73 28%	129 43%	119 38%	83 36%	110 39%	105 39%	100 34%	89 34%	65 43%	27 47%	56 57%	379 39%	62 37%	236 36%	154 48%	50 33%	117 37%	324 40%	169 49%	272 35%	268 39%	173 39%	29 8%	214 70%	52 53%	65 50%	238 57%	131 25%	
Net Difference	-40 -4%	-10 -2%	-29 -5%	-30 -9%	-67 -18%	56 13%	-11 -9%	-18 -9%	-33 -18%	-34 -17%	* *	56 21%	-19 -6%	* *	7 3%	-28 -10%	-6 -2%	15 5%	13 5%	-17 -11%	-8 -13%	-38 -39%	-42 -4%	2 1%	17 3%	-73 -23%	15 10%	-8 -2%	-33 -4%	-61 -18%	21 3%	-32 -5%	-9 -2%	246 65%	-172 -56%	-27 -28%	-41 -32%	-141 -34%	130 25%	
Mean	-0.13 E	-0.12 E	-0.15 E	-0.18 E	-0.41 E	0.13 DEHUK	-0.07 EJ	-0.26 11%	-0.40 5%	-0.42 14%	-0.11 E	0.29 DEFGHUK	-0.16 14%	-0.09 14%	-0.06 12%	-0.22 12%	-0.09 V	* V	-0.02 V	-0.20 V	-0.24 V*	-0.79 +	-0.14 +	-0.10 z	-0.03 z	-0.43 z	0.05 z	-0.12 z	-0.14 z	-0.34 d	-0.04 d	-0.16 3%	-0.09 jk	-1.02 1*	-0.50 1*	-0.49 i	-0.66 i	0.35 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 May 2020 Political Pulse
PUBLIC

Fieldwork: 15-18 May 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 aged 18+ in Great Britain

	Total	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, Leader of the Conservative Party and Prime Minister' :		'Rishi Sunak, Chancellor of the Exchequer' :		'Matt Hancock, Secretary of State for Health and Social Care' :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1126	403	285	488	454	528	204	361	397
Weighted base	1126	383	298	509	423	529	200	373	371
Very favourable (2)	158 14%	38 10%	76 26% B	143 28% E	10 2%	138 26% G	9 5%	132 36% I	10 3%
Fairly favourable (1)	242 22%	64 17%	83 28% B	211 41% E	12 3%	172 33% G	10 5%	127 34% I	28 8%
Neither favourable nor unfavourable (0)	250 22%	61 16%	47 16%	104 20% E	42 10%	99 19% G	22 11%	67 18%	55 15%
Fairly unfavourable (-1)	176 16%	85 22% C	34 11%	30 6%	114 27% D	61 12%	35 17%	28 8%	84 23% H
Very unfavourable (-2)	265 24%	135 35% C	55 18%	11 2%	238 56% D	53 10%	123 61% F	14 4%	192 52% H
Don't know	35 3%	- -	3 1%	9 2%	7 2%	6 1%	1 1%	3 1%	3 1%

NET Favourable	400 36%	102 27%	159 53% B	354 69% E	22 5%	310 59% G	20 10%	259 70% I	38 10%
NET Unfavourable	441 39%	220 58% C	89 30%	42 8%	352 83% D	114 21%	157 79% F	43 12%	276 74% H
Net Difference	-40 -4%	-118 -31%	70 23%	312 61%	-330 -78%	197 37%	-137 -69%	216 58%	-238 -64%

