

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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		Tenure						Car ownership			
	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)	A8 (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 Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Right direction	386	206	179	109	100	177	42	67	50	50	63	114	109	111	77	89	90	122	81	59	14	20	336	50	236	94	55	104	282	110	276	227	159	235	47	14	42	105	232	99	153	124	10	61	216	90	18		
	30%	32%	28%	30%	23%	36%	30%	24%	22%	33%	38%	32%	31%	29%	28%	29%	36%	28%	34%	23%	18%	30%	28%	33%	24%	30%	31%	29%	28%	31%	29%	32%	53%	14%	13%	26%	21%	43%	32%	32%	26%	32%	22%	32%	33%	32%			
Wrong direction	551	300	249	168	197	186	64	104	93	103	77	109	153	145	121	133	141	114	128	68	30	69	472	79	274	192	85	141	410	188	363	363	189	105	222	64	76	289	157	143	183	211	13	140	275	105	25		
	43%	47%	38%	46%	45%	38%	45%	47%	45%	45%	40%	37%	44%	40%	46%	41%	46%	34%	43%	39%	47%	62%	42%	44%	39%	49%	48%	46%	42%	43%	47%	41%	46%	37%	67%	58%	47%	57%	29%	46%	39%	45%	38%	50%	41%	39%	46%		
Neither	238	88	149	61	86	92	32	29	37	48	41	50	63	66	47	63	49	50	67	39	16	18	206	32	130	79	29	58	180	73	165	122	116	82	42	22	31	80	93	46	99	88	6	53	120	53	8		
	18%	14%	23%	17%	20%	19%	22%	13%	18%	21%	21%	18%	18%	18%	18%	18%	16%	15%	23%	23%	25%	16%	18%	18%	20%	15%	17%	19%	18%	18%	16%	23%	18%	13%	20%	19%	16%	17%	15%	19%	18%	19%	18%	19%	15%	18%			
Don't know	116	42	74	26	54	36	5	21	28	26	11	25	22	38	20	36	29	49	19	9	4	6	97	19	67	32	17	30	86	27	89	75	41	24	22	10	14	36	54	24	37	47	4	24	60	24	4		
	9%	7%	11%	7%	12%	7%	3%	9%	13%	11%	6%	8%	6%	11%	8%	11%	9%	15%	7%	5%	6%	5%	9%	10%	9%	8%	9%	9%	9%	7%	10%	10%	8%	5%	7%	9%	8%	7%	10%	8%	8%	10%	13%	9%	9%	9%	7%		

Overlap formulae used
Column Proportions (7N): 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,n,o,p,q,r,s,t,u,v Minimum Base: 30 (**) Small Base: 100 (**)
Column Means (7N): 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,n,o,p,q,r,s,t,u,v Minimum Base: 30 (**) Small Base: 100 (**)

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Public
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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? - Summary

All online adults aged 18+ in Great Britain

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	1291	1291	1291	1291	1291	1291	1291
Weighted base	1291	1291	1291	1291	1291	1291	1291
Very favourable (2)	140 11% DG	197 15% ADEFG	206 16% ADEFG	100 8% G	120 9% G	139 11% DG	49 4%
Fairly favourable (1)	322 25% EG	304 24% G	390 30% ABDEFG	320 25% G	279 22% G	286 22% G	155 12%
Neither favourable nor unfavourable (0)	400 31% BDEF	199 15% G	361 28% BDF	318 25% BF	346 27% BF	255 20% B	486 38% ABCDEFG
Fairly unfavourable (-1)	188 15% C	164 13% G	140 11% G	217 17% BC	241 19% ABC	207 16% BC	251 19% ABC
Very unfavourable (-2)	154 12% C	394 31% ACDEFG	108 8% G	273 21% AC	264 20% AC	358 28% ACDEG	277 21% AC
Don't know	87 7% BDEF	33 3% G	86 7% BDEF	64 5% DEF	41 3% G	46 4% G	72 6% DEF

NET Favourable	462 36% EG	500 39% DEFG	596 46% ABDEFG	420 32% G	400 31% G	425 33% G	204 16%
NET Unfavourable	342 26% C	558 43% ACD	248 19% AC	490 38% AC	505 39% AC	565 44% ACD	529 41% AC
Net Difference	120 9%	-58 -4%	348 27%	-70 -5%	-105 -8%	-140 -11%	-324 -25%

Mean	0.09 BCDEFG	-0.20 FG	0.37 ABDEFG	-0.20 FG	-0.20 G	-0.29 G	-0.45
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e 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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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		Tenure				Car ownership			
	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)	A8 (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 /separate d (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 Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)					
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63					
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54					
Very favourable (2)	140	74	65	38	53	49	11	27	27	26	22	28	39	41	22	39	45	29	26	25	5	9	115	25	78	45	17	49	92	67	74	94	46	19	81	16	13	90	32	51	47	42	1	22	79	29	7					
	11%	12%	10%	10%	12%	10%	8%	12%	13%	11%	11%	9%	11%	11%	8%	12%	15%	9%	9%	14%	8%	8%	10%	14%	11%	11%	9%	15%	10%	6%	7%	8%	12%	4%	24%	15%	8%	18%	6%	16%	10%	9%	4%	8%	12%	11%	13%					
Fairly favourable (1)	322	153	167	94	111	116	32	62	51	60	39	77	92	91	74	65	85	66	44	16	27	279	42	162	109	51	65	256	123	199	204	118	80	118	35	45	168	113	68	125	119	10	67	170	72	12						
	25%	24%	26%	26%	26%	24%	23%	28%	25%	26%	20%	26%	27%	25%	28%	20%	27%	25%	22%	25%	25%	24%	25%	23%	23%	27%	28%	20%	27%	31%	22%	26%	23%	18%	36%	32%	27%	33%	21%	22%	27%	25%	29%	22%	24%	25%	26%	23%				
Neither favourable nor unfavourable (0)	400	187	211	112	135	153	57	55	67	69	62	91	113	120	64	103	91	92	92	62	23	39	346	54	223	121	56	104	297	111	289	252	148	138	77	42	54	154	152	99	145	153	2	93	193	88	19					
	31%	29%	32%	31%	31%	31%	40%	25%	32%	30%	32%	31%	33%	34%	24%	32%	29%	27%	31%	36%	37%	35%	31%	30%	32%	30%	30%	31%	31%	28%	32%	32%	29%	31%	23%	39%	33%	30%	28%	32%	31%	33%	5%	34%	29%	33%	35%					
Fairly unfavourable (-1)	188	102	86	51	55	82	20	32	23	32	29	53	44	52	50	42	43	55	43	21	7	18	164	23	118	48	22	48	140	43	145	113	75	109	24	6	26	50	109	36	77	66	8	32	105	41	8					
	15%	16%	13%	14%	13%	17%	14%	14%	11%	14%	15%	18%	13%	15%	19%	13%	14%	17%	14%	12%	11%	16%	15%	13%	17%	12%	12%	14%	15%	11%	16%	14%	15%	14%	7%	5%	16%	10%	20%	12%	16%	14%	24%	12%	16%	15%	15%					
Very unfavourable (-2)	154	89	66	30	45	79	7	23	19	26	36	43	43	36	39	37	30	50	44	7	11	13	131	23	92	36	26	46	108	40	114	74	80	85	15	3	24	32	100	36	68	43	7	26	91	30	6					
	12%	14%	10%	8%	10%	16%	5%	10%	9%	11%	19%	14%	12%	10%	15%	12%	10%	15%	15%	4%	17%	11%	12%	13%	13%	9%	14%	14%	11%	10%	13%	9%	16%	10%	15%	4%	3%	15%	6%	19%	11%	14%	9%	20%	9%	14%	11%	12%				
Don't know	87	30	57	38	37	12	15	24	21	16	5	6	16	18	18	36	15	24	25	15	1	6	74	14	36	39	12	22	65	14	73	48	39	15	19	7	1	16	29	21	10	47	6	37	35	10	1					
	7%	5%	9%	11%	8%	2%	10%	11%	10%	7%	3%	2%	5%	5%	7%	11%	5%	7%	8%	9%	2%	5%	7%	7%	5%	10%	7%	7%	7%	6%	4%	8%	6%	8%	3%	6%	7%	1%	3%	5%	7%	2%	10%	19%	13%	5%	4%	3%				
NET Favourable	462	227	233	132	165	165	43	89	78	86	61	105	131	132	95	104	130	114	92	69	21	36	395	67	240	154	68	114	348	190	272	298	164	99	199	51	58	259	145	119	172	161	11	89	248	101	19					
	36%	36%	36%	36%	38%	34%	30%	40%	38%	38%	32%	35%	38%	37%	36%	32%	42%	34%	31%	39%	33%	32%	36%	37%	34%	39%	37%	34%	36%	48%	30%	38%	32%	22%	60%	47%	35%	51%	27%	38%	36%	34%	33%	32%	37%	37%	36%					
NET Unfavourable	342	191	151	81	99	161	27	54	42	58	65	96	87	88	88	79	73	105	87	28	18	31	296	46	209	84	49	93	248	83	259	187	155	194	39	9	51	82	209	72	144	109	14	59	195	72	14					
	26%	30%	23%	22%	23%	33%	19%	25%	20%	25%	34%	32%	25%	25%	33%	24%	24%	31%	29%	16%	28%	28%	27%	26%	30%	21%	26%	28%	26%	21%	29%	24%	31%	44%	12%	8%	31%	16%	39%	23%	31%	23%	44%	21%	29%	26%	27%					
Net Difference	120	37	81	51	65	4	16	34	37	28	-4	8	44	44	7	25	57	9	6	41	3	5	99	21	31	70	19	20	100	107	13	111	9	-95	160	42	7	176	-65	47	27	51	-4	31	53	29	5					
	9%	6%	12%	14%	15%	1%	11%	16%	18%	12%	-2%	3%	13%	12%	3%	8%	18%	3%	2%	23%	4%	5%	9%	12%	4%	18%	10%	6%	10%	27%	1%	14%	2%	-21%	48%	38%	4%	34%	-12%	15%	6%	11%	-11%	11%	8%	11%	9%					
Mean	0.09	0.04	0.14	0.18	0.18	-0.05	0.16	0.19	0.24	0.13	-0.10	-0.02	0.12	0.14	-0.04	0.10	0.24	-0.04	-0.04	0.37	-0.05	0.02	0.08	0.14	0.03	0.22	0.06	0.07	0.09	0.35	-0.03	0.18	-0.05	-0.37	0.72	0.54	-0.03	0.47	-0.26	0.21	0.01	0.12	-0.33	0.11	0.06	0.11	0.10					
				FX	FX		+		FX								RS			RSUV*	+	+												g	ha	ha*	n	m			++				+							

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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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av 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 online adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1291	412	514	416	576	210	523
Weighted base	1291	400	505	425	565	204	529
Very favourable (2)	140 11%	119 30% C	7 1%	30 7%	103 18% D	45 22% G	41 8%
Fairly favourable (1)	322 25%	173 43% C	50 10%	77 18%	193 34% D	80 39% G	99 19%
Neither favourable nor unfavourable (0)	400 31%	65 16%	146 29% B	120 28%	142 25%	53 26%	128 24%
Fairly unfavourable (-1)	188 15%	18 4%	152 30% B	98 23% E	52 9%	15 7%	118 22% F
Very unfavourable (-2)	154 12%	10 2%	133 26% B	82 19% E	54 10%	2 1%	132 25% F
Don't know	87 7%	15 4%	17 3%	18 4%	21 4%	10 5%	10 2%

NET Favourable	462 36%	292 73% C	57 11%	107 25%	296 52% D	125 61% G	140 26%
NET Unfavourable	342 26%	28 7%	285 56% B	181 43% E	106 19%	17 8%	251 47% F
Net Difference	120 9%	264 66%	-228 -45%	-74 -17%	190 34%	108 53%	-111 -21%

Mean	0.09	0.97 C	-0.73	-0.31	0.44 D	0.78 G	-0.39
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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? - Boris Johnson, Leader of the Conservative Party and Prime Minister
All online adults aged 18+ in Great Britain

