

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

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

ColumnProportions (%): 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: 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,v,w,x,y,z Minimum Base: 30(\*\*) Small Base: 100(\*\*)

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	Johnson, Leader of the Conservative Party	Rishi Sunak, Chancellor of the Exchequer	Matt Hancock, Secretary of State for Health and Social Care	The Labour Party	The Conservative Party	The Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)	(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% ADEF	206 16% ADEF	100 8% G	120 9% G	139 11% DG	49 4% G
Fairly favourable (1)	322 25% EG	304 24% G	390 30% ABDEF	320 25% G	279 22% G	286 22% G	155 12% G
Neither favourable nor unfavourable (0)	400 31% BDEF	199 15% BDF	361 28% BF	318 25% BF	346 27% BF	255 20% B	486 38% ABCDEF
Fairly unfavourable (-1)	188 15% C	164 13% BDEF	140 11% BDF	217 17% BC	241 19% ABC	207 16% BC	251 19% ABC
Very unfavourable (-2)	154 12% C	394 31% ACDEFG	108 8% AC	273 21% AC	264 20% AC	358 28% ACDEG	277 21% AC
Don't know	87 7% BDEF	33 3% BDEF	86 7% BDF	64 5% BDF	41 3% BDF	46 4% BDF	72 6% BDF

NET Favourable	462 36% EG	500 39% DEF	596 46% ABDEF	420 32% G	400 31% G	425 33% G	204 16% G
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% -4%	-58 7% BDEF	348 27% BDF	-70 -5% BDF	-105 -8% BDF	-140 -11% BDF	-324 -25% BDF

Mean	0.09 BDEF	-0.20 FG	0.37 ABDEF	-0.20 FG	-0.20 G	-0.29 G	-0.45 G
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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 Condition:

Overlap formulae used

Column Proportions (%): A/B/C/D/F/G Minimum Base: 30(\*\*) Small Base: 100(\*\*)

Column Means (%): A/B/C/D/F/G Minimum Base: 30(\*\*) Small Base: 100(\*\*)

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

All online adults aged 18+ in Great Britain

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	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%	36%	48%	30%	38%	32%	22%	60%	47%	35%	51%	27%	38%	32%	33%	37%	36%					
NET Unfavourable	342	191	151	81	99	161	27	54	54	42	58	65	96	87	88	88	79	73	105	87	42	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	
	26%	30%	23%	22%	23%	33%	19%	25%	20%	25%	34%	32%	25%	25%	23%	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	24	27	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%

Overlap formulae used

ColumnProportions (%): 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 Basis: 30(\*\*) Small Base: 200(\*)

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 :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
		Total	(A)	(B)	(C)	(D)	(E)
Unweighted base		1291	412	514	416	576	210
Weighted base		1291	400	505	425	565	204
Very favourable (2)		140	119	7	30	103	45
		11%	30%	1%	7%	18%	8%
			c		d		g
Fairly favourable (1)		322	173	50	77	193	80
		25%	43%	10%	18%	34%	39%
			c		d		g
Neither favourable nor unfavourable (0)		400	65	146	120	142	53
		31%	16%	29%	28%	25%	26%
			b		e		f
Fairly unfavourable (-1)		188	18	152	98	52	15
		15%	4%	30%	23%	9%	7%
			b		e		f
Very unfavourable (-2)		154	10	133	82	54	2
		12%	2%	26%	19%	10%	1%
			b		e		f
Don't know		87	15	17	18	21	10
		7%	4%	3%	4%	5%	2%

NET Favourable	462	292	57	107	296	125	140
	36%	73%	11%	25%	52%	61%	26%
	c			d		g	
NET Unfavourable	342	28	285	181	106	17	251
	26%	7%	56%	43%	19%	8%	47%
		b		e		f	
Net Difference	120	264	-228	-74	190	108	-111
	9%	66%	-45%	-17%	34%	53%	-21%

Mean	0.09	0.97	-0.73	-0.31	0.44	0.78	-0.39
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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

Column Proportions (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Q13 To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative Party and Prime Minister  
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	Urban	Rural	Married/ Living as Married	Widowed/ Divorced/ Separated or child less than 18 years old	At least one child present	No children present	Non- graduate	Graduate	Not working	Working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- ing	Leave	mortgage	household	Rented	Other	None	1 car or light van	2 cars/ light van	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)						
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)	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%	20%	11%	20%	15%	16%	14%	14%	14%	19%	18%	16%	8%	5%	15%	16%	18%	10%	18%	19%	14%	11%	17%	17%	3%	10%	6%	28%	17%	17%	11%	23%	6%	18%	20%	12%	*								
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%	23%	21%	23%	21%	20%	21%	23%	27%	21%	17%	28%	22%	20%	25%	23%	24%	21%	21%	20%	21%	18%	24%	27%	28%	*												
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%	17%	13%	15%	13%	16%	16%	15%	17%	12%	19%	11%	10%	11%	10%	10%	11%	10%	10%	14%	10%	12%	11%	16%	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%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	16%	*								
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	8	112	195	66	17							
	31%	32%	29%	24%	38%	29%	25%	39%	37%	30%	28%	29%	29%	31%	30%	33%	28%	28%	35%	35%	35%	30%	30%	35%	35%	28%	35%	31%	22%	34%	40%	29%	57%	44%	41%	47%	14%	35%	24%	40%	25%	30%	*										
Don't know	33	13	20	18	12	4	7	11	8	4	4	-	9	8	3	11	8	8	1	1	30	3	14	15	4	8	26	4	29	21	12	2	7	4	4	5	12	7	2	18	2	2	18	2	11	8	*						
	3%	2%	3%	5%	3%	1%	5%	5%	5%	4%	2%	-	3%	2%	1%	4%	3%	3%	3%	1%	1%	3%	2%	2%	4%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	*			

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	376	41%	69%	16%	23%	28%	59%	41%	14%	31%	43%	24%	42%	45%	40%	*	
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%	41%	40%	42%	40%	51%	47%	41%	39%	44%	44%	41%	43%	44%	45%	47%	48%	37%	47%	42%	47%	40%	47%	49%	38%	45%	46%	41%	42%	48%	40%	48%	42%	48%	40%	48%	42%	48%	46%	*					
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	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%	*

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Overlap formula used

Column Proportions (%) A,B,C,D,E,G,H,I,J,K,L,M,N,O,P,Q,R,U,V,W,X,Y,Z: 100% Minimum Base: 301\*\* Small Base: 100\*\*

Column Means (%) A,B,C,D,E,G,H,I,J,K,L,M,N,O,P,Q,R,U,V,W,X,Y,Z: 100% Minimum Base: 301\*\* Small Base: 100\*\*

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

All online adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
		(A)	(B)	(C)	(D)	(E)	(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% 8	175 41% E	7 1%	23 11%	131 25% F
Fairly favourable (1)	304 24%	69 17%	158 31% 8	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% 0	34 17% 6	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% D	462 82% 0	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