Mean	-0.13	-0.56	0.31 B	0.89 E	-1.34	0.54 G	-1.26	0.90 I	-1.14
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ccordance 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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G,H/I Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519
Very favourable (2)	44	27	17	31	6	7	13	18	1	5	4	3	24	7	8	6	7	12	12	8	1	5	41	3	31	13	-	27	18	15	29	34	10	8	13	12	9	26	16
	4%	5%	3%	10% EFUKL	2%	2%	10% EFUKL	22% EFUKL	*	3%	2%	1%	8% NP	2%	3%	2%	2%	4%	5%	5%	1% +	5% +	4%	2%	5% a	4% a	- 9% c	2%	4%	4%	4%	5%	2%	2%	4%	13% ha*	7% h	6% m	3%
Fairly favourable (1)	142	67	75	67	40	34	24	43	25	15	7	28	46	43	24	29	33	35	37	22	4	12	129	13	75	59	8	42	100	67	75	89	53	19	47	39	83	30	
	13%	12%	13%	21% EFUKL	11% K	8% K	20% EFUKL	22% EFUKL	14% K	8%	4%	11% K	15% NP	14%	10%	10%	12%	12%	14%	14%	7% +	12% +	13%	8%	11%	18% Ya	6%	13%	12%	19% e	10%	13%	12%	5%	15% h	40% ha*	14% h	20% m	6%
Neither favourable nor unfavourable (0)	407	172	235	119	135	153	46	73	60	75	69	84	102	122	67	117	105	104	92	55	19	32	339	68	219	123	66	121	286	124	283	253	154	109	116	37	46	157	162
	36%	31%	41% B	37%	36%	36%	37%	38%	33%	38%	41%	32%	34%	39% O	29%	42% O	39%	36%	36%	36%	34% +	33% +	35%	41%	33%	38%	43% Y	39%	35%	35%	36%	36%	37%	35%	29%	38%	38% +	36%	38%
Fairly unfavourable (-1)	239	120	118	51	83	106	21	30	36	47	37	69	62	72	48	57	53	64	50	37	16	18	200	39	149	55	35	55	185	63	176	135	104	109	81	7	22	93	121
	21%	22%	21%	16%	22% DH	25% DH	17%	16%	20%	24% D	22%	27% DGH	21%	23%	21%	20%	20%	22%	19%	25%	29% +	19% +	21%	24%	23%	149	17%	23%	17%	23%	18%	23%	20%	24%	29%	26%	7% jk	17% j	22% j
Very unfavourable (-2)	238	148	90	39	85	114	15	25	43	42	44	70	57	58	68	55	58	58	55	24	14	29	200	38	151	54	32	55	183	67	170	137	101	125	40	3	32	45	171
	21%	27% C	16%	12%	22% DGH	27% DGH	12%	13%	24% DGH	21% DGH	26% DGH	27% DGH	19%	18%	29% MN	20%	22%	20%	21%	16%	25% +	29% t*	21%	23%	23% z	17%	21%	18%	22%	19%	22%	20%	23%	33% ij	13% j	3% +	25% ij	11% l	33% l
Don't know	56	21	34	10	32	14	5	5	17	15	8	6	11	12	19	15	14	20	11	6	2	2	51	5	29	16	10	14	42	9	47	38	18	11	10	-	2	11	18
	5%	4%	6%	3%	8% DFHL	3%	4%	2%	9% DFHL	7% DFHL	5%	2%	4%	4%	8%	5%	5%	7%	4%	4%	2% +	2% +	5%	3%	29	4%	5%	7%	5%	5%	2%	6% d	6%	4%	3%	3%	- +	2% +	3% h
NET Favourable	186	94	92	98	46	41	37	61	26	21	11	31	70	49	31	35	40	47	49	29	4	16	170	16	106	72	8	69	117	82	104	123	63	27	60	51	26	109	46
	17%	17%	16%	31% EFUKL	12%	10%	30% EFUKL	32% EFUKL	14% K	10%	6%	12%	23% NOP	16%	13%	13%	15%	16%	19%	19%	8% +	17% +	18% x	10%	16% a	22% Ya	6% c	22% c	14%	24% e	13%	18%	14%	7%	20% h	52% ha*	20% h	26% m	9%
NET Unfavourable	477	268	208	90	167	220	35	55	78	89	80	139	119	130	116	112	112	122	105	61	30	47	400	77	300	109	67	110	367	131	346	272	205	234	120	10	54	138	292
	42%	48% C	37%	28%	44% DGH	51% DGH	29%	28%	43% DGH	45% DGH	48% DGH	54% DEGH	39%	42%	50%	40%	41%	41%	41%	41%	54% +	48% +	42%	46%	46% z	34%	44%	35%	45% b	38%	44% d	40%	47% f	39% jk	10% j	42% j	33% l	56% l	
Net Difference	-291	-173	-117	8	-121	-178	2	7	-53	-68	-70	-109	-49	-80	-85	-77	-72	-75	-56	-32	-26	-31	-230	-61	-195	-37	-59	-41	-250	-49	-242	-149	-142	-207	-60	41	-28	-29	-247
	-26%	-31%	-21%	3%	-32%	-42%	1%	3%	-29%	-34%	-41%	-42%	-16%	-26%	-36%	-28%	-27%	-26%	-22%	-21%	-46%	-31% +	-24%	-37%	-30%	-12%	-39%	-13%	-31%	-14%	-31%	-22%	-32%	-54% h	-20% h	42% ha*	-22% h	-7% m	-48%
Mean	-0.45	-0.55	-0.35 B	* EFUKL	-0.57	-0.69	* EFUKL	* EFUKL	-0.58	-0.57	-0.68	-0.69	-0.28 O	-0.44	-0.68 +	-0.48	-0.48	-0.44	-0.40	-0.33 U	-0.73 +	-0.57 +	-0.43	-0.59	-0.50	-0.26 Ya	-0.64	-0.23 c	-0.54	-0.30 e	-0.52	-0.39 g	-0.55	-0.88	-0.29 h	0.51 ha*	-0.41 h	-0.12 m	-0.80

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 May 2020 Political Pulse
PUBLIC

Fieldwork: 15-18 May 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 aged 18+ in Great Britain