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Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63	
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Very favourable (2)	197	103	93	50	48	99	22	28	22	25	38	60	53	58	41	44	44	63	52	27	5	6	168	28	124	40	33	62	134	43	153	111	86	148	13	3	17	33	148	53	81	54	8	16	119	55	6	
	15%	16%	14%	14%	11%	20%	16%	13%	11%	11%	20%	20%	15%	16%	16%	14%	14%	19%	18%	16%	8%	5%	15%	16%	18%	10%	18%	14%	11%	17%	14%	17%	33%	4%	3%	10%	6%	28%	17%	17%	11%	23%	6%	18%	20%	12%		
					DEHU						EU	EHU				V	V	V	V	V	*	*		Z	Z	Z			d			UK		*		q		l		**			r		*			
Fairly favourable (1)	304	155	148	83	96	124	32	51	43	53	48	76	84	76	69	74	75	87	62	39	20	21	256	47	188	84	31	91	212	80	223	182	122	160	40	23	28	85	167	73	129	93	7	51	165	68	15	
	24%	24%	23%	23%	22%	25%	22%	23%	21%	23%	25%	26%	24%	21%	26%	23%	24%	26%	21%	23%	32%	19%	23%	26%	27%	21%	17%	28%	22%	20%	25%	23%	24%	36%	12%	21%	17%	17%	31%	24%	27%	20%	21%	18%	24%	25%	28%	
																							a	a	a	a	a	a	a	a	a	a	UK		r*				l		**		r		*			
Neither favourable nor unfavourable (0)	199	91	107	64	67	68	22	42	29	38	25	44	47	59	42	51	47	58	34	34	14	12	183	16	102	71	26	45	154	57	142	119	80	74	26	11	18	63	85	47	69	79	4	52	102	36	7	
	15%	14%	16%	18%	15%	14%	15%	19%	14%	17%	13%	15%	13%	16%	16%	15%	17%	12%	19%	13%	23%	11%	16%	9%	14%	18%	14%	14%	16%	14%	16%	15%	16%	17%	8%	10%	11%	12%	16%	15%	15%	17%	11%	19%	15%	13%	14%	
																																				*										*		
Fairly unfavourable (-1)	164	67	95	62	48	54	27	35	24	24	20	34	54	46	29	34	49	42	37	18	5	14	142	22	82	49	33	54	110	55	109	104	60	30	57	22	29	84	49	39	59	61	5	34	80	37	9	
	13%	11%	15%	17%	11%	11%	19%	16%	12%	10%	10%	11%	16%	13%	11%	11%	16%	13%	12%	10%	7%	12%	13%	12%	12%	12%	18%	16%	11%	14%	12%	13%	12%	7%	17%	20%	18%	17%	13%	9%	13%	12%	13%	14%	12%	12%	14%	16%
						EP															*	*												b			b	m										
Very unfavourable (-2)	394	205	188	87	165	142	32	55	81	85	59	84	99	111	79	104	88	75	103	49	19	60	331	63	198	138	58	72	323	158	237	249	145	31	191	48	67	240	75	91	131	164	8	112	195	66	17	
	31%	32%	29%	24%	38%	29%	22%	25%	39%	37%	30%	28%	29%	31%	30%	33%	28%	22%	33%	28%	30%	53%	30%	35%	28%	35%	31%	22%	34%	40%	27%	32%	29%	7%	57%	44%	42%	47%	14%	29%	28%	35%	24%	40%	29%	25%	30%	
					DFGKL				DFGKL	DGH									B			ORSTU*							b	a				UK		b*		b	m					**			*	
Don't know	33	13	20	18	12	4	7	11	8	4	4	-	9	8	3	13	7	11	8	8	1	-	30	3	14	15	4	8	26	4	29	21	12	2	7	4	4	5	12	7	2	18	2	13	11	8		
	3%	2%	3%	5%	3%	1%	5%	5%	4%	2%	2%	-	3%	2%	1%	4%	2%	3%	3%	4%	1%	-	3%	2%	2%	4%	2%	2%	8%	3%	1%	3%	3%	2%	2%	3%	2%	1%	2%	2%	*	4%	8%	5%	2%	3%	-	-
				FL	FL	L	FL	FL	FL		L										*	*								d			d		b*		b			a		**		i		*		

NET Favourable	500	259	242	133	144	223	54	79	66	78	86	137	137	134	111	118	118	150	114	66	25	27	424	76	312	124	64	154	346	123	377	292	208	309	52	26	45	118	315	126	210	147	14	68	283	123	22
	39%	41%	37%	37%	33%	45%	38%	36%	32%	34%	44%	46%	40%	37%	42%	37%	38%	45%	38%	38%	39%	24%	38%	42%	44%	31%	35%	46%	36%	31%	42%	37%	41%	69%	16%	23%	28%	23%	59%	41%	45%	31%	43%	24%	42%	45%	40%
					DEHU					EI	DEHU					V	V	V	V	V	*	*			2a			c		d			UK		*		i		l	p	p	**		r	r	r*	
NET Unfavourable	558	272	283	149	213	196	59	89	105	108	79	117	154	157	109	139	137	117	140	67	23	74	473	85	280	187	91	126	432	213	345	353	205	62	248	70	96	324	124	130	190	225	13	146	275	104	25
	43%	43%	43%	41%	49%	40%	42%	40%	51%	47%	41%	39%	44%	44%	41%	43%	44%	35%	47%	38%	37%	65%	43%	47%	40%	47%	49%	38%	45%	53%	39%	45%	41%	14%	74%	64%	59%	64%	23%	42%	40%	48%	38%	53%	41%	38%	46%
					FL				FL							R			R		*	ORSTU*				Y	Y	Y	e					UK	UK	b*	b	m		a	**	at				*	
Net Difference	-58	-14	-41	-15	-69	26	-5	-10	-39	-30	7	19	-16	-23	2	-20	-19	33	-27	*	2	-47	-48	-9	32	-63	-27	28	-86	-89	31	-61	3	247	-195	-44	-51	-206	191	-4	20	-78	2	-78	8	19	-3
	-4%	-2%	-6%	-4%	-16%	5%	-3%	-5%	-19%	-13%	4%	7%	-5%	-6%	1%	-6%	-6%	10%	-9%	*	2%	-41%	-4%	-5%	4%	-16%	-14%	8%	-9%	-22%	4%	-8%	1%	55%	-59%	-40%	-31%	-40%	36%	-1%	4%	-17%	5%	-28%	1%	7%	-6%

Mean	-0.20	-0.18	-0.21	-0.15	-0.44	-0.04	-0.11	-0.18	-0.49	-0.40	-0.07	-0.01	-0.18	-0.22	-0.14	-0.26	-0.21	0.06	-0.27	-0.13	-0.19	-0.89	-0.20	-0.25	-0.06	-0.42	-0.28	0.06	-0.29	-0.52	-0.06	-0.26	-0.11	0.82	-1.14	-0.84	-0.64	-0.82	0.51	-0.14	-0.06	-0.42	0.04	-0.66	-0.10	0.03	-0.25
				EI		EU	*				EU					V	GBV	V	V	V*	*			Z			c			d			UK		*		i		l	p	p	**		r	r	*	

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,n,o,p,q,r,s,t,u,v,w,x,y,z,* 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,n,o,p,q,r,s,t,u,v,w,x,y,z,* Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI June 2020 Political Pulse

Public

Fieldwork: 29 May - 3 June 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 online 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	1291	412	514	416	576	210	523
Weighted base	1291	400	505	425	565	204	529
Very favourable (2)	197 15%	25 6%	138 27% B	175 41% E	7 1%	23 11%	131 25% F
Fairly favourable (1)	304 24%	69 17%	158 31% B	188 44% E	41 7%	57 28%	114 22%
Neither favourable nor unfavourable (0)	199 15%	41 10%	69 14%	30 7%	53 9%	28 14%	63 12%
Fairly unfavourable (-1)	164 13%	59 15%	54 11%	18 4%	100 18% D	34 17% G	53 10%
Very unfavourable (-2)	394 31%	203 51% C	84 17%	9 2%	362 64% D	59 29%	167 32%
Don't know	33 3%	3 1%	2 *	6 1%	2 *	3 1%	1 *

NET Favourable	500 39%	94 23%	296 59% B	362 85% E	48 8%	79 39%	245 46%
NET Unfavourable	558 43%	262 66% C	138 27%	27 6%	462 82% D	93 46%	220 42%
Net Difference	-58 -4%	-168 -42%	158 31%	335 79%	-415 -73%	-14 -7%	25 5%

Mean	-0.20	-0.87	0.42 B	1.19 E	-1.37	-0.25	-0.02
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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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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		Tenure				Car ownership											
	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)	A8 (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 /Separate (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 Democrat (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/right vans (t)	3 or more cars/right vans (u)					
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63					
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54					
Very favourable (2)	206	105	100	41	55	110	18	23	26	29	47	63	52	70	35	49	41	57	56	30	10	12	171	35	136	46	24	52	155	65	141	117	90	129	27	11	22	63	119	49	103	52	3	27	112	53	13					
	16%	16%	15%	11%	13%	22%	13%	10%	12%	13%	25%	21%	15%	20%	13%	15%	13%	17%	19%	17%	16%	11%	15%	19%	12%	13%	16%	16%	16%	16%	15%	18%	29%	8%	10%	14%	12%	22%	16%	22%	11%	8%	10%	17%	20%	23%						
						DEGHJ					DEGHJ	DEHU									*	*			Z																											
Fairly favourable (1)	390	201	188	90	133	167	27	63	55	78	52	115	117	102	92	79	99	111	83	49	21	27	342	48	226	101	62	105	285	118	271	245	145	180	80	38	51	153	190	101	163	115	11	72	203	96	13					
	30%	32%	29%	25%	31%	34%	19%	28%	26%	34%	27%	38%	34%	29%	35%	25%	32%	33%	28%	28%	33%	24%	31%	26%	32%	25%	34%	32%	30%	30%	30%	31%	29%	40%	24%	34%	31%	30%	35%	32%	34%	24%	34%	26%	30%	35%	24%					
						DEGHJ				DEGHJ	DEHU	DEGHJ	P								*	*																														
Neither favourable nor unfavourable (0)	361	150	209	118	118	125	54	65	61	57	50	75	100	102	63	96	87	84	82	61	14	33	321	40	181	131	49	95	266	115	246	216	146	87	109	39	40	151	128	78	127	145	10	86	178	73	19					
	28%	24%	32%	33%	27%	25%	38%	29%	29%	25%	26%	25%	29%	24%	30%	28%	25%	28%	35%	21%	30%	29%	22%	26%	33%	26%	29%	28%	29%	28%	28%	27%	29%	19%	33%	35%	24%	30%	24%	25%	27%	31%	29%	31%	26%	27%	36%					
						DEHU														*	*																															
Fairly unfavourable (-1)	140	80	59	42	52	46	15	27	27	25	20	26	35	41	36	28	40	29	29	11	12	20	116	24	74	40	27	32	108	52	88	90	50	28	51	12	30	77	43	35	41	63	1	26	91	19	3					
	11%	13%	9%	12%	12%	9%	11%	12%	13%	11%	10%	9%	10%	12%	13%	9%	13%	9%	10%	6%	19%	87*	10%	13%	10%	10%	10%	14%	10%	11%	13%	10%	11%	10%	6%	15%	10%	19%	15%	8%	11%	9%	13%	4%	9%	14%	7%	6%				
Very unfavourable (-2)	108	70	38	35	43	30	13	22	16	27	17	13	23	23	26	35	25	29	22	11	5	17	88	20	59	37	12	22	86	32	76	73	34	9	49	7	17	46	29	31	27	49	1	39	49	16	4					
	8%	11%	6%	10%	10%	6%	9%	10%	8%	12%	9%	4%	7%	6%	10%	11%	8%	9%	7%	6%	7%	15%	8%	11%	8%	9%	6%	9%	8%	8%	8%	9%	7%	2%	15%	7%	11%	9%	5%	10%	6%	10%	4%	14%	7%	6%						
Don't know	86	29	57	37	36	13	15	22	23	12	7	7	20	19	14	33	17	26	24	13	3	4	73	14	32	43	11	26	60	15	71	46	40	14	17	4	3	20	27	18	12	47	7	29	39	13	1					
	7%	5%	9%	10%	8%	3%	11%	10%	11%	5%	3%	2%	6%	5%	10%	6%	6%	8%	8%	7%	4%	3%	7%	7%	5%	11%	6%	8%	6%	4%	8%	6%	8%	3%	5%	4%	2%	4%	5%	6%	2%	10%	20%	10%	6%	5%	3%	*				
NET Favourable	596	306	289	131	188	277	45	86	81	107	99	178	168	173	127	128	140	167	139	79	31	39	513	83	362	148	86	156	439	184	412	361	235	309	106	49	73	216	309	149	265	167	14	99	315	149	26					
	46%	48%	44%	36%	43%	56%	32%	39%	39%	47%	51%	60%	49%	48%	48%	40%	45%	50%	47%	45%	48%	35%	46%	46%	51%	37%	47%	47%	46%	46%	46%	46%	46%	46%	69%	32%	44%	45%	42%	58%	48%	56%	35%	42%	36%	47%	55%	47%				
						G				DEGHJ	DEGHJ	DEGHJ	P							V	V	*	*			Z																										
NET Unfavourable	248	150	97	77	94	76	28	49	43	52	37	39	58	64	62	64	65	58	50	22	16	37	203	45	133	77	38	55	193	84	164	163	84	37	100	19	48	123	71	66	67	111	3	64	139	36	8					
	19%	24%	15%	21%	22%	16%	20%	22%	21%	23%	19%	13%	17%	18%	23%	20%	21%	17%	17%	12%	26%	32%	18%	25%	19%	19%	21%	16%	20%	21%	18%	21%	17%	8%	30%	17%	30%	17%	29%	24%	13%	21%	14%	24%	9%	23%	21%	13%	14%			
						L				FL	FL										**	GRST*																														
Net Difference	348	156	192	54	93	200	17	37	38	56	62	138	111	108	65	64	76	109	89	57	14	2	310	38	230	71	48	102	246	99	248	198	150	272	6	30	25	94	238	84	198	55	11	34	176	113	18					
	27%	25%	29%	15%	21%	41%	12%	17%	18%	24%	32%	46%	32%	30%	24%	20%	25%	33%	30%	33%	23%	2%	28%	21%	32%	18%	26%	31%	26%	25%	28%	25%	30%	61%	2%	27%	15%	18%	44%	27%	42%	12%	34%	12%	34%	12%	26%	42%	33%			
Mean	0.37	0.31	0.43	0.18	0.26	0.59	0.17	0.19	0.26	0.27	0.49	0.65	0.43	0.46	0.29	0.27	0.32	0.44	0.45	0.47	0.32	-0.02	0.38	0.32	0.45	0.22	0.34	0.43	0.35	0.35	0.38	0.33	0.44	0.91	-0.05	0.31	0.19	0.23	0.64	0.35	0.60	0.14	0.47	0.09	0.38	0.58	0.50					
						DEGHJ	*				DEGHJ	DEGHJ					V	V	V	V**	*	*			Z																											

Overlap formulae used
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.