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

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

Ipsos MORI June 2020 Political Pulse

Ruhl

Public

Work: 29 May - 3 June 2020

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		Prep. 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	Urban	Rural	Married/ living as Married	Separated/ Divorced	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Bought on a mortgage	Rented	Other	None	1 car or light van	2 or more cars/light vans	3 or more cars/light vans	4 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)	(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								
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	110	103	52	3	27	112	53	13									
	16%	16%	15%	11%	22%	13%	10%	12%	13%	13%	25%	21%	15%	20%	13%	15%	13%	17%	19%	17%	16%	11%	15%	19%	19%	12%	13%	16%	16%	16%	18%	29%	8%	10%	14%	12%	21%	16%	11%	8%	10%	17%	20%	13%											
Fairly favourable (1)	390	201	188	90	133	167	27	63	55	78	52	117	102	92	79	99	111	83	49	21	27	342	48	226	101	62	105	285	118	217	245	145	180	80	38	153	190	101	115	11	72	203	96	73	35%	24%									
	30%	32%	29%	25%	31%	34%	19%	28%	26%	34%	27%	38%	34%	29%	35%	25%	32%	33%	28%	28%	33%	31%	26%	32%	25%	34%	30%	30%	30%	31%	29%	40%	24%	34%	31%	30%	35%	32%	24%	34%	26%	30%	35%	24%											
Neither favourable nor unfavourable (0)	361	150	209	118	119	125	54	65	61	57	50	75	100	102	63	96	87	84	82	61	14	33	221	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%	21%	30%	22%	26%	33%	26%	29%	28%	27%	29%	19%	33%	35%	24%	30%	24%	25%	27%	31%	29%	31%	26%	27%	36%	24%												
Fairly unfavourable (-1)	140	80	59	49	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%	10%	9%	10%	12%	13%	9%	10%	6%	19%	18%	10%	13%	10%	10%	14%	10%	11%	13%	10%	15%	10%	8%	11%	9%	13%	4%	9%	14%	7%	6%	6%	8%	10%	14%	7%	6%	6%	8%						
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	17								
	8%	11%	6%	10%	10%	6%	9%	10%	8%	12%	9%	4%	7%	6%	10%	11%	8%	9%	7%	6%	7%	8%	8%	8%	9%	6%	7%	26%	15%	7%	5%	10%	6%	16%	10%	4%	14%	7%	6%	6%	8%	10%	14%	7%	6%	6%	8%								
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	7	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%	5%	10%	6%	8%	8%	7%	4%	3%	7%	7%	5%	11%	6%	8%	6%	4%	8%	6%	8%	3%	5%	2%	10%	20%	10%	6%	5%	3%	6%	10%	20%	13%									

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.

Quinton, *Francesco et al.*

Overlap formulas used

ColumnProportions (%): 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 Basis: 30(\*\*) Small Base: 200(\*)

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 :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
		Total	(A)	(B)	(C)	(D)	(E)
Unweighted base		1291	412	514	416	576	210
Weighted base		1291	400	505	425	565	204
Very favourable (2)		206	42	122	150	27	43
	16%	11%	24%	35%	5%	21%	21%
Fairly favourable (1)		390	119	173	172	134	75
	30%	30%	34%	41%	24%	37%	30%
Neither favourable nor unfavourable (0)		361	112	109	69	185	48
	28%	28%	22%	16%	33%	23%	22%
Fairly unfavourable (-1)		140	63	42	17	100	24
	11%	16%	8%	4%	18%	12%	10%
Very unfavourable (-2)		108	47	37	3	101	10
	8%	12%	7%	1%	18%	5%	14%
Don't know		86	17	21	15	19	4
	7%	4%	4%	3%	3%	2%	3%

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

Mean	0.37	0.12	0.62	1.09	-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

Column Proportions (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Q13. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Matt Hancock, Secretary of State for Health and Social Care

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	Urban	Rural	Married/ Living as Married	Divorced/ Separated	At least one child present	No children present	No dependent children	Non- graduate	Graduate	Non- graduate	Working	Non working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- der	Leave	Bought on a mortgage	Owned outright by household	Rented	Other	None	1 car or light vans	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																
Very favourable (2)	100	53	47	34	22	44	16	18	8	14	9	35	23	34	20	23	24	33	22	14	2	4	89	11	62	25	13	36	64	32	68	48	51	65	18	1	11	31	57	30	34	36	1	9	66	18	5																
	8%	8%	7%	9%	5%	9%	11%	8%	4%	6%	5%	12%	7%	10%	7%	7%	8%	10%	7%	8%	4%	8%	6%	9%	6%	7%	11%	7%	8%	8%	6%	10%	14%	5%	1%	7%	6%	11%	10%	8%	2%	3%	10%	7%	8%	*																	
Fairly favourable (1)	320	147	171	78	84	157	23	55	37	47	64	93	92	62	73	71	98	78	37	17	18	275	45	206	67	46	82	237	84	235	198	122	184	30	38	105	182	76	142	95	6	47	174	85	12																		
	25%	23%	26%	22%	19%	32%	16%	25%	18%	20%	33%	31%	27%	26%	23%	23%	23%	29%	26%	21%	27%	16%	25%	25%	17%	25%	25%	25%	25%	21%	26%	25%	24%	41%	9%	27%	24%	21%	34%	24%	30%	20%	18%	17%	23%	r																	
Neither favourable nor unfavourable (0)	318	140	176	98	113	107	51	47	55	58	39	68	88	84	67	78	88	72	66	54	13	25	280	38	157	120	41	95	222	96	222	196	122	100	75	22	35	104	123	71	111	124	8	70	152	74	16																
	25%	22%	27%	26%	22%	36%	21%	27%	20%	23%	25%	24%	25%	24%	24%	28%	22%	31%	20%	22%	25%	30%	22%	29%	23%	24%	25%	25%	25%	22%	22%	20%	23%	22%	24%	27%	26%	25%	23%	29%	*																						
Fairly unfavourable (-1)	217	108	109	61	73	83	19	43	35	38	28	55	71	60	48	38	43	59	46	29	16	25	185	32	121	59	37	59	158	77	140	125	92	58	29	36	104	87	54	93	60	9	42	112	48	12																	
	17%	17%	17%	17%	17%	13%	19%	17%	17%	17%	14%	18%	21%	17%	18%	12%	14%	18%	15%	17%	17%	18%	17%	15%	20%	18%	16%	16%	18%	13%	22%	20%	16%	17%	13%	27%	15%	17%	18%	23%	*																						
Very unfavourable (-2)	273	168	104	66	188	114	93	25	42	51	63	49	44	59	75	63	76	74	53	63	31	14	37	228	45	143	91	39	42	231	99	173	186	87	31	133	24	41	150	63	68	84	118	3	83	140	38	9															
	21%	26%	16%	26%	19%	18%	19%	24%	28%	25%	15%	17%	21%	24%	24%	24%	16%	21%	18%	18%	23%	25%	20%	23%	21%	13%	24%	25%	19%	24%	17%	7%	40%	22%	12%	22%	18%	25%	10%	30%	30%	17%	1%																				
Don't know	64	20	44	25	31	7	9	16	22	9	4	3	13	13	5	32	9	21	21	10	1	3	54	9	20	35	9	18	46	9	54	33	31	9	17	4	2	16	24	12	7	37	6	27	28	7																	
	5%	3%	7%	7%	7%	1%	7%	10%	4%	2%	1%	4%	4%	4%	2%	10%	3%	6%	7%	6%	1%	3%	5%	5%	5%	2%	6%	4%	2%	5%	4%	1%	3%	4%	1%	8%	17%	10%	4%	3%	4%	*																					