		'Keir Starmer, Leader of the Labour party' : Favourabl e ble		'Boris Johnson, Leader of the Conservative Party and Prime Minister' : Favourabl e ble		'Rishi Sunak, Chancellor of the Exchequer' : Favourabl e ble		'Matt Hancock, Secretary of State for Health and Social Care' : Favourabl e ble	
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1126	403	285	488	454	528	204	361	397
Weighted base	1126	383	298	509	423	529	200	373	371
Very favourable (2)	44 4%	33 9% C	8 3%	24 5%	17 4%	28 5%	9 4%	24 7% I	7 2%
Fairly favourable (1)	142 13%	82 21% C	13 4%	43 8%	67 16% D	75 14%	18 9%	55 15%	47 13%
Neither favourable nor unfavourable (0)	407 36%	137 36% C	64 22%	168 33%	158 37%	170 32%	58 29%	107 29%	138 37% H
Fairly unfavourable (-1)	239 21%	71 18%	76 25%	124 24%	85 20%	108 20%	46 23%	78 21%	80 22%
Very unfavourable (-2)	238 21%	53 14%	132 44% B	131 26% E	78 19%	128 24%	69 35% F	98 26%	91 24%
Don't know	56 5%	8 2%	5 2%	20 4%	17 4%	20 4% G	* *	10 3%	9 2%

NET Favourable	186 17%	115 30% C	21 7%	67 13%	84 20% D	103 19%	27 13%	80 21% I	54 14%
NET Unfavourable	477 42%	123 32% B	208 70%	254 50% E	164 39%	236 45%	115 58% F	176 47%	171 46%
Net Difference	-291 -26%	-8 -2%	-186 -62%	-187 -37%	-79 -19%	-133 -25%	-89 -44%	-96 -26%	-117 -32%

Mean	-0.45	-0.07 C	-1.06	-0.60	-0.35 D	-0.46 G	-0.75	-0.47	-0.56
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ccordance 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 Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E,F/G,H/I Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2020 Political Pulse
PUBLIC
Fieldwork: 15-18 May 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 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+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (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	1126	555	569	357	394	375	155	202	184	210	173	202	363	421	120	222	285	291	246	149	57	98	964	162	625	356	145	314	812	481	645	663	463	363	316	108	139	455	475				
Weighted base	1126	555	569	317	380	428	124	193	181	199	168	260	302	313	233	279	270	293	257	151	56	98	960	166	654	321	152	313	813	346	780	686	440	381	306	98	129	416	519				
Better	520 46%	268 48%	251 44%	133 42%	163 43%	224 52% DEGHIK	50 41%	82 42%	75 41%	88 44%	77 46%	147 56% DEGHIK O	150 50% O	161 51% OP	90 39%	119 43%	118 44%	136 47%	119 46%	74 49%	25 44% +	47 49% +	438 46%	82 49%	314 48%	134 42%	72 47%	130 42%	390 48%	194 56% e	326 42%	325 47%	195 44%	181 48%	174 57% hk	64 65% hk*	50 39%	240 58% m	220 42%				
Worse	99 9%	63 11% C	37 6%	61 19% EFJKL	26 7% FL	12 3% L	22 18% EFJKL	39 20% EFJKL	16 9% FL	10 5% L	9 6% FL	3 1%	30 10%	21 7%	20 9%	28 10%	21 8%	22 8%	21 14%	6 11% +	8 8% +	92 10%	7 4%	55 8%	39 12% a	5 4%	42 13% c	57 7%	31 9%	69 10%	71 6%	28 7%	27 12% hj	37 4% +	4 11%	14 9%	39 21% ij	44 8%					
No difference	329 29%	164 30%	164 29%	84 26%	112 29%	134 31%	34 27%	50 26%	51 28%	61 30%	51 30%	83 32%	84 28%	89 28%	75 32%	81 29%	87 32%	79 27%	77 30%	39 26%	20 35% +	27 28% +	285 30%	44 27%	182 28%	94 29%	53 35%	87 28%	242 30%	80 23%	249 32% d	185 27%	144 33%	141 37% ij	52 17% +	21 21% +	52 40% ij	87 21% ij	182 35% l				
Don't know	178 16%	60 11%	117 21% B	40 13%	79 21% DHIK	58 14%	18 14%	22 12%	39 21% DHIK	41 20% DHL	30 18% F	28 11%	37 12%	42 13%	48 21% M	50 18%	44 16%	55 19%	40 16%	17 11%	6 11% +	15 16% +	145 15%	33 20%	103 16%	54 17%	21 14%	54 17%	124 15%	41 12%	137 18% d	105 15%	72 16%	32 9%	44 14% h	9 9% +	13 10%	49 12%	74 14%				

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Overlap formulae used
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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/L/m Minimum Base: 30(**) Small Base: 100(*)