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,n,o,p,q,r,s,t,u,v,w,x,y,z

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,n,o,p,q,r,s,t,u,v,w,x,y,z

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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	1291	412	514	416	576	210	523
Weighted base	1291	400	505	425	565	204	529
Very favourable (2)	206 16%	42 11%	122 24% B	150 35% E	27 5%	43 21%	112 21%
Fairly favourable (1)	390 30%	119 30%	173 34%	172 41% F	134 24%	75 37%	157 30%
Neither favourable nor unfavourable (0)	361 28%	112 28% C	109 22%	69 16%	185 33% D	48 23%	117 22%
Fairly unfavourable (-1)	140 11%	63 16% C	42 8%	17 4%	100 18% D	24 12%	54 10%
Very unfavourable (-2)	108 8%	47 12% C	37 7%	3 1%	101 18% D	10 5%	73 14% F
Don't know	86 7%	17 4%	21 4%	15 3%	19 3%	4 2%	15 3%

NET Favourable	596 46%	161 40%	295 59% B	322 76% E	160 28%	118 58%	269 51%
NET Unfavourable	248 19%	110 28% C	79 16%	20 5%	201 36% D	34 17%	128 24%
Net Difference	348 27%	51 13%	216 43%	302 71%	-41 -7%	84 41%	142 27%

Mean	0.37	0.12	0.62 B	1.09 E	-0.21	0.59	0.35
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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(*)

Public

Fieldwork: 29 May - 3 June 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 online adults aged 18+ in Great Britain

[illegible]

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,n,o/p/q,r/s/t/u 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,n,o/p/q,r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

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,n/o/p/q,r/s/t/u Minimum Base: 30[**] Small Base: 200[*]

Ipsos MORI June 2020 Political Pulse

Public

Fieldwork: 29 May - 3 June 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 online 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	1291	412	514	416	576	210	523
Weighted base	1291	400	505	425	565	204	529
Very favourable (2)	100 8%	32 8%	54 11%	85 20% E	6 1%	23 11%	50 9%
Fairly favourable (1)	320 25%	66 16%	174 35% B	205 48% E	49 9%	66 32%	136 26%
Neither favourable nor unfavourable (0)	318 25%	75 19%	114 23%	90 21%	97 17%	44 22%	98 19%
Fairly unfavourable (-1)	217 17%	80 20%	81 16%	30 7%	152 27% D	36 18%	90 17%
Very unfavourable (-2)	273 21%	133 33% C	70 14%	7 2%	250 44% D	32 16%	149 28% F
Don't know	64 5%	13 3%	11 2%	8 2%	11 2%	3 1%	5 1%

NET Favourable	420 32%	98 24%	228 45% B	290 68% E	55 10%	89 44%	186 35%
NET Unfavourable	490 38%	213 53% C	151 30%	37 9%	402 71% D	68 33%	239 45% F
Net Difference	-70 -5%	-115 -29%	77 15%	253 60%	-347 -61%	21 10%	-53 -10%

Mean	-0.20	-0.56	0.12 B	0.79 E	-1.07	0.06 G	-0.29
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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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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

	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					Tenure					Car ownership				
	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 (X)	Rural (Y)	Married/ Living as Married (Z)	Single (2)	Widowed /divorced /separate (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)	Bought on mortgage (n)	Owened outright (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)							
				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 (X)	Rural (Y)	Married/ Living as Married (Z)	Single (2)	Widowed /divorced /separate (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)	Bought on mortgage (n)	Owened outright (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)							
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 (X)	Rural (Y)	Married/ Living as Married (Z)	Single (2)	Widowed /divorced /separate (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)	Bought on mortgage (n)	Owened outright (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)											
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	321	342	313	154	61	100	1096	195	697	489	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63								
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54							
Very favourable (2)	120	64	56	45	41	34	16	29	23	18	19	15	31	32	21	36	43	20	27	22	4	5	102	18	63	40	17	45	76	53	67	82	38	9	84	10	8	73	29	45	26	48	1	23	69	18	7							
	9%	10%	9%	12%	10%	7%	11%	13%	11%	8%	10%	5%	9%	9%	8%	11%	14%	6%	9%	12%	6%	4%	9%	10%	9%	10%	9%	13%	8%	13%	7%	10%	8%	2%	25%	9%	5%	14%	5%	15%	5%	10%	2%	8%	10%	7%	13%							
Fairly favourable (1)	279	130	148	116	102	72	47	69	48	44	29	42	81	69	60	69	84	65	50	41	19	20	250	30	133	112	35	76	204	95	184	191	89	32	146	21	35	147	70	57	83	133	6	65	140	53	16							
	22%	21%	23%	32%	23%	15%	33%	31%	23%	19%	15%	14%	23%	19%	23%	21%	27%	19%	17%	23%	10%	17%	23%	30%	18%	12%	17%	19%	28%	21%	24%	21%	24%	18%	7%	44%	19%	22%	29%	13%	18%	18%	28%	19%	23%	21%	20%	30%						
Neither favourable nor unfavourable (0)	346	174	170	101	137	108	38	63	64	72	50	58	78	98	76	93	81	89	67	55	17	36	305	41	184	113	49	100	246	100	246	239	106	100	76	37	46	150	215	98	115	128	5	87	171	76	9							
	27%	27%	26%	38%	31%	22%	27%	29%	32	35	34	36	19%	27%	29%	29%	26%	26%	23%	32%	12%	28%	32%	27%	23%	26%	30%	20%	26%	25%	28%	30%	21%	32%	23%	39%	38%	29%	21%	31%	24%	27%	15%	33%	28%	17%	4							
Fairly unfavourable (-1)	241	110	130	55	76	110	23	32	35	41	34	77	67	73	44	57	42	59	71	33	11	24	202	39	146	65	31	56	185	74	167	130	112	128	16	25	38	27	131	57	102	72	9	46	131	53	9							
	19%	17%	20%	15%	17%	22%	16%	14%	17%	18%	17%	26%	20%	20%	17%	18%	14%	18%	24	19%	18%	22%	18%	22%	21%	16%	17%	17%	19%	19%	19%	16%	22%	20%	5%	23%	23%	14%	24%	18%	22%	15%	29%	17%	19%	19%	16%	4						
Very unfavourable (-2)	264	146	118	29	72	162	13	16	28	44	59	104	79	75	58	51	54	88	67	18	10	27	219	44	165	51	47	46	218	67	196	118	145	176	6	12	34	60	180	48	141	63	9	42	147	61	13							
	20%	23%	18%	8%	16%	33%	9%	7%	14%	19%	30%	35%	23%	21%	22%	16%	17%	26%	23%	10%	15%	24%	20%	24%	23	13%	26%	14%	23%	17%	22%	15%	18%	29%	2%	11%	21%	12%	34%	16%	30%	13%	28%	15%	22%	23%	24%	24%						
Don't know	41	12	29	17	19	5	6	11	9	10	3	2	10	10	6	15	5	14	13	6	2	1	33	8	18	17	6	10	31	8	33	26	15	2	5	5	2	8	11	6	4	25	2	15	15	9	4							
	3%	2%	4%	5%	4%	1%	4%	5%	4%	4%	1%	1%	3%	3%	2%	5%	2%	4%	5%	3%	3%	4	5%	3%	4	3%	3%	3%	3%	3%	2%	4%	3%	3%	2	2%	4%	1%	2%	2%	2%	1%	5%	8%	6%	2%	3%	1%	4					

NET Favourable	400	315	204	161	133	106	62	445	99	71	62	48	58	112	102	81	105	127	85	77	63	23	25	351	428	196	152	52	120	279	149	251	273	126	41	230	31	43	220	99	102	209	181	7	87	31	209	72	23	
	31%	19%	31%	24%	13%	21%	44%	45%	34%	24%	27%	25%	19%	32%	28%	31%	33%	41%	25%	26%	36%	36%	22%	32%	27%	28%	38%	36%	32%	29%	37%	28%	35%	25%	9%	69%	28%	21	43	220	99	102	209	181	7	87	31	209	72	23
NET Unfavourable	505	255	248	84	147	273	36	48	63	84	94	92	61	181	146	149	102	108	96	148	138	51	21	41	421	83	310	116	78	102	403	141	363	248	257	303	22	37	71	133	516	345	105	243	136	19	88	277	114	22
	39%	40%	38%	23%	34%	50%	26%	22%	30%	37%	40%	39%	41%	38%	34%	31%	44%	47%	41%	47%	47%	29%	42%	31%	42%	38%	46%	44%	29%	42%	31%	51%	42%	47%	34%	62%	79%	34%	44%	20%	151	345	105	243	136	19	88	277	114	22
Net Difference	-105	-40	-44	77	-14	-167	26	51	8	-22	-44	-23	35	-47	-20	-3	31	-63	-60	12	2	-27	-70	-35	-115	35	-26	19	-124	8	-112	26	-131	-262	208	6	-28	87	-212	-3	-135	46	-12	-1	-68	-42	1			
	-8%	-10%	-7%	21%	-3%	-34%	18%	23%	4%	-10%	-23%	-41%	-10%	-13%	-8%	-1%	10%	-19%	-20%	7%	3%	-24%	-6%	-19%	-16%	9%	-14%	6%	-13%	2%	-13%	3%	-26%	-59%	62%	-6%	-17%	17%	-40%	-1%	-29%	10%	-36%	*	-10%	-16%	3%			

[illegible]

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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,n/o/p/q,r/s/t/u Minimum Base: 30(**) Small Base: 200(*)

Column Means (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,n/o/p/q,r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online adults aged 18+ in Great Britain

	Total (A)	'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	1291	487	318	493	572	604	238	424	494
Weighted base	1291	462	342	500	558	596	248	420	490
Very favourable (2)	120 9%	99 22% C	10 3%	29 6%	87 16% D	45 7%	47 19% F	31 7%	71 14% H
Fairly favourable (1)	279 22%	193 42% C	18 5%	65 13%	175 31% D	116 20%	64 26%	67 16%	142 29% H
Neither favourable nor unfavourable (0)	346 27%	113 24% C	27 8%	107 21%	151 27%	136 23%	56 23%	90 22%	118 24%
Fairly unfavourable (-1)	241 19%	40 9%	92 27% B	122 24% E	76 14%	136 23% G	31 12%	95 23% I	72 15%
Very unfavourable (-2)	264 20%	16 4%	192 56% B	174 35% E	62 11%	160 27%	48 20%	133 32% I	79 16%
Don't know	41 3%	* *	2 1%	4 1%	8 1%	4 1%	3 1%	3 1%	8 2%

NET Favourable	400 31%	292 63% C	28 8%	94 19%	262 47% D	161 27%	110 44% F	98 23%	213 43% H
NET Unfavourable	505 39%	57 12%	285 83% B	296 59% E	138 25%	295 50% G	79 32%	228 54% I	151 31%
Net Difference	-105 -8%	235 51%	-257 -75%	-202 -40%	124 22%	-135 -23%	31 13%	-130 -31%	62 13%