NET Favourable	420	200	217	112	106	202	38	74	45	60	73	129	115	126	82	96	95	131	100	51	20	22	364	56	268	93	59	118	302	116	303	246	173	248	48	31	49	137	239	106	176	131	7	21	56	240	103	17								
	32%	32%	33%	31%	24%	41%	27%	33%	22%	26%	38%	43%	33%	35%	31%	30%	31%	39%	34%	29%	31%	20%	33%	31%	38%	23%	32%	35%	31%	29%	34%	31%	34%	56%	14%	28%	30%	27%	45%	34%	37%	28%	21%	20%	36%	38%	31%	17								
NET Unfavourable	490	275	213	128	186	176	44	84	86	101	76	99	130	135	111	114	117	112	109	60	30	62	413	77	264	150	76	101	389	176	314	311	179	89	194	53	77	253	150	122	177	178	12	125	252	86	22	40%								
	38%	43%	33%	43%	36%	41%	44%	40%	33%	38%	38%	41%	44%	40%	36%	38%	38%	33%	37%	34%	48%	55%	37%	43%	37%	38%	41%	30%	41%	44%	35%	40%	35%	20%	58%	48%	47%	50%	28%	39%	38%	37%	45%	37%	32%	40%	43%	37%	17							
Net Difference	-70	-75	4	-16	-81	26	-5	-10	-40	-40	-3	29	-15	-9	-29	-18	-22	19	-8	-8	-11	-40	-49	-21	4	-57	-17	17	-87	-60	-65	-6	159	-146	-23	-28	-117	89	-16	-1	-47	-5	-68	-11	17	-5	-68	-11	17	-5						
	-5%	-12%	1%	-4%	-19%	5%	-4%	-5%	-19%	-18%	-2%	10%	-4%	-2%	-11%	-6%	-7%	6%	-3%	-5%	-17%	-35%	-4%	-12%	1%	-14%	-9%	5%	-9%	-15%	-3%	-1%	36%	-44%	-20%	-17%	-12%	17%	-5%	-1%	-10%	-16%	-25%	-2%	6%	-9%	-10%	-16%	-25%	-2%	6%	-9%	-10%	-16%	-25%	-2%

Quinton, *Francesco et al.*

Overlap formulae used

ColumnProportions (%): 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 Basis: 30(\*\*) Small Base: 200(\*)

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

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

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

Mean	-0.20	-0.56	0.12	0.79	-1.07	0.06	-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

Column Proportions (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (5%): A,B,C,D,E,F,G Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI June 2020 Political Pulse

## Public

Fieldwork: 28 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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252, and with the Inves MOBI Terms and Conditions.

Overlap formulae used

Column Proportions (%): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, 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(\*)

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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? - The Labour Party

All online adults aged 18+ in Great Britain

		'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':			
		'Keir Starmer, Leader of the Labour party':		Favourable		Unfavourable		Favourable		Unfavourable		Favourable	
		Total	e (A)	e (B)	ble (C)	e (D)	ble (E)	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
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	99	10	29	87	45	47	31	71				
	9%	22%	3%	6%	16%	7%	19%	7%	14%				
		c		d		f			h				
Fairly favourable (1)	279	193	18	65	175	116	64	67	142				
	22%	42%	5%	13%	31%	20%	26%	16%	29%				
		c		d		o			h				
Neither favourable nor unfavourable (0)	346	113	27	107	151	136	56	90	118				
	27%	24%	8%	21%	27%	23%	23%	22%	24%				
Fairly unfavourable (-1)	241	40	92	122	76	136	31	95	72				
	19%	9%	27%	24%	14%	23%	12%	23%	15%				
		b		e		g			i				
Very unfavourable (-2)	264	16	192	174	62	160	48	133	79				
	20%	4%	56%	35%	11%	27%	20%	32%	16%				
Don't know	41	*	2	4	8	4	3	3	8				
	3%	*	1%	1%	1%	1%	1%	1%	2%				

NET Favourable	400	292	28	94	262	161	110	98	213				
	31%	63%	c	19%	47%	d	27%	44%	43%				
NET Unfavourable	505	57	285	296	138	295	79	228	151				
	39%	12%	83%	59%	25%	50%	32%	54%	31%				

According to 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (5%): A,B,C,D,E,F,G,H,I Minimum Base: 30(\*\*) Small Base: 100(\*)

Mean	-0.20	0.69	-1.29	-0.70	0.27	-0.42	0.12	-0.56	0.11				
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Ipsos MOBIS June 2020 Political Pulse

PuI

Fieldwork: 28 May - 3 June 2020

Fieldwork: 29 May - 3 June 2020

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

NET Favourable	425 33%	223 35%	201 31%	119 33%	109 25%	197 40%	49 34%	70 32%	48 23%	62 27%	69 36%	128 43%	121 35%	117 33%	91 34%	96 30%	102 33%	131 39%	98 33%	57 32%	19 31%	18 16%	366 33%	60 33%	271 38%	95 24%	59 32%	121 36%	304 32%	104 26%	321 36%	246 31%	179 32%	311 35%	70% 11%	11% 11%	36 11%	103 20%	271 51%	117 38%	180 38%	116 25%	11 25%	42 36%	256 38%	103 38%	20 36%
NET Unfavourable	565 44%	289 46%	274 42%	147 51%	222 40%	196 39%	56 41%	91 43%	108 43%	115 43%	84 43%	112 43%	151 43%	155 43%	120 43%	139 43%	141 43%	121 43%	130 43%	69 44%	28 40%	77 40%	483 43%	83 43%	279 43%	195 43%	91 43%	123 43%	442 43%	217 43%	348 43%	367 43%	198 43%	49 44%	249 43%	67 43%	96 43%	310 43%	150 43%	133 43%	191 43%	229 43%	12 43%	153 43%	275 43%	103 43%	204 43%
Net Difference	-140 -11%	-66 -10%	-73 -11%	-28 -8%	-113 -26%	1 *	-7 -5%	-21 -10%	-60 -29%	-53 -23%	-14 -7%	-15 -5%	-30 -9%	-38 -11%	-29 -11%	-42 -13%	-39 -12%	-10 -3%	-32 -11%	-13 -7%	-8 -5%	-58 -52%	-113 -11%	-23 -13%	-8 -1%	-101 -25%	-32 -17%	-3 -1%	-137 -14%	-113 -28%	-27 -17%	-121 -1%	-19 -4%	-16 -5%	-11 -2%	-113 -24%	-1 -3%	-111 -40%	-19 -3%	-11 -2%	-11 -1%						