Mean	-0.20	0.69 C	-1.29	-0.70	0.27 D	-0.42	0.12 F	-0.56	0.11 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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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		Tenure				Car ownership									
	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)	A8 (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 /Separate (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 Democrat (j)	Other (k)	Remain (l)	Leave (m)	Bought outright (n)	Owned by mortgage (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)			
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63			
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54			
Very favourable (2)	139	74	65	37	33	69	17	20	15	17	25	44	40	44	22	33	36	33	34	22	4	10	122	17	87	35	18	49	90	32	107	76	63	110	6	4	11	33	93	28	60	46	5	17	86	26	9			
	11%	12%	10%	10%	7%	14%	12%	9%	7%	8%	13%	15%	11%	12%	8%	10%	12%	10%	11%	13%	6%	9%	11%	9%	12%	9%	10%	6%	15%	8%	12%	10%	12%	25%	2%	4%	7%	7%	17%	9%	13%	10%	14%	6%	13%	10%	16%			
					EU							EU									*	*					c		21%	22%	18%	24%	22%	45%	9%	7%	15%	14%	33%	29%	25%	15%	18%	9%	25%	29%	20%			
Fairly favourable (1)	286	149	136	81	77	128	31	50	33	44	44	84	81	73	69	63	66	98	64	34	16	8	243	43	185	60	41	71	215	71	215	170	116	201	30	8	24	69	178	89	120	69	6	25	170	77	11			
	22%	23%	21%	22%	18%	26%	22%	23%	16%	19%	23%	28%	23%	20%	26%	20%	21%	29%	22%	20%	25%	7%	22%	24%	26%	15%	22%	21%	22%	18%	24%	22%	23%	45%	9%	7%	15%	14%	33%	29%	25%	15%	18%	9%	25%	29%	20%			
					EU							EU					V	V	V	V	V*	*			Z					d	24%	22%	45%	9%	7%	15%	14%	33%	29%	25%	15%	18%	9%	25%	29%	20%				
Neither favourable nor unfavourable (0)	255	110	144	77	83	95	31	46	40	43	38	57	63	74	50	67	61	69	54	41	14	16	224	31	136	88	31	71	184	69	186	146	109	83	42	28	28	91	102	54	97	97	7	67	123	55	9			
	20%	17%	22%	21%	19%	19%	22%	21%	19%	19%	20%	19%	18%	21%	19%	21%	20%	20%	18%	24%	22%	15%	20%	17%	19%	22%	17%	21%	19%	17%	21%	19%	22%	19%	13%	25%	17%	18%	19%	17%	21%	21%	24%	18%	20%	17%				
													P		P						*	*								e	19%	15%	18%	31%	10*	20%	20%	15%	16%	17%	15%	13%	18%	15%	15%	21%				
Fairly unfavourable (-1)	207	96	111	66	72	69	19	47	37	35	26	43	62	56	56	33	57	41	47	29	10	23	185	23	107	72	29	56	152	78	130	139	69	36	62	34	32	100	79	51	79	72	4	49	101	40	11			
	16%	15%	17%	18%	17%	14%	14%	21%	18%	15%	13%	14%	18%	15%	21%	10%	18%	12%	16%	17%	16%	20%	17%	13%	15%	18%	16%	17%	16%	19%	15%	18%	14%	8%	19%	31%	20%	20%	15%	16%	17%	15%	13%	18%	15%	15%	15%	21%		
							F						P		P						*	*								f	15%	18%	14%	8%	19%	31%	20%	20%	15%	16%	17%	15%	13%	18%	15%	15%	21%			
Very unfavourable (-2)	358	193	162	81	150	127	36	44	70	79	58	69	88	100	64	106	84	80	83	40	18	54	298	60	172	124	62	67	290	140	218	228	129	13	187	33	64	210	72	82	112	157	7	104	174	63	13			
	28%	30%	25%	22%	34%	26%	20%	20%	34%	33%	30%	23%	25%	28%	24%	33%	27%	24%	28%	23%	28%	48%	27%	33%	24%	31%	33%	20%	30%	35%	24%	29%	26%	3%	56%	30%	39%	41%	13%	26%	24%	33%	22%	37%	26%	23%	24%			
					DFGL						DFGL										*	DFGL*								g	24%	29%	26%	3%	56%	30%	39%	41%	13%	26%	24%	33%	22%	37%	26%	23%	24%			
Don't know	46	13	33	21	22	3	6	14	13	9	2	1	12	11	4	19	5	15	14	8	3	1	38	8	22	19	4	18	28	8	38	27	19	3	7	3	3	7	12	7	3	28	4	16	19	9	1			
	4%	2%	5%	6%	5%	1%	4%	6%	6%	4%	1%	*	3%	3%	1%	6%	2%	4%	5%	4%	4%	1%	3%	4%	3%	5%	2%	5%	3%	2%	4%	3%	4%	1%	2%	3%	2%	1%	2%	2%	1%	6%	11%	6%	3%	3%	2%	*		
					B																*	*								h	4%	3%	4%	1%	2%	3%	2%	1%	2%	2%	1%	6%	11%	6%	3%	3%	2%	*		

NET Favourable	425	223	201	119	109	197	49	70	48	62	69	128	121	117	91	96	102	131	98	57	19	18	366	60	271	95	59	121	304	104	321	246	179	311	36	12	36	103	271	117	180	116	11	42	256	103	20
	33%	35%	31%	33%	25%	40%	34%	32%	23%	27%	36%	43%	35%	33%	34%	30%	33%	39%	33%	32%	31%	16%	33%	33%	38%	24%	32%	36%	32%	26%	36%	31%	35%	70%	11%	11%	22%	20%	51%	38%	38%	25%	32%	15%	38%	38%	36%
				I		EU					EU						V	V	V	V	*	*			Z					d							I	P	P		**		r	r	r*		
NET Unfavourable	565	289	274	147	222	196	56	91	108	115	84	112	151	155	120	139	141	121	130	69	28	77	483	83	279	195	91	123	442	217	348	367	198	49	249	67	96	310	150	133	191	229	12	153	275	103	24
	44%	46%	42%	40%	51%	40%	39%	41%	52%	50%	43%	38%	43%	43%	45%	43%	45%	43%	44%	40%	44%	68%	43%	46%	39%	49%	49%	37%	46%	55%	39%	47%	39%	11%	75%	61%	59%	61%	28%	43%	41%	49%	35%	55%	41%	38%	45%
				DFGL					DFL	FL						R					*	DFGL*				Y	Y			b	e				h*	b	m			o	**	at				*	
Net Difference	-140	-66	-73	-28	-113	1	-7	-21	-60	-53	-14	15	-30	-38	-29	-42	-39	10	-32	-13	-8	-58	-117	-23	-8	-101	-32	-3	-137	-113	-27	-121	-19	263	-214	-55	-61	-207	121	-16	-11	-113	-1	-111	-19	*	-5
	-11%	-10%	-11%	-8%	-26%	*	-5%	-10%	-29%	-23%	-7%	5%	-9%	-11%	-11%	-13%	-12%	3%	-11%	-7%	-13%	-52%	-11%	-13%	-1%	-25%	-17%	-1%	-14%	-28%	-3%	-15%	-4%	59%	-64%	-50%	-37%	-41%	23%	-5%	-2%	-24%	-3%	-40%	-3%	*	-9%

Mean	-0.29	-0.30	-0.27	-0.21	-0.55	-0.12	-0.19	-0.22	-0.59	-0.52	-0.24	-0.03	-0.23	-0.27	-0.27	-0.38	-0.28	-0.11	-0.29	-0.18	-0.37	-0.92	-0.27	-0.38	-0.14	-0.50	-0.42	-0.07	-0.36	-0.57	-0.16	-0.36	-0.18	0.81	-1.21	-0.79	-0.71	-0.76	0.27	-0.23	-0.14	-0.50	-0.13	-0.75	-0.16	-0.14	-0.16
				EU		EU	EU*	EU			EU					V	V	V	V	V	V*	*			2a			c		d			UK		r*	i		i		p		**	r	r	r*		

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,n,o,p,q,r,s,t,u,v,w,x,y,z

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,n,o,p,q,r,s,t,u,v,w,x,y,z

Ipsos MORI June 2020 Political Pulse
Public

Fieldwork: 29 May - 3 June 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 online adults aged 18+ in Great Britain

	Total (A)	'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	1291	487	318	493	572	604	238	424	494
Weighted base	1291	462	342	500	558	596	248	420	490
Very favourable (2)	139 11%	37 8%	68 20% B	131 26% E	4 1%	120 20% G	4 2%	115 27% I	7 2%
Fairly favourable (1)	286 22%	70 15%	113 33% B	231 46% E	24 4%	202 34% G	15 6%	174 42% I	29 6%
Neither favourable nor unfavourable (0)	255 20%	56 12%	47 14%	85 17% E	60 11%	107 18% G	25 10%	72 17% I	44 9%
Fairly unfavourable (-1)	207 16%	97 21% C	39 12%	38 8%	133 24% D	87 15%	30 12%	32 8%	108 22% H
Very unfavourable (-2)	358 28%	199 43% C	67 19%	10 2%	329 59% D	73 12%	171 69% F	23 6%	294 60% H
Don't know	46 4%	3 1%	8 2%	6 1%	9 2%	7 1%	3 1%	3 1%	7 1%

NET Favourable	425 33%	107 23% B	181 53% B	362 72% E	27 5%	322 54% G	20 8%	290 69% I	37 7%
NET Unfavourable	565 44%	296 64% C	106 31%	48 10%	462 83% D	160 27%	201 81% F	55 13%	402 82% H
Net Difference	-140 -11%	-189 -41%	75 22%	315 63%	-435 -78%	161 27%	-181 -73%	234 56%	-366 -75%

Mean	-0.29	-0.76	0.23 B	0.88 E	-1.38	0.35 G	-1.42	0.78 I	-1.35
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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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 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 online 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		Tenure				Car ownership						
	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)	A8 (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/Separate (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 Democrat (j)	Other (k)	Remain (l)	Leave (m)	Bought or mortgaged (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/Right vans (t)	3 or more cars/Right vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Very favourable (2)	49	30	19	32	9	8	11	21	8	1	3	5	17	10	4	19	17	3	6	19	2	3	40	9	31	15	4	29	20	27	22	40	9	11	14	9	12	26	18	19	16	13	1	8	19	17	2		
	4%	5%	3%	9%	2%	2%	8%	9%	4%	1%	2%	5%	3%	1%	6%	1%	11%	3%	2%	11%	3%	2%	4%	5%	4%	4%	2%	9%	2%	7%	2%	5%	2%	2%	4%	8%	8%	5%	3%	6%	4%	3%	3%	6%	4%	*			
				EFJLJ			EFJLJ	EFJLJ							O		R			RSV		*						c		a				b*		n				**									
Fairly favourable (1)	155	76	79	59	47	49	23	37	28	18	16	33	43	42	41	29	33	42	39	26	5	10	138	17	77	58	20	45	110	65	90	107	48	28	35	52	13	95	29	30	44	74	5	31	85	31	6		
	12%	12%	12%	16%	11%	10%	16%	17%	14%	8%	8%	11%	12%	12%	16%	9%	11%	12%	13%	15%	8%	8%	12%	10%	11%	15%	11%	14%	11%	16%	10%	14%	9%	6%	11%	47%	8%	19%	5%	10%	9%	16%	16%	11%	13%	11%	10%	*	
				FXJ			J	FXJ			FXJ										*	*						a		e		g			ha*		m			no	**								
Neither favourable nor unfavourable (0)	486	205	279	138	183	165	65	73	78	106	70	95	122	141	93	130	111	113	108	81	29	44	418	68	256	163	66	122	365	132	355	303	184	148	147	37	53	209	171	115	169	190	11	117	236	99	26		
	38%	32%	43%	38%	42%	34%	46%	33%	37%	46%	36%	32%	35%	39%	35%	40%	36%	36%	36%	46%	46%	39%	38%	38%	36%	41%	36%	37%	38%	33%	35%	36%	36%	33%	33%	33%	41%	32%	37%	36%	41%	34%	42%	35%	37%	47%	*		
				B		FL				FXJ							R	*	*		*	*								d		a		ha	*		m				**								
Fairly unfavourable (-1)	251	139	112	52	86	114	22	29	47	39	39	75	76	75	45	55	57	66	59	32	14	25	215	37	141	73	37	51	200	91	161	150	102	108	59	10	41	95	120	58	112	78	3	57	135	53	6		
	19%	22%	17%	14%	20%	23%	16%	13%	22%	17%	20%	25%	22%	21%	17%	17%	18%	20%	20%	18%	22%	*	22%	19%	20%	20%	18%	20%	15%	21%	23%	18%	19%	20%	24%	18%	9%	25%	19%	22%	19%	24%	17%	10%	21%	20%	20%	10%	*
						DSJ				DSJ											T	T	*											J		*	J			P									
Very unfavourable (-2)	277	168	108	54	80	143	11	43	26	54	59	84	74	70	73	59	79	90	60	9	30	241	36	174	57	46	67	210	72	206	151	126	142	59	-	39	69	172	73	121	76	6	42	161	60	14			
	21%	27%	17%	15%	18%	29%	8%	20%	13%	23%	30%	28%	21%	20%	28%	18%	25%	27%	20%	5%	15%	26%	22%	20%	25%	14%	25%	20%	22%	18%	23%	19%	25%	32%	18%	-	24%	14%	32%	23%	26%	16%	19%	15%	24%	22%	20%	*	
				G	GI	DEGHJ				DEGI	DEGHJ	DEGHJ					T	T	T		T*	T*				Z		Z						J		*	J			P									
Don't know	72	17	55	28	32	12	10	18	21	11	5	7	14	19	8	30	13	21	24	8	4	2	59	13	29	32	11	19	53	12	60	35	37	8	20	4	5	17	26	16	10	37	6	22	37	10	1		
	6%	3%	8%	8%	7%	2%	7%	8%	10%	5%	3%	2%	4%	5%	3%	9%	4%	6%	8%	5%	6%	2%	5%	7%	4%	8%	6%	6%	6%	3%	7%	4%	7%	2%	6%	3%	3%	3%	5%	5%	2%	8%	17%	8%	6%	4%	2%	*	
				B		FL		FL		FL						MD					*	*									d				b	*					a		**					*	

NET Favourable	204	106	98	56	57	33	58	36	19	20	37	59	52	45	48	50	45	45	45	26%	11%	11%	16%	15%	108	73	24	74	130	92	113	148	56	38	49	60	25	121	47	49	60	88	7	39	104	48	8	
	16%	17%	15%	25%	13%	12%	23%	26%	18%	9%	10%	12%	17%	15%	17%	15%	16%	13%	15%	15%	26%	11%	11%	16%	15%	18%	13%	22%	14%	23%	13%	19%	11%	9%	15%	55%	15%	24%	9%	16%	13%	19%	20%	14%	15%	18%	14%	*
				EFJLJ	J		EFJLJ	EFJLJ	EJ											QRSUV	*	*						c		e			g		b		ha*		b	m		a	**					
NET Unfavourable	529	307	219	106	165	257	34	73	73	93	88	159	151	145	119	114	135	156	119	41	23	54	456	73	315	130	84	118	163	366	301	227	251	117	10	79	164	292	131	233	154	10	99	285	113	20		
	41%	48%	34%	29%	38%	52%	24%	33%	35%	41%	51%	53%	43%	41%	45%	35%	44%	47%	40%	23%	37%	48%	41%	40%	45%	33%	45%	35%	43%	41%	41%	38%	38%	45%	56%	35%	49%	32%	55%	42%	49%	33%	29%	36%	44%	42%	36%	*
		C			DEGHJ		DEGHJ			DEGHJ	DEGHJ				T	T	T	T	T		*	T*				Z		Z		b		f	g	j	*	g	i	p	p			r						
Net Difference	-324	-201	-122	-15	-110	-200	*	-15	-36	-73	-78	-122	-91	-93	-74	-66	-85	-111	-73	4	-16	-42	-278	-46	-208	-57	-60	-44	-281	-71	-254	-153	-171	-213	-68	51	-54	-43	-245	-81	-172	-67	-3	-60	-191	-65	-12	
	-25%	-32%	-19%	-4%	-25%	-41%	*	-7%	-17%	-32%	-41%	-41%	-26%	-26%	-28%	-21%	-28%	-33%	-25%	2%	-26%	-37%	-25%	-26%	-29%	-14%	-32%	-13%	-29%	-18%	-28%	-20%	-34%	-48%	-20%	46%	-33%	-8%	-46%	-26%	-37%	-14%	-9%	-21%	-28%	-24%	-22%	

Mean	-0.45	-0.55	-0.35	-0.11	-0.44	-0.70	*	-0.18	-0.29	-0.58	-0.71	-0.69	-0.45	-0.45	-0.56	-0.37	-0.50	-0.63	-0.47	0.08	-0.40	-0.63	-0.46	-0.44	-0.52	-0.27	-0.59	-0.26	-0.52	-0.30	-0.52	-0.35	-0.62	-0.79	-0.36	0.56	-0.51	-0.17	-0.78	-0.46	-0.60	-0.30	-0.29	-0.37	-0.52	-0.41	-0.45
			B	EFJLJ	FXJ		EFJLJ*	EFJLJ	EFJLJ											QRSUV	*	*				Y		c		a		g		b	ha*	n	m			a	**			*			

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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,n,o,p,q,r,s,t,u,v,w,x,y,z

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,n,o,p,q,r,s,t,u,v,w,x,y,z

Ipsos MORI June 2020 Political Pulse
Public

Fieldwork: 29 May - 3 June 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 online adults aged 18+ in Great Britain

	Total (A)	'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	1291	487	318	493	572	604	238	424	494
Weighted base	1291	462	342	500	558	596	248	420	490
Very favourable (2)	49 4%	40 9% c	1 *	26 5%	17 3%	34 6%	8 3%	25 6%	15 3%
Fairly favourable (1)	155 12%	85 18% c	16 5%	53 11%	77 14%	85 14%	26 11%	64 15%	53 11%
Neither favourable nor unfavourable (0)	486 38%	182 39% c	65 19%	164 33%	223 40% d	196 33%	81 33%	139 33%	168 34%
Fairly unfavourable (-1)	251 19%	81 18%	81 24%	105 21%	112 20%	123 21%	50 20%	86 20%	108 22%
Very unfavourable (-2)	277 21%	58 13%	169 49% b	140 28% e	108 19%	146 25%	78 31%	100 24%	131 27%
Don't know	72 6%	15 3%	9 3%	12 2%	22 4%	12 2%	6 2%	5 1%	15 3%

NET Favourable	204 16%	125 27% c	17 5%	79 16%	93 17%	118 20%	34 14%	89 21% i	68 14%
NET Unfavourable	529 41%	140 30%	251 73% b	245 49% e	220 39%	269 45%	128 51%	186 44%	239 49%
Net Difference	-324 -25%	-15 -3%	-234 -68%	-166 -33%	-127 -23%	-151 -25%	-93 -38%	-97 -23%	-171 -35%

Mean	-0.45	-0.07 c	-1.21	-0.57	-0.41 d	-0.45 g	-0.68	-0.42 i	-0.60
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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 June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to... ? - Summary
All online adults aged 18+ in Great Britain

	The Prime Minister Boris Johnson											The Leader of the Labour party, Keir Starmer										
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He is a Prime Minister I am proud of	He understands the problems facing Britain	He puts the needs of the country first	He is good in a crisis	He pays attention to detail	He is a strong leader	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He would be a Prime Minister I would be proud of	He understands the problems facing Britain	He puts the needs of the country first	He is good in a crisis	He pays attention to detail	He is a strong leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291
Weighted base	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291
Does apply	351 27%	397 31% A	822 64% ABDEFGHIJK	452 35% ABFJ	553 43% ABDFIJ	402 31% A	599 46% ABDEFGHIJK	528 41% ABDFJ	502 39% ABDFJ	379 29% ABDFIJ	550 43% ABDFIJ	431 33% NOQT	435 34% NOQT	391 30% T	379 29% T	520 40% LMNOQSTV	364 28% T	571 44% LMNOPQRSTU V	443 34% NOQT	313 24% LMNOQSTV	528 41% LMNOQSTV	438 34% NOQT
Does not apply	635 49% CDEGHIK	727 56% ACDEFGHIJK	345 27% CG	569 44% C	555 43% C	646 50% CDEGHIK	537 42% C	557 43% C	582 45% CG	672 52% ACDEGHIK	571 44% CG	225 17% LMNOPQRSTU	325 25% LPRTUV	387 30% LMOPRSTUV	331 26% LPRSTUV	226 18% LMOPRSTUV	394 31% LMOPRSTUV	246 19% U	300 23% LPRTUV	237 18% LMNOPQRSTU V	218 17% R	256 20% LPU
Don't know	306 24% BCEFGHIK	167 13% C	124 10% BCEFGHIK	271 21% BCEFGHIK	183 14% C	243 19% BCEFGHIK	155 12% BCGK	206 16% BCGK	207 16% BCGK	239 19% BCEGHK	170 13% C	636 49% MNOPQRSU	531 41% R	514 40% R	581 45% MNQR	544 42% R	533 41% R	474 37% R	548 42% R	740 57% LMNOPQRSTU V	545 42% R	596 46% MNOPQRSU

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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is an honest person
All online 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		Tenure						Car ownership			
	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)	M (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)			
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63				
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54				
Does apply	351 27%	184 29%	167 26%	124 34% EU	79 18%	148 30%	49 35% EU	75 34%	37 18%	42 18%	57 30% EU	91 30% EU	101 29%	99 28%	60 23%	92 29%	73 24%	108 32% OV	87 30% V	53 30% V	13 21%	16 14%	296 27%	55 30%	208 29%	97 24%	46 25%	108 32% c	243 25%	81 20%	270 30% d	193 25%	158 31% f	201 45% UK	55 17%	14 13%	35 22%	99 19%	204 38% l	94 30% p	136 29% p	104 22%	12 37% **	53 19%	202 30% r	81 30% r	13 23% +				
Does not apply	635 49%	321 50%	311 48%	158 43% ORGNEL	251 58%	226 46%	58 41%	100 45%	124 60% ORGNEL	127 56% ORGNEL	86 44%	140 47%	173 50%	180 50%	143 54%	139 43%	163 53% R	134 40%	150 51%	81 46%	28 45%	78 69% QSRFLU+	544 49%	91 50%	321 45%	214 54%	99 54%	136 52% b	498 60%	239 44%	395 52%	411 44%	224 28%	123 71% H	236 72% H+	80 58% h	95 64% m	328 36%	191 50%	156 46%	217 53%	249 38% **	13 38% **	163 59% u	308 46%	125 46%	29 53% +				
Don't know	306 24%	131 21%	174 27% B	82 22%	106 24%	118 24%	35 24%	47 21%	46 22%	60 26%	50 26%	67 23%	72 21%	80 22%	63 24%	91 28%	72 23%	94 28%	58 20%	41 23%	22 34% SHT+	18 16% +	270 24%	35 20%	180 25%	86 22%	40 21%	88 27%	217 23%	78 20%	228 25% d	182 23%	123 24%	121 27% q	42 13%	16 15%	32 20%	83 16%	140 26% l	61 20%	119 25%	117 25%	8 25% **	61 22%	162 24%	65 24%	13 23% +				

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Overlap formulae used
Columns/Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (**)
Columns/Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (**)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is in touch with ordinary people
All online 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		Tenure				Car ownership			
	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)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate d (b)	At least one child present (c)	No children present (d)	Graduate (e)	Non-graduate (f)	Working (g)	Not working (h)	Conservative (i)	Labour (j)	Liberal Democrat s (k)	Other (l)	Remain (m)	Leave (n)	Bought on a mortgage (o)	Owned outright by household (p)	Rented (q)	Other (r)	None (s)	1 car or light van (t)	2 cars/light vans (u)	3 or more cars/light vans (v)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	397 31%	203 32%	193 30%	129 36%	106 24%	161 33%	52 37%	77 35%	48 23%	58 25%	63 32%	98 33%	109 31%	105 29%	84 32%	99 31%	92 30%	126 37%	77 26%	60 35%	20 32%	21 19%	344 31%	53 29%	232 33%	111 28%	53 29%	132 40%	265 28%	88 22%	309 35%	222 28%	175 35%	233 52%	45 13%	12 11%	42 26%	88 17%	242 45%	101 33%	155 33%	126 27%	13 41%	57 21%	235 35%	92 34%	13 23%		
Does not apply	727 56%	364 57%	360 55%	191 53%	277 64%	258 53%	71 50%	120 54%	135 65%	142 62%	100 52%	159 53%	193 56%	198 55%	153 58%	183 57%	181 59%	160 48%	173 59%	94 54%	33 53%	85 76%	620 56%	107 59%	385 54%	232 58%	109 59%	165 50%	562 59%	265 67%	462 52%	465 59%	262 34%	153 82%	273 81%	89 63%	104 62%	372 73%	226 42%	187 60%	248 53%	274 58%	16 49%	183 66%	346 51%	151 56%	37 67%		
Don't know	167 13%	69 11%	98 15%	43 12%	53 12%	72 15%	19 13%	24 11%	24 12%	29 12%	31 16%	41 14%	44 13%	56 16%	28 11%	39 12%	36 12%	50 15%	45 15%	20 12%	10 16%	6 5%	146 13%	21 12%	91 13%	54 14%	23 12%	36 11%	131 14%	46 11%	122 14%	99 13%	68 13%	60 13%	16 5%	9 8%	18 11%	51 10%	67 13%	23 7%	69 15%	70 15%	3 10%	38 14%	92 14%	27 10%	5 10%		

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Overlap formulae used
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**
Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He has a lot of personality
All online 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		Tenure				Car ownership			
	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)	A8 (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 /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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/right vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	822 64%	415 65%	404 62%	215 59%	273 63%	334 68% DG	80 57%	135 61%	130 63%	142 62%	134 70% DG	200 67%	229 66% P	238 66% P	175 66%	180 56%	184 60%	226 67%	203 69% GV	102 59%	43 67%	64 56% +	703 63%	119 66%	460 65%	250 63%	111 60%	203 61%	619 65%	252 63%	570 64%	485 62%	337 67%	384 86% JK	151 45%	61 56% +	91 56%	291 57%	403 75% I	206 66% P	336 71% P	254 54%	21 63% **	158 57%	437 65% r	187 69% r	33 60% +		
Does not apply	345 27%	165 26%	180 28%	101 28%	120 28%	123 25%	44 31%	57 26%	53 25%	68 30%	44 23%	80 27%	86 25%	86 24%	68 26%	104 32% N	90 29%	78 23%	72 24%	46 26%	16 25%	44 39% RS+	294 27%	50 28%	182 26%	107 27%	56 30%	83 25%	262 27%	106 27%	238 27%	216 27%	129 26%	42 9%	148 44% K	37 33% K	62 38% K	181 35% M	95 18%	79 25%	106 22%	153 33% O	7 21% **	81 29%	177 26%	66 25%	17 30% +		
Don't know	124 10%	55 9%	68 10%	47 13% FL	43 10%	34 7%	17 12%	30 13%	25 12%	18 8%	15 8%	19 6%	31 9%	34 10%	22 8%	37 11%	35 11%	32 9%	20 7%	26 15% 8V	5 8% +	5 5% +	113 10%	11 6%	66 9%	41 10%	18 9%	47 14% L	77 8%	39 10%	85 10%	85 10%	39 11%	20 4%	34 12% K	12 11% K	10 6%	39 8%	38 7%	26 8%	29 6%	62 13% O	5 16% **	39 14% R	59 9%	17 6%	5 10% +		

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Overlap formulae used
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Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is going to make the country a better place
All online 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		Tenure				Car ownership					
	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)	A8 (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 /Separate d (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 Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)	
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63	
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54	
Does apply	452 35%	240 38%	211 32%	128 35%	130 30%	193 39% EU	52 37%	76 34%	61 29%	69 30%	73 38%	120 40% EU	116 34%	117 33%	100 38%	119 37%	98 32%	145 43% gov	94 32%	67 38%	24 38% V	24 38% V*	388 35%	64 35%	267 38%	126 32%	58 31%	131 39%	321 33%	111 28%	340 38% d	250 32%	202 40% f	278 62% UK	51 15%	13 12% *	45 28% i	106 21%	284 53% l	118 38% p	186 39% p	129 28%	16 49% **	64 23%	263 39% r	104 38% r	19 34% *	
Does not apply	569 44%	288 45%	278 43%	163 45%	218 50% FRL	188 38% EU	59 42%	104 47%	109 53% FRL	109 48% FL	76 39%	112 38%	159 46%	161 45%	110 41%	139 43%	146 47% R	112 33%	138 47% R	71 41%	30 48% *	71 63% CRS1*	482 43%	87 48%	288 41%	187 47%	94 51% Y	134 40%	435 45%	212 53% e	357 40%	373 47% g	196 39%	69 15%	252 70% H	69 15%	72 65% H*	93 57% h	322 63% m	134 25%	139 45%	183 39%	231 49% o	13 39% **	155 56% u	272 41%	110 41%	25 46% *
Don't know	271 21%	107 17%	162 25% R	72 20%	88 20%	110 22%	31 22%	41 19%	38 18%	51 22%	44 23%	66 22%	72 21%	81 22%	56 21%	63 19%	65 21%	79 23%	63 21%	36 21%	9 15% *	18 16% *	240 22%	30 17%	153 22%	84 21%	33 18%	68 20%	203 21%	74 19%	196 22%	163 21%	107 21%	99 22% i	31 9%	25 23% P	25 15%	83 16%	117 22% l	53 17%	102 22%	109 23%	4 12% **	59 21%	137 20%	58 21%	11 20% *	