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### Overlap formulae used

Column Proportions (%): 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(\*)

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(\*)

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

	'Keir Starmer, Leader of the Labour party': Favourable	'Boris Johnson, Leader of the Conservative Party and Prime Minister': Favourable		'Rishi Sunak, Chancellor of the Exchequer': Favourable		'Matt Hancock, Secretary of State for Health and Social Care': Favourable			
		Male	Female	Male	Female	Male	Female		
		(B)	(C)	(D)	(E)	(F)	(G)		
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%	131 26%	4 1%	120 20%	4 2%	115 27%	7 2%
Fairly favourable (1)	286 22%	70 15%	113 33%	231 46%	24 4%	202 34%	15 6%	174 42%	29 6%
Neither favourable nor unfavourable (0)	255 20%	56 12%	47 14%	85 17%	60 11%	107 18%	25 10%	72 17%	44 9%
Fairly unfavourable (-1)	207 16%	97 21%	39 c	38 8%	133 24%	87 15%	30 12%	32 8%	108 22%
Very unfavourable (-2)	358 28%	199 43%	67 19%	10 2%	329 59%	73 12%	171 69%	23 6%	294 60%
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%	181 53%	362 72%	27 5%	322 54%	20 8%	290 69%	37 7%
NET Unfavourable	565 44%	296 64%	106 c	48 31%	462 10%	160 83%	201 27%	55 81%	402 13%
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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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (5%): A,B,C,D,E,F,G,H,I Minimum Base: 30(\*\*) Small Base: 100(\*)

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

All online adults aged 18+ in Great Britain

NET Favourable	204 16%	106 17%	98 15%	91 25%	56 13%	57 12%	33 23%	58 26%	36 18%	19 9%	20 10%	37 12%	59 17%	52 15%	45 17%	48 15%	50 16%	45 13%	45 15%	45 16%	7 11%	12 11%	177 16%	27 15%	108 15%	73 18%	24 13%	74 22%	130 14%	92 23%	113 13%	148 19%	56 11%	38 9%	49 15%	60 55%	25 24%	121 24%	47 9%	49 16%	88 13%	7 19%	39 20%	104 14%	48 15%	8 14%			
NET Unfavourable	529 41%	307 48%	219 34%	106 29%	165 52%	255 43%	34 24%	73 33%	73 35%	93 41%	98 51%	159 53%	151 43%	145 41%	119 45%	114 35%	135 35%	116 47%	119 47%	119 46%	41 37%	23 37%	54 48%	456 41%	73 40%	315 45%	130 33%	84 45%	118 43%	411 41%	163 38%	366 45%	301 41%	227 38%	251 41%	117 56%	10 35%	10 9%	79 49%	164 32%	292 55%	131 42%	233 29%	154 42%	10 36%	99 29%	295 44%	113 42%	10 36%
Net Difference	-324 -29%	-201 -32%	-122 -19%	-110 -4%	-200 -25%	-110 -41%	-*	-15 -7%	-36 -17%	-73 -41%	-78 -41%	-122 -26%	-91 -26%	-93 -26%	-74 -28%	-66 -21%	-85 -28%	-111 -25%	-73 -25%	-4 -2%	-16 -37%	-42 -26%	-278 -25%	-46 -26%	-208 -29%	-60 -14%	-44 -32%	-44 -13%	-281 -20%	-71 -34%	-254 -48%	-153 -20%	-171 -26%	-213 -20%	-68 -46%	-51 -46%	-54 -46%	-43 -46%	-245 -46%	-98 -26%	-172 -37%	-67 -14%	-3 -9%	-60 -21%	-192 -24%	-65 -24%	-12 -22%		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Inves MOBI Terms and Conditions.

Overlap formulae used

Column Proportions (%): 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, B, 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(\*)

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

	'Keir Starmer, Leader of the Labour party': Favourable	'Boris Johnson, Leader of the Conservative Party and Prime Minister': Favourable		'Rishi Sunak, Chancellor of the Exchequer': Favourable		'Matt Hancock, Secretary of State for Health and Social Care': Favourable		
		Unfavourable	Total	Unfavourable	Total	Unfavourable	Total	Unfavourable
		(B)	(A)	(C)	(D)	(E)	(F)	(H)
Unweighted base	1291	487	318	493	572	604	238	424
Weighted base	1291	462	342	500	558	596	248	420
Very favourable (2)	49	40	1	26	17	34	8	25
	4%	9%	*	5%	3%	6%	3%	6%
Fairly favourable (1)	155	85	16	53	77	85	26	64
	12%	18%	5%	11%	14%	14%	11%	15%
Neither favourable nor unfavourable (0)	486	182	65	164	223	196	81	139
	38%	39%	19%	33%	40%	33%	33%	34%
Fairly unfavourable (-1)	251	81	81	105	112	123	50	86
	19%	18%	24%	21%	20%	21%	20%	22%
Very unfavourable (-2)	277	58	169	140	108	146	78	100
	21%	13%	49%	28%	19%	25%	31%	24%
Don't know	72	15	9	12	22	12	6	5
	6%	3%	3%	2%	4%	2%	2%	3%

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

Mean	-0.45	-0.07	-1.21	-0.57	-0.41	-0.45	-0.68	-0.42	-0.60
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Column Means (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	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	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291	1291																																
Does apply	351 27%	397 31%	822 64%	452 35%	553 43%	402 31%	599 46%	528 41%	502 39%	379 29%	550 43%	431 33%	435 34%	391 30%	379 30%	520 29%	364 28%	571 44%	443 34%	313 24%	528 41%	438 34%	351 27%	397 31%	822 64%	452 35%	553 43%	402 31%	599 46%	528 41%	502 39%	379 29%	550 43%	431 33%	435 34%	391 30%	379 30%	520 29%	364 28%	571 44%	443 34%	313 24%	528 41%	438 34%																						
Does not apply	635 49%	727 56%	345 27%	569 44%	555 43%	646 50%	537 42%	557 43%	582 45%	672 52%	571 44%	225 17%	325 25%	387 30%	331 26%	226 18%	394 31%	246 19%	300 23%	237 18%	218 17%	256 20%	635 49%	727 56%	345 27%	569 44%	555 43%	646 50%	537 42%	557 43%	582 45%	672 52%	571 44%	225 17%	325 25%	387 30%	331 26%	226 18%	394 31%	246 19%	300 23%	237 18%	218 17%	256 20%	635 49%	727 56%	345 27%	569 44%	555 43%	646 50%	537 42%	557 43%	582 45%	672 52%	571 44%	225 17%	325 25%	387 30%	331 26%	226 18%	394 31%	246 19%	300 23%	237 18%	218 17%	256 20%
Don't know	306 24%	167 13%	124 10%	271 21%	183 14%	243 19%	155 12%	206 16%	207 16%	239 19%	170 13%	636 49%	531 41%	514 40%	581 45%	544 42%	533 41%	474 37%	548 42%	740 57%	545 42%	596 46%	306 24%	167 13%	124 10%	271 21%	183 14%	243 19%	155 12%	206 16%	207 16%	239 19%	170 13%	636 49%	531 41%	514 40%	581 45%	544 42%	533 41%	474 37%	548 42%	740 57%	545 42%	596 46%	306 24%	167 13%	124 10%	271 21%	183 14%	243 19%	155 12%	206 16%	207 16%	239 19%	170 13%	636 49%	531 41%	514 40%	581 45%	544 42%	533 41%	474 37%	548 42%	740 57%	545 42%	596 46%