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Overlap formulae used
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Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z
Minimum Base: 301** Small Base: 100**
Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z
Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is a capable leader
All online 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		Tenure				Car ownership			
	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)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate d (b)	At least one child present (c)	No children present (d)	Graduate (e)	Non-graduate (f)	Working (g)	Not working (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	Bought on a mortgage (o)	Owned outright by household (p)	Rented (q)	Other (r)	None (s)	1 car or light van (t)	2 cars/light vans (u)	3 or more cars/light vans (v)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	553 43%	287 45%	265 41%	161 44%	154 35%	237 48%	71 50%	90 41%	68 33%	86 38%	92 48%	145 49%	151 44%	153 43%	119 45%	130 40%	131 43%	163 49%	121 41%	75 43%	29 46%	33 29%	475 43%	77 43%	330 47%	161 40%	62 33%	156 47%	397 41%	141 35%	412 46%	315 40%	238 47%	318 71%	64 19%	27 25%	57 35%	143 28%	327 61%	132 43%	225 48%	174 37%	18 54%	90 32%	306 46%	131 49%	22 41%
Does not apply	555 43%	266 42%	287 44%	139 38%	223 51%	192 39%	48 34%	91 41%	112 54%	111 48%	78 40%	115 39%	152 44%	164 46%	104 39%	135 42%	133 43%	118 35%	137 46%	71 41%	26 61%	69 35%	475 43%	80 44%	279 39%	183 46%	93 50%	130 39%	425 44%	217 55%	338 38%	362 46%	193 38%	73 16%	242 73%	72 65%	91 56%	307 60%	145 27%	144 46%	184 39%	216 46%	11 33%	142 51%	269 40%	108 40%	26 48%
Don't know	183 14%	83 13%	100 15%	63 17%	59 13%	61 13%	23 16%	40 18%	27 13%	31 14%	24 12%	38 13%	44 13%	42 12%	42 16%	56 17%	45 15%	54 16%	38 13%	28 16%	8 13%	11 10%	160 14%	24 13%	99 14%	54 14%	30 16%	47 14%	136 14%	40 10%	143 16%	109 14%	74 15%	55 12%	27 8%	11 10%	15 9%	60 12%	63 12%	35 11%	62 13%	79 17%	5 14%	45 16%	96 14%	31 12%	6 11%

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
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**
Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is a Prime Minister I am proud of
All online 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		Tenure				Car ownership			
	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)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/Living as Married (Z)	Single (a)	Widowed/Divorced/Separate d (b)	At least one child present (c)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	Other (m)	Remain (n)	Leave (o)	Bought on a mortgage (p)	Owned outright by household (q)	Rented (r)	Other (s)	None (t)	1 car or light van (u)	2 cars/light vans (v)	3 or more cars/light vans (w)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	402 31%	202 32%	200 31%	126 35%	102 23%	173 35%	47 33%	79 36%	48 23%	54 24%	64 33%	109 37%	118 34%	102 29%	84 32%	98 31%	103 33%	125 37%	85 29%	48 28%	19 31%	21 18%	340 31%	62 34%	239 34%	108 27%	55 30%	132 40%	270 28%	94 24%	308 34%	234 30%	168 33%	247 55%	48 14%	14 13%	41 25%	96 19%	250 47%	100 32%	161 34%	128 27%	12 37%	52 19%	232 34%	102 38%	14 26%		
Does not apply	646 50%	325 51%	318 49%	171 47%	251 57%	224 46%	72 51%	99 45%	122 59%	129 57%	90 47%	134 45%	166 48%	188 52%	128 48%	165 51%	153 49%	144 43%	145 49%	93 53%	31 49%	80 71%	558 50%	88 49%	321 45%	220 55%	105 57%	147 44%	499 52%	238 60%	408 46%	413 53%	233 46%	107 24%	264 79%	78 71%	102 63%	347 68%	174 33%	161 52%	219 46%	251 53%	14 44%	169 61%	314 47%	122 45%	29 54%		
Don't know	243 19%	109 17%	134 21%	66 18%	83 19%	94 19%	23 16%	43 20%	38 18%	45 20%	39 20%	55 18%	63 18%	69 19%	54 20%	58 18%	53 17%	67 20%	66 22%	33 19%	13 20%	12 10%	213 19%	31 17%	148 21%	70 18%	25 14%	53 16%	190 20%	66 17%	177 20%	139 18%	104 21%	92 21%	22 7%	18 16%	20 12%	68 13%	111 21%	50 16%	91 19%	91 19%	6 19%	57 21%	126 19%	47 17%	11 20%		

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Overlap formulae used
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**
Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He understands the problems facing Britain
All online 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		Tenure				Car ownership			
	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)	A8 (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 /Separate d (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservat ive (h)	Labour (i)	Liberal Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	599 46%	284 45%	314 48%	167 46%	172 39%	261 53% EU	66 46%	101 45%	76 37%	95 42%	100 52% EU	161 54% EU	164 47%	172 48%	118 44%	146 45%	146 47% V	186 55% SV	131 44%	80 46%	26 41%	30 27%	520 47%	79 44%	356 50% Z	160 40%	82 45%	164 49%	435 43%	161 49%	438 43%	339 51%	260 72% UK	323 27%	92 29%	32 33%	54 34%	174 34%	323 60% I	143 46%	246 52% P	189 40%	16 49% **	93 33%	340 51% r	135 50% r	26 47% +		
Does not apply	537 42%	275 43%	260 40%	149 41%	211 48% REL	177 36%	53 38%	96 43%	100 48%	112 49% REL	70 36%	106 36%	138 40%	150 42%	118 44%	132 41%	135 44% R	104 31%	129 44%	69 39%	27 43%	73 65% GBSRL*	456 41%	81 45%	262 37%	185 46%	90 49%	122 37%	415 43%	197 50% e	340 38%	354 45% g	183 36%	81 18%	220 66% h	65 59% b*	97 60% m	288 56% i	153 29%	175 46%	206 37%	12 44%	16 35% **	149 54% w	257 38%	99 37%	26 47% +		
Don't know	155 12%	77 12%	78 12%	48 13%	54 12%	54 11%	23 16%	25 11%	32 15%	22 9%	22 12%	31 10%	45 13%	36 10%	30 11%	44 14%	28 9%	46 14%	36 12%	25 15%	10 16%	10 9%	134 12%	21 11%	90 13%	53 13%	13 7%	47 14%	108 11%	40 10%	115 13%	93 12%	63 12%	42 9%	22 6%	14 12% +	12 7%	48 9%	60 11%	24 8%	50 11%	75 16% no	5 16% **	36 13%	76 11%	37 14%	3 6% +		

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Overlap formulae used
Columns/Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)
Columns/Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He puts the needs of the country first
All online 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		Tenure				Car ownership			
	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)	M (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate d (b)	At least one child present (c)	No children present (d)	Graduate (e)	Non-graduate (f)	Working (g)	Not working (h)	Conservative (i)	Labour (j)	Liberal Democrat s (k)	Other (l)	Remain (m)	Leave (n)	Bought on a mortgage (o)	Owned outright by household (p)	Rented (q)	Other (r)	None (s)	1 car or light van (t)	2 cars/light vans (u)	3 or more cars/light vans (v)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	528 41%	257 40%	270 41%	157 43%	141 32%	230 47%	67 47%	90 41%	60 29%	81 35%	89 46%	142 48%	141 41%	139 39%	112 42%	136 42%	120 39%	157 47%	120 41%	76 44%	25 39%	30 27%	454 41%	74 41%	317 45%	147 37%	64 35%	138 42%	390 41%	125 31%	403 45%	285 36%	243 48%	303 68%	66 20%	28 26%	48 30%	146 29%	303 57%	128 41%	213 45%	168 36%	18 54%	82 30%	298 44%	122 45%	22 40%		
Does not apply	557 43%	296 47%	259 40%	149 41%	219 50%	189 39%	50 35%	99 45%	112 54%	107 47%	80 42%	109 37%	151 44%	162 45%	118 45%	126 39%	137 44%	112 33%	141 48%	67 39%	26 42%	74 65%	475 43%	82 46%	271 38%	189 48%	97 53%	133 40%	424 44%	219 55%	338 38%	375 48%	182 36%	78 18%	234 70%	66 60%	97 60%	305 60%	150 28%	136 44%	187 40%	222 47%	10 30%	148 53%	266 40%	112 41%	22 41%		
Don't know	206 16%	83 13%	122 19%	58 16%	76 17%	72 15%	26 18%	33 15%	36 17%	40 17%	24 13%	47 16%	54 16%	58 16%	35 13%	59 18%	53 17%	66 20%	35 12%	31 18%	12 20%	9 8%	181 16%	24 13%	121 17%	61 15%	23 13%	61 18%	145 15%	54 14%	152 17%	125 16%	81 16%	65 14%	34 10%	16 14%	18 11%	60 12%	82 15%	47 15%	71 15%	79 17%	5 17%	48 17%	107 16%	37 14%	11 20%		

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Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30 ("") Small Base: 100 ("")

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is good in a crisis
All online 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		Tenure				Car ownership			
	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)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate d (b)	At least one child present (c)	No children present (d)	Graduate (e)	Non-graduate (f)	Working (g)	Not working (h)	Conservative (i)	Labour (j)	Liberal Democrats (k)	Other (l)	Remain (m)	Leave (n)	Bought on a mortgage (o)	Owned outright by household (p)	Rented (q)	Other (r)	None (s)	1 car or light van (t)	2 cars/light vans (u)	3 or more cars/light vans (v)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	502 39%	238 37%	263 40%	140 39%	143 33%	218 44% EU	55 39%	85 39%	67 32%	76 33%	83 43% E	136 46% EU	135 39%	147 41%	100 38%	120 37%	124 40% V	155 46% SV	103 35%	67 38%	23 36% +	30 26% +	433 39%	69 38%	306 43% 2a	135 34%	60 33%	147 44%	355 37%	134 34%	368 41%	284 36%	217 43% f	298 67% UK	56 17%	22 31% +	51 31% i	140 27%	296 55% i	122 39%	209 44% p	156 33%	13 40% **	84 30%	272 40% r	116 43% r	23 42% +		
Does not apply	582 45%	293 46%	287 44%	159 44%	228 52% DFGL	195 40%	58 41%	101 46%	109 52% FL	119 52% REL	79 41%	116 39%	150 43%	160 45%	121 46%	150 47%	138 45%	126 37%	139 47% R	81 47%	29 45%	69 61% CRS1+	492 44%	90 50%	291 41%	198 50%	93 50%	131 39%	452 47% b	210 53% e	372 42%	371 47%	212 42%	88 20%	242 73% H	69 63% s*	88 54% h	315 62% m	156 29%	140 45%	193 41%	232 49% o	13 40% **	139 50% t	301 45%	107 39%	28 52% +		
Don't know	207 16%	104 16%	102 16%	64 18%	65 15%	78 16%	29 21%	35 16%	32 15%	33 15%	31 16%	46 16%	62 18%	51 14%	44 17%	51 16%	47 15%	55 16%	53 18%	26 15%	12 19%	14 12% +	185 17%	22 12%	110 16%	65 16%	32 17%	55 17%	152 16%	54 13%	153 17%	131 17%	76 15%	60 14%	35 11%	19 17% +	24 15%	55 11%	83 16%	48 16%	69 15%	82 17%	7 20% **	54 20% u	99 15%	48 18%	3 6% +		

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Columns/Means (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,n,o,p,q,r,s,t,u,v Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He pays attention to detail
All online 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		Tenure				Car ownership			
	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)	A8 (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Single (a)	Widowed /Divorced /Separate d (b)	At least one child present (c)	No children present (d)	Graduate (e)	Non-graduate (f)	Working (g)	Not working (h)	Conservative (i)	Labour (j)	Liberal Democrat s (k)	Other (l)	Remain (m)	Leave (n)	Bought on a mortgage (o)	Owned outright by household (p)	Rented (q)	Other (r)	None (s)	1 car or light van (t)	2 cars/light vans (u)	3 or more cars/light vans (v)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	379 29%	178 28%	201 31%	128 35%	98 22%	154 31%	50 35%	77 35%	51 24%	47 21%	62 32%	92 31%	108 31%	100 28%	79 30%	92 29%	92 30%	121 36%	72 24%	51 29%	22 34%	22 20%	328 30%	52 28%	240 34%	106 27%	33 18%	123 37%	256 27%	80 20%	299 33%	208 27%	171 34%	219 49%	44 13%	20 18%	36 22%	102 20%	221 41%	83 27%	148 31%	131 28%	14 42%	59 21%	212 32%	90 33%	15 28%		
Does not apply	672 52%	346 54%	323 50%	176 48%	253 58%	243 49%	64 45%	112 51%	121 58%	132 58%	94 49%	149 50%	178 51%	200 56%	142 53%	153 48%	163 53%	141 42%	172 58%	85 49%	31 49%	81 72%	569 51%	103 57%	335 47%	226 57%	111 60%	153 46%	520 54%	250 63%	422 47%	427 54%	246 49%	145 32%	246 74%	75 68%	108 66%	335 66%	217 41%	172 55%	237 50%	249 53%	13 38%	164 59%	335 50%	135 50%	28 52%		
Don't know	239 19%	111 17%	127 20%	60 16%	85 20%	94 19%	28 20%	32 14%	36 17%	49 22%	37 19%	57 19%	61 17%	58 16%	44 17%	76 24%	55 18%	73 22%	52 18%	39 22%	11 17%	10 9%	213 19%	26 14%	133 19%	66 17%	41 22%	56 17%	183 19%	68 17%	172 19%	151 19%	89 18%	82 18%	43 13%	16 14%	19 12%	74 14%	98 18%	55 18%	86 18%	90 19%	6 19%	55 20%	125 19%	46 17%	11 20%		