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 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(\*)

Q114. 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	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	Urban	Rural	Widowed /Divorced /Separated /Single	At least one child present	No children present	Non- graduate	Graduate	Working	Not working	Conservat- ive	Labour	Liberal Democrat	Remain- der	Leave	mortgage	household	Bought on outright	Owned by Rented	Other	None	1 car or light van	2 car/ council rented van	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)						
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	184	167	124	79	148	49	75	37	42	57	91	101	99	60	92	73	100	87	53	13	16	296	55	208	97	46	108	243	81	270	193	158	201	55	14	35	99	204	94	136	104	12	53	202	81	13						
	27%	29%	26%	34%	18%	30%	35%	34%	18%	30%	30%	30%	29%	28%	23%	29%	24%	32%	30%	30%	21%	14%	27%	30%	29%	24%	25%	20%	30%	25%	31%	45%	17%	13%	22%	19%	30%	22%	37%	19%	30%	23%	*										
Does not apply	635	321	311	158	251	226	58	100	124	127	86	140	173	180	143	139	163	134	150	81	28	78	544	91	321	214	99	136	498	239	395	411	224	123	236	80	95	328	191	156	217	249	13	163	308	125	29						
	49%	50%	48%	43%	58%	46%	41%	45%	40%	60%	56%	44%	44%	44%	43%	43%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	45%	*					
Don't know	306	131	174	82	106	118	35	47	46	60	50	67	72	80	63	91	72	94	58	41	22	18	270	35	180	86	40	88	217	78	228	182	123	121	42	16	32	83	140	61	119	117	8	61	162	65	13						
	24%	21%	27%	22%	24%	24%	24%	21%	22%	26%	20%	23%	21%	22%	24%	28%	23%	28%	20%	23%	21%	27%	23%	20%	25%	23%	24%	27%	13%	15%	20%	16%	20%	25%	25%	22%	25%	24%	24%	23%	24%	24%	24%	24%	24%	24%	24%	24%	*				

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 (%) 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(\*)

Column Means (%) 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

Publ

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		Prep. of children HN (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 (W)	Rural (X)	Married/ Living as Married (Z)	Divorced/ Separate (d)	At least one child present (a)	No children present (b)	Non- graduates (c)	Graduate (d)	Working (e)	Not working (f)	Conservat- ive (g)	Labour (h)	Liberal Democrat (i)	Other (j)	Remain- ing (k)	Leave (l)	Bought on a mortgage (n)	Owned outright by household (o)	Rented (p)	Other (q)	None (r)	1 car or light van (s)	2 or more cars/ light vans (t)	1 car/ light van (u)	2 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	203	193	129	106	161	52	77	48	58	63	98	109	105	84	99	92	126	77	60	20	21	344	53	232	111	53	132	265	88	309	222	175	233	45	12	42	88	242	101	155	126	13	57	235	92	13		
	31%	32%	30%	36%	24%	33%	37%	35%	23%	25%	32%	32%	31%	30%	30%	37%	26%	35%	32%	19%	31%	29%	33%	28%	25%	40%	28%	22%	35%	28%	13%	11%	26%	17%	45%	33%	33%	27%	41%	21%	35%	34%	23%						
Does not apply	727	364	360	191	277	258	71	120	135	142	100	159	193	198	153	183	181	160	173	94	33	85	82	107	385	232	109	165	562	462	465	262	153	273	89	104	372	226	187	248	274	16	183	346	151	37			
	56%	57%	55%	53%	64%	53%	50%	54%	65%	62%	52%	53%	56%	55%	58%	57%	59%	48%	59%	54%	53%	76%	56%	59%	50%	55%	67%	52%	59%	52%	34%	82%	81%	63%	73%	42%	60%	53%	58%	49%	66%	51%	56%	67%	37%				
Don't know	167	69	98	43	53	72	19	24	24	29	31	41	44	56	28	39	36	50	45	20	10	6	146	21	91	54	23	36	131	46	122	99	68	60	16	9	18	51	67	23	69	70	3	38	92	27	5		
	13%	11%	15%	12%	12%	15%	13%	11%	11%	12%	16%	14%	13%	16%	11%	12%	12%	15%	15%	12%	16%	5%	13%	12%	13%	14%	12%	11%	14%	11%	13%	13%	10%	15%	15%	10%	14%	14%	10%	10%	10%	10%	10%						

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 using

ColumnProperties (33%): 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/j/k,l/m,n/o/p,q/r/s/u Minimum Base: 30(\*\*) Small Base: 200(\*)

Column/Memo (59%): 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\*4 Small Base: 100(\*)

Q114. 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	Male	Female	18-34			35-54			55+			18-24			25-34			35-44			45-54			55-64			AB		C1		C2		DE		North		Midlands		South		London		Wales		Scotland		Urban		Rural		Widowed		Divorced		At least one child present		No children present		Non- graduate		Graduate		Working		Not working		Conservat- ive		Labour		Liberal Democrat		Remain- der		Leave		mortgage		household		Bought on outright		Owned outright		Tenure		1 car or light van		2 car/ council light van		3 or more car/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)																																											
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	415	404	215	273	334	80	135	130	142	134	200	229	238	175	180	184	226	203	102	43	64	703	119	460	250	111	203	619	252	570	485	337	384	151	61	91	291	403	206	336	254	21	158	437	187	33																																														
	64%	65%	62%	59%	63%	68%	57%	61%	63%	62%	70%	67%	66%	66%	66%	66%	60%	67%	67%	59%	59%	67%	63%	63%	60%	61%	65%	63%	64%	62%	67%	86%	45%	56%	57%	75%	66%	71%	54%	63%	57%	65%	69%	60%	66%	60%																																															
Does not apply	345	165	180	101	120	123	44	57	53	68	44	80	86	86	68	104	90	78	72	46	16	44	294	50	182	107	56	83	262	10	238	216	129	42	148	37	62	181	95	79	106	153	7	81	177	66	17																																														
	27%	26%	28%	28%	25%	31%	26%	25%	30%	23%	27%	25%	24%	24%	26%	26%	32%	29%	23%	24%	26%	25%	39%	28%	20%	27%	30%	25%	27%	27%	27%	27%	26%	9%	44%	33%	35%	18%	25%	22%	33%	21%	29%	29%	26%	25%	30%																																														
Don't know	124	55	68	47	43	34	17	80	25	18	15	19	31	34	22	37	35	32	20	26	5	5	113	11	66	41	18	47	77	39	85	85	39	20	34	12	10	39	38	26	29	62	5	39	59	17	5																																														
	10%	9%	10%	13%	10%	7%	12%	13%	12%	8%	8%	6%	9%	10%	8%	11%	11%	9%	7%	5%	15%	8%	5%	10%	9%	10%	9%	14%	8%	10%	11%	8%	4%	10%	11%	6%	13%	10%	14%	14%	9%	6%	10%	5%	39	17	5																																														