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Overlap formulae used
Column Proportions (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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 301** Small Base: 100**
Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Prime Minister Boris Johnson - He is a strong leader
All online 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		Tenure				Car ownership			
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	550 43%	280 44%	268 41%	155 43%	152 35%	243 49%	61 43%	94 42%	70 34%	82 36%	95 49%	148 50%	149 43%	152 42%	111 42%	137 43%	129 42%	161 48%	125 42%	71 41%	31 49%	33 29%	470 42%	80 44%	322 45%	155 39%	73 39%	149 45%	400 42%	142 36%	408 46%	313 40%	237 47%	317 71%	57 17%	33 30%	57 35%	141 28%	325 61%	130 42%	230 49%	166 35%	19 58%	91 33%	300 45%	130 48%	26 48%		
Does not apply	571 44%	283 44%	287 44%	147 40%	228 52%	197 40%	49 35%	98 44%	110 53%	118 51%	80 41%	117 39%	154 45%	166 46%	113 43%	139 43%	148 48%	126 38%	135 46%	69 40%	24 38%	70 62%	486 44%	85 47%	294 42%	185 46%	92 50%	140 42%	431 45%	209 53%	362 41%	372 47%	199 39%	88 20%	249 75%	64 58%	85 52%	315 62%	152 28%	145 47%	193 41%	222 47%	11 33%	141 51%	284 42%	117 43%	22 41%		
Don't know	170 13%	73 11%	97 15%	61 17%	57 13%	52 11%	32 22%	30 13%	28 13%	29 13%	19 10%	33 11%	43 12%	41 11%	41 15%	45 14%	33 11%	49 15%	36 12%	34 20%	8 13%	10 9%	154 14%	16 9%	92 13%	58 15%	20 11%	43 13%	127 13%	47 12%	123 14%	101 13%	69 14%	41 9%	28 8%	13 12%	22 13%	55 11%	59 11%	35 11%	49 10%	82 17%	3 9%	46 17%	88 13%	24 9%	6 11%		

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Overlap formulae used
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**); Small Base: 100 (*)
Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**); Small Base: 100 (*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is an honest person
All online 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		Tenure				Car ownership			
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	431 33%	226 36%	203 31%	133 36%	135 31%	163 33%	45 31%	88 40% i	69 33%	66 29%	61 32%	103 34%	124 36%	122 34%	81 31%	104 32%	116 38%	102 30%	88 30%	68 39%	22 34%	35 31%	370 33%	61 34%	227 32%	137 35%	66 36%	124 37%	307 32%	173 44% a	258 29%	272 35%	159 31%	98 22%	181 54% h	48 44% h*	66 41% h	249 49% m	131 24%	110 35%	158 34%	155 33%	8 24% **	84 30%	238 35%	85 32%	20 36% *
Does not apply	225 17%	129 20% c	96 15%	81 22% e	64 15%	80 16%	38 26% fna	43 19%	29 14%	35 15%	38 20%	43 14%	74 21% n	51 14%	50 19%	49 15%	55 18%	64 19%	53 18%	22 13%	15 24% *	16 14%	181 16%	43 24%w	124 17%	73 18%	28 15%	67 20%	157 16%	57 14%	168 19%	140 18%	84 17%	108 24% i	36 11%	8 8% +	40 24% i	59 12%	125 23% i	53 17%	90 19%	72 15%	9 26% **	30 11%	128 19% r	58 21% r	7 12% +
Don't know	636 49%	281 44%	353 54%	150 41%	238 55%	247 50%	60 42%	91 41%	110 53%	128 56%	95 49%	153 51%	149 43%	185 52%	134 50%	168 52%	138 45%	170 51%	154 52%	84 48%	27 42%	62 55%	559 50%	77 43%	357 50%	187 47%	91 49%	141 43%	494 52%	168 42%	468 52%	374 48%	262 54%	240 35%	116 49%	54 35% h*	57 35%	203 40%	280 52% i	149 48%	223 47%	242 52%	16 50% **	163 59% u	306 45%	127 47%	28 52% +

Overlap formulae used
Column Proportions (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,n,o,p,q,r,s,t,u,v,w,x,y,z
Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z
Minimum Base: 301** Small Base: 100**

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Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is in touch with ordinary people
All online 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		Tenure				Car ownership							
	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)	M (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)	
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63	
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54	
Does apply	435 34%	202 32%	232 36%	149 41% EFK	131 30%	155 32%	62 44% EFK	87 39%	64 31%	67 29%	55 29%	100 33%	121 35%	133 37%	83 31%	99 31%	120 39% KZ	97 29%	97 33%	70 40% KZ	13 20% *	38 34%	380 34%	55 31%	228 32%	145 37%	62 33%	128 39%	307 32%	170 43% *	265 30%	282 36%	153 30%	88 20% K	177 53% K	58 52% K	55 34% K	252 49% m	116 22%	107 34%	154 33%	168 36%	6 19% **	84 30%	242 36%	89 33%	15 5%	28% *
Does not apply	325 25%	195 31% C	129 20%	74 20%	98 22%	154 31% DEGH	28 20% DEGH	46 21%	42 20%	56 24%	62 32% DEGH	91 31% DEGH	98 28%	82 23%	59 22%	86 27%	64 21% QTV	106 31% T	82 28%	29 17%	23 36% QTV*	22 19% QTV*	268 24%	57 32%	191 27%	86 22%	48 26%	80 24%	246 26%	87 22%	238 27%	177 23% f	148 29% f	177 40% f	52 16% i	9 8% *	49 30% i	90 18% p	198 37% p	75 24%	140 30% r	97 21% r	13 39% **	54 19% **	180 27% r	79 29% r	12 22% *	5%
Don't know	531 41%	238 37% B	291 45%	141 39% DFL	207 48% DFL	183 37%	52 37%	89 40%	102 49% FL	106 46% FL	75 39%	107 36%	128 37%	143 40%	123 46%	137 43%	125 40%	133 40%	117 40%	75 43%	28 44% *	52 46% *	462 42%	69 38%	289 41%	166 42%	75 41%	125 38%	406 42%	141 36%	389 44%	327 42%	204 40%	180 40% i	104 31% i	43 39% *	58 36%	169 33%	222 41% l	129 41% l	178 38% l	205 44%	14 42% **	140 50% st	250 37%	103 38%	27 50% *	5%

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Overlap formulae used
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Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**) Small Base: 100 (*)

Public

Adults online aged 18+ in GB

All online 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		Tenure				Car ownership				
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservat	Ive	Labour	L	s	i	n	e	r	m	a	bought on mortgage	Tenure owned outright by household	Rented	Other	None	1 car or light van	2 cars/light vans	3 or more cars/light vans				
Unweighted base	1291	607	680	363	394	534	155	228	178	216	193	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	500	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63									
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	771	54									
Does apply	391	197	192	102	115	142	52	82	54	60	48	93	108	106	85	92	103	98	83	62	15	29	340	51	218	124	49	118	272	144	246	244	147	107	147	39	52	193	142	98	143	144	5	67	222	79	20									
	30%	31%	29%	37% FUK	26%	29%	37%	26%	26%	25%	31%	31%	29%	32%	36%	29%	33%	29%	28%	36%	24%	-	31%	28%	31%	31%	27%	36%	28%	36%	28%	31%	29%	24%	44%	35%	32%	38%	27%	31%	30%	31%	16%	24%	33%	29%	36%									
Does not apply	387	225	162	86	114	187	38	48	49	66	70	117	109	112	84	82	86	112	86	44	27	31	325	62	298	116	63	80	307	102	285	212	175	193	69	28	55	137	204	81	176	119	10	73	234	81	8									
	30%	35%	25%	24%	26%	38%	27%	22%	23%	29%	36%	39%	31%	31%	32%	26%	28%	33%	29%	25%	43%	27%	29%	34%	29%	29%	34%	24%	32%	26%	32%	27%	35%	43%	21%	25%	34%	24%	27%	38%	26%	37%	25%	31%	26%	33%	30%	16%								
Don't know	514	214	298	144	207	163	52	92	105	102	75	88	129	141	96	148	121	125	126	68	21	53	445	68	282	158	73	135	379	152	362	330	183	145	117	44	56	181	189	138	132	206	18	138	226	111	26									
	40%	34%	46%	39%	47%	33%	37%	41%	50%	45%	39%	29%	37%	39%	36%	46%	39%	37%	43%	39%	33%	47%	40%	38%	40%	40%	39%	40%	40%	38%	40%	42%	36%	33%	35%	40%	34%	35%	43%	32%	44%	54%	50%	34%	41%	48%										

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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,n/o/p/q,r/s/t/u Minimum Base: 30(**) Small Base: 200(*)

Column Means (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,n/o/p/q,r/s/t/u Minimum Base: 30^{***} Small Base: 100^{**}

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is going to make the country a better place
All online 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		Tenure				Car ownership			
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	379 29%	200 32%	177 27%	136 37%	127 29%	117 24%	52 37%	84 38%	69 33%	58 25%	46 24%	71 24%	104 30%	111 31%	70 27%	93 29%	112 36%	82 24%	66 22%	70 40%	16 26%	33 30%	332 30%	48 26%	192 27%	145 37%	42 23%	116 35%	264 28%	155 39%	225 25%	248 32%	131 26%	63 14%	185 55%	39 35%	52 32%	225 44%	91 17%	94 30%	124 26%	153 33%	7 23%	84 30%	206 31%	69 25%	16 29%		
Does not apply	331 26%	195 31%	136 21%	78 22%	89 20%	163 33%	33 24%	45 33%	38 20%	51 22%	64 33%	99 33%	100 29%	86 24%	75 28%	69 21%	68 22%	101 30%	90 30%	32 30%	20 32%	19 17%	279 25%	52 29%	200 28%	76 19%	55 30%	84 25%	247 26%	77 19%	254 28%	183 23%	148 29%	190 43%	39 12%	17 15%	50 31%	89 17%	206 38%	75 24%	147 31%	96 20%	12 36%	53 19%	177 26%	83 31%	18 32%		
Don't know	581 45%	240 38%	338 52%	149 41%	220 51%	211 43%	56 40%	93 42%	101 49%	119 52%	84 43%	128 43%	142 41%	161 45%	119 45%	159 50%	129 42%	153 45%	139 47%	72 41%	27 43%	61 54%	500 45%	81 45%	317 45%	177 44%	87 47%	133 40%	448 47%	166 42%	414 46%	355 45%	226 45%	193 43%	110 33%	55 49%	61 38%	197 39%	238 44%	142 46%	200 43%	220 47%	14 41%	141 51%	288 43%	119 44%	21 38%		

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Overlap formulae used
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Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 301** Small Base: 1001**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is a capable leader
All online 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		Tenure				Car ownership						
	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)	A8 (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 /Separate d (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 Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	520 40%	257 40%	261 40%	155 43%	178 41%	188 38%	56 39%	99 44%	87 42%	91 40%	73 38%	115 39%	137 39%	160 45% p	112 42%	112 35%	142 46%	125 37%	117 39%	71 41%	23 36%	43 38%	443 40%	77 42%	282 40%	165 41%	74 40%	149 45%	371 39%	193 49% a	327 37%	327 42%	194 38%	137 31%	195 58% h	54 49% h*	80 49% h	273 53% m	184 34%	140 45%	192 41%	180 38%	8 25% **	94 34%	292 43% r	105 39%	22 41% *
Does not apply	226 18%	144 23% c	83 13%	72 20% e	58 13%	96 20% e	35 24% eu	38 17%	26 12%	32 14%	44 23% eu	52 18%	66 19%	50 14%	48 18%	63 20%	51 17%	65 19%	51 17%	29 17%	17 26% v*	13 11%	193 17%	34 19%	127 18%	69 17%	31 17%	61 18%	166 17%	55 19%	171 18%	138 17%	88 25%	113 12%	40 8% +	8 24% +	39 24% q	63 12%	126 24% l	50 16%	90 19%	75 16%	10 31% **	33 12%	123 18% r	59 22% r	11 20% +
Don't know	544 42%	235 37%	308 47% a	137 38%	200 46%	207 42%	51 36%	85 39%	95 46%	105 46%	77 40%	131 44%	144 42%	148 41%	106 40%	146 45%	115 37%	145 43%	128 43%	74 43%	24 38%	57 51% q*	474 43%	70 39%	300 42%	164 41%	80 43%	122 37%	422 44%	149 38%	395 44%	321 41%	223 44%	196 44% a	99 30%	48 44% a*	44 27%	174 34%	226 42% l	121 39%	189 40%	214 46%	14 43% **	151 54% u	257 38%	107 40%	21 39% +