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Overlap formulae used

Column Proportions (%): 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,MinBase: 30(\*\*) SmallBase: 100(\*\*)

Column Means (%): 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,MinBase: 30(\*\*) SmallBase: 100(\*\*)

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			Prose of children (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	Urban	Rural	Married/ Living as Married	Divorced/ Separated	Single	At least one child present	No children present	Non-graduates	Graduates	Working	Not working	Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Bought on a mortgage	Owned outright by household	Rented	Other	None	1 car or light van	2 or more cars/light vans	1 car or light van	2 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)	(w)	(x)							
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	240	211	128	130	193	52	76	61	69	73	120	116	117	100	119	98	145	94	67	24	24	388	64	267	126	58	131	321	111	340	250	202	278	51	13	45	106	284	118	186	129	16	64	263	104	19										
	35%	38%	32%	35%	30%	89%	37%	34%	29%	30%	38%	40%	34%	35%	38%	37%	32%	49%	32%	38%	38%	21%	35%	35%	38%	32%	31%	39%	33%	26%	38%	32%	40%	62%	15%	12%	28%	53%	38%	39%	28%	43%	34%	30%													
Does not apply	569	288	278	163	218	188	59	104	109	109	76	112	159	161	110	139	146	112	138	71	30	71	82	288	187	94	134	435	212	357	373	196	69	252	72	93	322	134	183	231	13	155	272	110	41	25											
	44%	45%	43%	45%	50%	38%	42%	47%	53%	48%	39%	46%	45%	41%	43%	47%	33%	47%	41%	48%	41%	47%	51%	40%	45%	53%	40%	47%	39%	47%	39%	47%	56%	73%	63%	25%	45%	39%	49%	39%	56%	41%	41%	45%	46%												
Don't know	271	107	162	72	88	110	31	41	38	51	44	66	72	81	56	63	65	79	63	36	9	18	240	30	153	84	33	68	203	74	196	163	107	99	31	25	83	117	53	102	109	4	59	137	58	11											
	21%	17%	25%	20%	20%	22%	22%	19%	18%	22%	23%	22%	21%	19%	21%	23%	21%	21%	15%	16%	22%	17%	22%	21%	18%	20%	21%	19%	22%	21%	21%	22%	22%	17%	15%	16%	22%	23%	12%	21%	20%	21%	20%														

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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			Prev 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	Urban	Rural	Married/ living as married	Divorced/ separated	Single	At least one child present	No children present	Non-graduates	Graduates	Working	Not working	Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Bought on a mortgage	Owned outright by household	Rented	Other	None	1 car or light van	2 or more cars/light vans	1 car or light van	2 or more cars/light vans	1 car or light van	2 or more cars/light vans	1 car or light van	2 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)	(w)	(x)	(y)	(z)													
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	287	265	161	154	237	71	90	68	86	92	145	151	153	119	130	131	163	121	75	29	33	475	77	330	161	62	156	397	141	412	315	238	318	64	27	57	143	327	132	225	174	18	90	306	131	22																		
Does not apply	493	45%	41%	44%	35%	48%	50%	41%	33%	38%	48%	49%	44%	43%	45%	40%	49%	41%	49%	41%	49%	46%	29%	43%	43%	47%	40%	33%	47%	41%	35%	46%	40%	47%	71%	19%	25%	35%	28%	61%	43%	48%	37%	54%	32%	46%	49%	41%	41%																
Does not know	555	266	287	139	223	192	48	91	112	111	78	115	152	164	104	135	133	118	137	71	69	67	475	80	279	183	93	130	425	217	338	362	193	73	242	72	91	307	145	144	184	216	11	142	269	108	31	6																	
Don't know	183	83	100	63	59	61	23	40	27	31	24	38	44	42	42	46	56	45	54	38	28	8	11	160	24	99	54	30	47	136	40	143	109	74	55	27	11	15	60	63	35	62	79	5	45	96	31	6																	
	14%	13%	15%	17%	13%	13%	16%	18%	13%	14%	12%	13%	12%	16%	17%	15%	16%	13%	16%	13%	16%	13%	10%	14%	13%	14%	14%	16%	14%	14%	10%	16%	12%	11%	13%	17%	14%	16%	14%	12%	11%	14%	12%	11%																					

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

Q114. 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			
	(A)	(B)	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	Urban	Rural	Married/ Living as Married	Divorced/ Separated	At least one child present	No children present	Non- graduate	Graduate	Working	Not working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- ing	Leave	mortgage	household	Rented	Owned outright	Bought on mortgage	None	1 car or light van	2 cars/ council rented van	3 or more cars/light vans		
			(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)						
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	202	200	126	102	173	47	79	48	54	64	109	118	102	84	98	103	125	85	48	19	21	340	62	239	108	55	132	270	94	308	234	168	247	48	14	41	96	250	100	161	128	12	52	232	102	14					
	31%	32%	31%	35%	23%	35%	33%	36%	23%	24%	33%	37%	34%	29%	32%	31%	33%	37%	29%	28%	31%	18%	31%	34%	34%	27%	30%	40%	28%	24%	34%	30%	33%	55%	14%	13%	13%	19%	47%	32%	34%	27%	37%	19%	34%	26%						
Does not apply	646	325	318	171	251	224	72	99	122	129	90	134	166	188	128	165	153	144	145	93	31	80	558	88	321	220	105	147	499	238	408	413	233	107	264	78	102	347	174	161	251	14	169	314	122	29						
	50%	51%	49%	47%	57%	46%	51%	45%	59%	57%	47%	45%	48%	52%	48%	51%	49%	43%	49%	53%	49%	71%	50%	49%	45%	55%	57%	44%	52%	60%	46%	53%	46%	24%	79%	71%	33%	52%	44%	53%	44%	46%	44%	51%	47%	45%	54%					
Don't know	243	109	134	66	83	94	23	43	38	45	39	55	63	69	54	58	53	67	66	33	13	12	213	31	148	70	25	53	190	66	177	139	104	92	22	18	20	68	111	50	91	91	6	57	126	47	11					
	19%	17%	21%	18%	19%	19%	16%	20%	18%	20%	20%	18%	18%	19%	20%	18%	18%	17%	20%	22%	19%	20%	10%	19%	17%	21%	18%	14%	16%	20%	17%	20%	18%	21%	21%	10%	12%	13%	21%	16%	19%	19%	21%	17%	20%							

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Overlap formula used

Column Proportions (%) 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(\*\*)

Column Means (%) 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(\*\*)

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

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 using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

Q14. 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	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	Urban	Rural	Married/ Living as Married	Divorced/ Separated or Widowed	At least one child present	No children present	Non- graduate	Graduate	Not working	Working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- ing	Leave	mortgage	household	Rented	Bought on outright	Owned outright	Other	None	1 car or light van	2 car/ council light van	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)					
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	257	270	157	141	230	67	90	60	81	89	142	141	139	112	136	120	157	120	76	25	30	454	74	317	147	64	138	390	125	403	285	243	303	66	28	48	146	303	128	213	168	18	82	298	122	22					
	41%	40%	41%	43%	32%	47%	47%	41%	29%	35%	46%	48%	41%	39%	42%	42%	39%	47%	41%	44%	39%	27%	41%	45%	37%	35%	42%	41%	31%	45%	36%	48%	68%	20%	26%	30%	57%	41%	45%	36%	54%	30%	44%	45%	40%	*						
Does not apply	557	296	259	149	219	189	50	99	112	107	80	109	151	162	118	126	137	112	141	67	26	74	475	82	271	189	97	133	424	219	338	375	182	78	234	66	97	305	150	136	187	222	10	148	266	112	22					
	43%	47%	40%	41%	50%	39%	35%	45%	54%	47%	42%	37%	44%	45%	45%	39%	40%	33%	48%	39%	42%	65%	43%	46%	38%	48%	53%	40%	44%	55%	36%	38%	36%	18%	70%	60%	60%	28%	44%	40%	30%	53%	40%	41%	41%	41%	41%	*				
Don't know	206	83	122	58	76	72	26	33	36	40	24	47	54	58	35	59	53	66	35	31	12	9	181	24	121	61	23	61	145	54	152	125	81	65	34	16	18	60	82	47	71	79	5	48	107	37	11					
	16%	13%	19%	16%	17%	15%	18%	15%	17%	13%	16%	16%	13%	18%	17%	20%	12%	18%	20%	8%	16%	13%	17%	15%	13%	18%	15%	14%	17%	16%	16%	14%	10%	14%	11%	12%	15%	15%	17%	17%	17%	17%	16%	14%	20%	*						

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 (%) 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(\*\*)

Column Means (%) 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(\*\*)

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		Prest of children HH (17 or under)		Education		Employment status		General Election 2019 Vote					Referendum 2016 vote												
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (U)	Wales (V)	Scotland (W)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Non- graduates (d)	Graduate (e)	Non- working (f)	Working (g)	Not working (h)	Conservat- ive (i)	Labour (j)	Liberal Democrat (k)	Other (l)	Remain- ing (m)	Leave (n)	Bought on a mortgage (o)	Rented (p)	Other (q)	None (r)	1 car light vans (s)	2 cars/ light vans (t)	3 or more cars/ light vans (u)	1 car light vans (v)	2 cars/ light vans (w)	3 or more cars/ light vans (x)	Car ownership	
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	238	263	140	143	218	55	85	67	76	83	136	135	147	100	120	124	155	103	67	23	30	433	69	306	135	60	147	355	134	368	284	217	298	56	22	51	140	296	122	209	156	13	84	272	116	23				
Does not apply	39%	37%	40%	39%	33%	44%	39%	39%	32%	33%	43%	46%	39%	41%	38%	37%	40%	46%	35%	38%	36%	39%	38%	34%	33%	44%	37%	34%	41%	36%	43%	67%	17%	20%	31%	27%	55%	39%	33%	40%	30%	40%	43%	42%	37%	40%					
Does not know	582	293	287	159	228	195	58	101	109	119	79	116	150	160	121	150	138	126	139	81	29	69	90	291	198	93	131	452	210	372	371	212	88	242	69	88	315	156	140	193	232	13	139	301	107	28					
Don't know	45%	46%	44%	44%	52%	40%	41%	46%	46%	52%	52%	41%	39%	43%	45%	46%	47%	45%	37%	47%	47%	45%	61%	44%	50%	41%	50%	50%	39%	47%	53%	42%	47%	42%	20%	73%	63%	54%	62%	29%	45%	41%	49%	40%	50%	45%	39%	52%	40%	37%	40%
Don't know	207	104	102	64	65	78	29	35	32	33	31	46	62	51	44	51	47	55	53	26	12	14	185	22	110	65	32	55	152	54	153	131	76	60	35	19	24	54	55	83	48	69	82	7	54	99	48	3			
Don't know	16%	16%	16%	18%	15%	16%	21%	16%	15%	15%	16%	16%	18%	14%	17%	16%	15%	16%	18%	15%	19%	12%	17%	12%	16%	16%	17%	13%	17%	17%	15%	14%	11%	17%	15%	16%	16%	15%	17%	20%	20%	15%	18%	6%	15%	u					

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 using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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/B/c/d/e/f/g/h/j/k/l/m/n/o/p,q/r/s/t/u Minimum Base: 30(\*\*) Small Base: 100(\*)

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		Prest of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (U)	Wales (V)	Scotland (W)	Urban (X)	Rural (Y)	Married/ Living as Married (Z)	Divorced/ Separated/ Widowed (a)	At least one child present (b)	No children present (c)	Non- graduates (d)	Graduate (e)	Non- working (f)	Working (g)	Not working (h)	Conservat- ive (i)	Labour (j)	Liberal Democrat (k)	Other (l)	Remain- ing (m)	Leave (n)	Bought on a mortgage (o)	Rented (p)	Other (q)	None (r)	1 car or light vans (s)	2 cars/ light vans (t)	3 or more cars/ light vans (u)	Car ownership
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	178	201	128	98	154	50	77	51	47	62	92	108	100	79	92	92	121	72	51	22	22	328	52	240	106	33	123	256	80	299	208	171	219	44	20	36	102	131	14	59	212	90	15			
	29%	28%	31%	35%	22%	31%	35%	35%	24%	21%	32%	31%	31%	26%	30%	29%	30%	36%	24%	24%	34%	20%	30%	28%	84%	27%	18%	37%	27%	20%	31%	49%	13%	18%	22%	41%	27%	31%	**	**	**	**	**	**			
Does not apply	672	346	323	176	253	243	64	112	121	132	94	149	178	200	142	153	163	141	172	85	31	81	569	103	335	226	111	153	520	250	422	427	246	145	246	75	108	335	217	172	237	249	13	164	335	135	135
	52%	54%	50%	48%	58%	49%	45%	51%	58%	58%	49%	50%	51%	56%	53%	48%	53%	42%	58%	49%	49%	72%	56%	47%	57%	60%	46%	54%	63%	47%	54%	49%	32%	74%	68%	66%	60%	41%	55%	50%	53%	38%	59%	50%	52%	52%	52%
Don't know	239	111	127	60	85	94	28	32	36	49	37	57	61	58	44	76	55	73	52	39	11	20	213	26	133	66	41	56	183	68	167	151	89	82	43	16	19	74	98	55	90	6	55	125	46	11	
	19%	17%	20%	16%	20%	19%	20%	14%	17%	22%	19%	19%	17%	16%	17%	24%	18%	22%	18%	22%	17%	9%	19%	14%	19%	17%	19%	17%	19%	18%	18%	13%	14%	18%	18%	19%	19%	20%	19%	17%	20%	19%	17%	20%			