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Overlap formulae used
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)
Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He would be a Prime Minister i would be proud of
All online 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		Tenure				Car ownership			
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	364 28%	188 30%	174 27%	137 38% EFJCL	121 28%	107 22%	52 37% FJLCL	85 38%	65 31%	56 24%	41 21%	66 22%	104 30%	104 29%	70 26%	87 27% RSV	115 37%	71 21%	67 23%	66 38% RS	18 28% +	28 25% +	321 24%	43 26%	181 34% Y	136 47%	47 26%	107 32%	257 27%	145 36% a	219 25%	239 30%	125 25%	59 13%	182 55% hjk	31 28% h*	50 30% h	211 41% m	103 19%	94 30%	115 24%	146 31% o	9 28% **	73 26%	206 31%	67 25%	15 *
Does not apply	394 31%	223 35% C	171 26%	93 24%	104 24%	197 40% DEGHIJ	41 29%	52 24%	48 23%	56 25%	73 38% DEGHIJ	123 41% DEGHIJ	116 33%	103 29%	90 34%	84 26%	79 25%	117 35% LJ	101 34% LJ	45 26%	22 35% +	31 27% +	330 30%	64 36%	239 34% Z	97 24%	58 32%	97 29%	297 31%	100 25%	294 33% d	209 37%	185 37% f	223 50% jk	37 11%	27 24% r*	62 38% ij	109 21%	234 44%	87 28% np	181 38%	112 24% op	13 39% **	56 20%	222 33% r	94 35% r	19 35% r*
Don't know	533 41%	225 35%	307 47% B	134 37%	211 48% DEGHIJ	188 38%	49 35%	84 38%	95 46%	116 51% DEGHIJ	79 41%	109 37%	127 37%	151 42%	105 40%	150 47% M	116 37%	148 44%	128 43%	64 37%	24 38% +	54 48% +	460 41%	73 40%	289 41%	165 41%	79 43%	129 39%	404 42%	153 39%	380 43%	338 43%	195 39%	163 37%	114 34%	52 47% B*	51 32%	191 37%	199 37%	131 42%	175 37%	211 45% o	11 33% **	149 54% stu	244 36%	109 40%	20 37% +

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Overlap formulae used
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Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He understands the problems facing Britain
All online 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		Tenure				Car ownership				
	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)	A8 (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 /Separate id (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 Democrat s (j)	Other (k)	Remain (l)	Leave (m)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)	
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63	
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54	
Does apply	571 44%	290 46%	279 43%	171 47%	189 43%	210 43%	71 50%	101 46%	95 46%	94 41%	83 43%	127 43%	165 48%	171 48%	106 40%	129 40%	151 49% n	130 39%	125 42%	88 51% n	27 43% +	49 44% +	484 44%	87 48%	300 42%	193 49%	78 42%	142 43%	429 45%	219 55% a	352 39%	358 46%	213 42%	145 32%	217 65% hjk	57 52% b*	80 49% n	306 60% m	189 35%	136 44%	224 48%	200 43%	11 33% **	106 38%	318 47% r	116 43%	26 47% +	
Does not apply	246 19%	142 22% c	104 16%	69 19%	65 15%	112 23% eu	26 19%	43 19%	30 15%	35 15%	50 26% eu	62 21%	67 19%	61 17%	61 23%	57 18%	55 18%	78 23% v	54 18%	29 17%	17 27% v*	14 12% +	206 19%	41 22%	144 20%	64 16%	38 20%	75 23%	171 18%	54 14%	192 22% d	142 18%	105 21%	142 32% jk	32 10%	6 5% +	36 22% l	36 30%	57 11% i	158 30% l	59 19%	94 20%	79 17%	13 40% **	43 15%	131 19%	60 22%	12 22% +
Don't know	474 37%	204 32%	269 41% a	123 34%	182 42% re	169 34%	45 32%	78 35%	83 40%	99 43% re	60 31%	109 37%	114 33%	126 35%	99 37%	135 42% m	103 33%	127 38%	117 40%	57 33%	19 31%	50 44% +	420 38%	54 30%	265 37%	140 35%	69 37%	115 35%	359 37%	125 31%	349 39%	286 36%	187 37%	159 36% i	84 25%	47 43% a*	47 29%	148 29%	188 35%	116 37%	153 32%	190 41% a	9 27% **	129 47% a	223 33%	94 35%	17 31% +	

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Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He puts the needs of the country first
All online 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		Tenure				Car ownership			
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Bought on a mortgage	Owned outright by household	Rented	Other	None	1 car or light van	2 cars/light vans	3 or more cars/light vans	
	(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)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63	
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54	
Does apply	443 34%	221 35%	220 34%	149 41% FL	146 34%	147 30%	59 42% FL	90 41% FL	72 34%	75 33%	61 31%	87 29%	119 34%	127 35%	76 29%	121 38%	126 41% RS	102 31%	81 27%	79 45% RSU	18 28% +	37 33% +	391 35%	53 29%	232 33%	157 39% A	54 29%	128 39%	315 33%	170 43% A	273 31%	286 36%	157 31%	88 20%	193 58% HJK	45 40% L*	59 36% N	261 51% M	118 22%	107 34%	158 34%	170 36%	9 26% **	92 33%	246 37%	81 30%	21 39% +	
Does not apply	300 23%	185 29% C	115 18%	79 22%	77 18%	143 29% DEHJ	36 25%	43 20%	36 17%	42 18%	55 28% EVI	88 30% DEHJ	91 26%	78 22%	69 26%	62 19%	64 21%	91 27% V	74 25%	32 18%	21 33% VW*	18 16% +	249 22%	51 28%	174 25%	77 19%	48 26%	79 24%	221 23%	81 20%	219 25%	170 22%	130 26%	159 36% I	39 12%	13 12% +	52 32% IJ	76 34%	182 34% I	64 21% OP	131 28% PP	90 19%	14 42% **	41 15%	166 25% I	79 29% I	13 24% +	
Don't know	548 42%	230 36%	316 49%	135 37%	212 49%	201 41%	47 33%	88 40%	101 48%	111 49%	78 40%	123 41%	136 39%	154 43%	121 46%	138 43%	119 39%	142 42%	141 48%	64 37%	25 39%	58 51% QI*	470 42%	78 43%	302 43%	164 41%	82 45%	125 38%	423 44%	148 37%	400 45% d	330 42%	218 43%	198 45% A	102 30%	53 48% A*	52 32%	173 34%	236 44% I	140 45%	182 39%	210 45%	10 32% **	145 52% H	260 39%	111 41%	20 37% +	

Overlap formulae used
Column Proportions (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 (**): Small Base: 100 (*)
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Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is good in a crisis
All online 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		Tenure				Car ownership			
	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)	A8 (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/Separate id (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)		
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63		
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54		
Does apply	313 24%	156 25%	157 24%	125 34% EFURL	96 22%	93 19%	55 39% EFURL	70 32%	44 21%	52 23%	37 19%	57 19%	91 26%	91 25%	50 19%	81 25%	87 28% S	72 21%	59 20%	62 36% NSCV	10 15% +	24 21%	278 25%	35 19%	153 22%	123 31% Ta	38 21%	101 30% c	213 22%	118 30% a	196 22%	210 27% g	103 20%	58 13%	142 43% h	34 31% h*	44 27% h	176 35% m	87 16%	87 28% o	94 20%	125 27% o	8 23% **	61 22%	179 27%	56 21%	14 26% *		
Does not apply	237 18%	145 23% c	92 14%	79 22% ej	61 14%	98 20% ej	35 25% ej	44 20%	31 15%	29 13%	39 20%	59 20%	70 20%	60 17%	51 19%	56 17%	54 18%	73 22%	50 17%	28 16%	17 26% +	16 14% +	195 18%	43 24%	137 19%	69 17%	31 17%	73 22%	164 17%	63 16%	174 20%	147 19%	18% i	122 27% j	38 11%	4 4% +	43 26% i	60 12% i	140 26%	56 18%	95 20%	74 16%	11 34% **	36 13%	123 18%	64 24% r	10 19% +		
Don't know	740 57%	334 53%	403 62% a	160 44% g	280 64% den	300 61% den	52 36%	108 49%	133 64% den	147 64% den	118 61% den	183 61% den	185 54%	207 58%	164 62%	184 57%	168 54%	191 57%	187 63%	85 49%	37 58%	73 65% +*	637 57%	103 57%	419 59%	206 52%	115 62% z	159 48%	582 61% b	217 55%	523 59%	429 55%	311 62% f	265 60% k	154 46% a*	72 65% a*	76 47%	274 54%	309 58%	168 54%	283 60%	270 57%	14 43% **	181 65% u	369 55%	150 55%	30 55% +		

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Overlap formulae used
Column Proportions (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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 301** Small Base: 100**
Column Means (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,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 301** Small Base: 100**

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He pays attention to detail
All online 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		Tenure				Car ownership						
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	528 41%	278 44%	248 38%	150 41%	176 40%	203 41%	50 35%	100 45%	86 41%	90 39%	74 38%	128 43%	146 42%	156 44%	102 38%	124 39%	145 47% k	111 33%	123 42%	74 43%	24 38%	50 45%	456 41%	72 40%	290 41%	168 42%	70 38%	397 41%	207 52% a	321 36%	321 41%	207 41%	132 30%	195 58% h	70 63% h*	72 44% h	287 56% m	176 33%	125 40%	204 43%	191 41%	8 25% **	103 37%	300 45% t	99 37%	23 42% +	
Does not apply	218 17%	127 20% c	91 14%	79 22% c*	56 13%	83 17%	37 26% c**	42 19%	28 14%	28 12%	39 20% c*	43 14%	62 18%	47 13%	57 16%	52 16%	48 21%	63 19%	45 15%	37 21% v	15 23%	10 9%	180 16%	39 21%	121 17%	72 18%	26 14%	69 21%	149 16%	47 12%	172 19%	133 17%	85 17%	120 27%	34 10%	3 3%	36 22% i	54 25%	133 11%	46 15%	85 18%	72 15%	15 45% **	34 12%	116 17%	58 22% r	10 18% +
Don't know	545 42%	230 36%	313 48%	135 37%	204 47%	206 42%	55 39%	79 36%	93 45%	110 48%	79 41%	127 43%	139 40%	155 43%	106 40%	144 45%	116 37%	162 48%	127 43%	63 36%	25 39%	52 46%	475 43%	70 39%	298 42%	158 40%	89 48%	133 40%	412 43%	145 36%	400 45%	332 42%	213 42%	194 44%	105 31%	38 34%	56 34%	169 33%	227 42%	140 45%	183 39%	207 44%	10 30% **	141 51% i	257 38%	113 42%	22 40% +

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Column Means (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,n,o,p,q,r,s,t,u,v
Minimum Base: 30 ("") Small Base: 100 ("")
Column Means (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,n,o,p,q,r,s,t,u,v
Minimum Base: 30 ("") Small Base: 100 ("")

Ipsos MORI June 2020 Political Pulse
Public
Fieldwork: 29 May - 3 June 2020
Adults online aged 18+ in GB

Q1H.Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He is a strong leader
All online 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		Tenure				Car ownership				
	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)	A8 (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 /Separate d (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)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 cars/light vans (t)	3 or more cars/light vans (u)
Unweighted base	1291	607	680	363	394	534	155	208	178	216	195	339	426	495	132	238	321	342	313	154	61	100	1096	195	697	405	189	297	994	550	741	724	567	444	341	122	155	556	502	313	519	425	28	258	654	301	63
Weighted base	1291	635	652	364	436	491	142	221	208	228	193	298	346	358	265	321	309	336	296	174	63	113	1110	181	708	398	185	332	959	398	893	786	505	446	334	110	163	511	536	311	471	470	33	278	672	271	54
Does apply	438 34%	210 33%	228 35%	139 38%	146 33%	153 31%	57 40%	82 37%	64 31%	82 36%	58 30%	95 32%	118 34%	131 37%	81 31%	108 34%	113 37%	108 32%	97 33%	67 38%	13 21%	40 36%	380 34%	58 32%	221 31%	149 37%	69 37%	133 40%	306 32%	162 41%	277 31%	279 36%	159 31%	112 25%	168 50%	47 43%	61 37%	229 45%	149 28%	114 37%	155 33%	163 35%	6 19%	91 33%	247 37%	77 28%	15 28%
Does not apply	256 20%	153 24%	103 16%	77 21%	65 15%	115 23%	33 23%	43 20%	30 15%	34 15%	46 24%	69 23%	76 22%	66 19%	56 21%	58 18%	59 19%	76 23%	57 19%	30 17%	18 28%	18 16%	209 19%	47 26%	152 21%	70 18%	34 19%	68 20%	188 20%	65 16%	192 21%	147 19%	109 22%	132 30%	39 12%	11 10%	41 25%	68 13%	154 29%	57 18%	102 22%	81 17%	15 44%	33 12%	141 21%	70 26%	12 22%
Don't know	596 46%	273 43%	320 49%	148 41%	225 52%	223 45%	52 37%	96 43%	113 54%	112 49%	90 46%	133 45%	152 44%	161 45%	128 48%	155 48%	137 44%	152 45%	142 48%	78 45%	32 51%	55 49%	520 47%	76 42%	336 47%	179 45%	81 44%	132 40%	464 48%	171 43%	425 48%	359 46%	237 47%	202 45%	126 38%	53 48%	61 38%	213 42%	232 43%	140 45%	214 45%	226 48%	12 36%	154 55%	284 42%	123 46%	27 50%

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Column Means (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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30 ("") Small Base: 100 ("")