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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		Prose of children HH (17 or under)		Education		Employment status		General Election 2019 Vote					Referendum 2016 vote												
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (U)	Wales (V)	Scotland (W)	Urban (X)	Rural (Y)	Married/ Living as Married (d)	Divorced/ Separated (e)	At least one child present (b)	No children present (c)	Graduate (z)	Non- graduate (a)	Working (f)	Not working (g)	Conservat- ive (h)	Labour (i)	Liberal Democrat (j)	Other (k)	Remain- ing (l)	Leave (m)	Bought on a mortgage (n)	Bought outright by household (o)	Rented (p)	Other (q)	None (r)	1 car light vans (s)	2 cars/ light vans (t)	3 or more cars/ light vans (u)	1 car light vans (v)	2 cars/ light vans (w)	3 or more cars/ light vans (x)	Car ownership	
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	280	268	155	152	243	61	94	70	82	95	148	149	152	111	137	129	161	125	71	31	33	470	80	322	155	73	149	400	142	408	313	237	317	57	33	57	141	325	130	230	166	19	91	300	130	26				
Does not apply	43%	44%	41%	43%	35%	49%	43%	42%	34%	36%	49%	50%	43%	42%	42%	45%	42%	42%	48%	42%	41%	49%	29%	42%	44%	45%	39%	39%	45%	42%	36%	40%	47%	71%	17%	30%	35%	28%	45%	48%	48%	**	r	r	r	r	r				
Does not know	571	283	287	147	228	197	49	98	110	118	80	117	154	166	113	139	148	126	135	69	24	70	486	85	294	185	92	140	431	209	362	372	199	88	249	64	85	315	152	145	193	222	11	141	284	117	27				
Don't know	170	73	97	61	57	52	32	30	28	29	19	33	43	41	41	45	33	49	36	34	8	10	154	16	92	58	20	43	127	47	123	101	69	41	28	13	22	55	59	35	49	82	3	46	88	24	6				
	13%	11%	15%	17%	13%	11%	22%	13%	13%	13%	10%	11%	12%	11%	15%	14%	11%	15%	12%	20%	13%	9%	14%	9%	13%	15%	11%	13%	13%	12%	14%	9%	8%	12%	13%	11%	10%	17%	no	**	t	13%	9%	17%	13%	9%	11%	1%	1%	1%	1%

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

Q114. 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	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		Urban		Rural		Widowed /Divorced /Separated		At least one child present		No children present		Non- graduate		Graduate		Working		Not working		Conservat- ive		Labour		Liberal Democrat		Remain- ing		Leave		mortgage		household		Rented		Bought on outright		Owned outright		Bought on mortgage		Rented		Other		Non- resi- dents		1 car or light van		2 car/ council light van		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)																																											
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	226	203	133	135	163	45	88	69	66	61	103	124	122	81	104	116	102	88	68	22	35	370	61	227	137	66	124	307	173	258	272	159	98	181	48	66	249	131	110	158	155	8	84	238	85	20																																														
	33%	36%	31%	36%	31%	33%	31%	40%	33%	29%	32%	34%	36%	34%	31%	32%	38%	30%	30%	39%	34%	31%	33%	34%	32%	35%	36%	37%	32%	44%	29%	35%	31%	22%	54%	44%	41%	49%	24%	35%	34%	33%	24%	30%	35%	32%	36%																																														
Does not apply	225	129	96	81	64	80	38	43	29	35	38	43	74	51	50	49	55	64	53	22	15	16	181	43	124	73	28	67	157	57	168	140	84	108	36	8	40	59	125	53	90	72	9	30	128	58	7																																														
	17%	20%	15%	22%	15%	16%	26%	19%	14%	15%	20%	14%	21%	14%	19%	15%	18%	19%	18%	13%	24%	14%	16%	16%	17%	18%	15%	20%	16%	14%	19%	18%	17%	11%	8%	24%	12%	23%	17%	19%	15%	26%	11%	19%	21%	12%	7%																																														
Don't know	636	281	353	150	238	247	60	91	110	128	95	153	149	185	134	168	138	170	154	84	27	62	559	77	357	187	91	141	494	168	468	374	262	240	116	54	57	203	280	149	223	242	16	163	306	127	28																																														
	49%	44%	54%	41%	55%	50%	42%	41%	53%	56%	49%	51%	43%	52%	50%	52%	45%	51%	48%	42%	55%	50%	43%	50%	47%	49%	43%	52%	42%	48%	52%	54%	35%	49%	35%	40%	52%	48%	47%	50%	59%	45%	47%	52%																																																	

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Overlap formulae used

Column Proportions (%): 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 (\*\*\*)

Column Means (%): 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 (\*\*\*)

Q114. 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	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		Urban		Rural		Married/ Living as Married		Widowed /Divorced /Separated		At least one child present		No children present		Non- graduate		Graduate		Working		Not working		Conservat- ive		Labour		Liberal Democrat		Remain- ing		Leave		mortgage		household		Rented		Other		None		1 car or light van		2 car/ council light van		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)																																					
Unweighted base	1291	607	680	363	394	534	155	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	202	232	149	131	155	62	87	64	67	55	100	121	133	83	99	120	97	97	70	13	38	380	55	228	145	62	128	307	170	265	282	153	88	177	58	55	252	116	107	154	168	6	84	242	89	15																																								
	34%	32%	36%	41%	30%	32%	44%	39%	31%	29%	29%	33%	35%	37%	31%	31%	39%	29%	33%	40%	20%	34%	34%	31%	32%	33%	39%	32%	43%	30%	36%	30%	20%	53%	52%	34%	49%	22%	34%	33%	36%	19%	30%	36%	33%	28%	*																																								
Does not apply	325	195	129	74	98	154	28	46	42	56	62	91	98	82	59	86	64	101	82	29	23	22	268	57	191	86	48	80	246	87	238	177	52	9	49	90	198	75	140	97	13	54	180	79	12																																										
	25%	31%	20%	22%	31%	27%	20%	21%	20%	24%	24%	32%	31%	28%	23%	22%	27%	21%	31%	28%	17%	36%	19%	24%	32%	26%	22%	25%	23%	29%	16%	40%	16%	8%	30%	18%	37%	24%	30%	39%	19%	21%	27%	29%	22%	*																																									
Don't know	531	238	291	141	207	183	52	89	102	106	75	107	128	143	123	137	125	133	117	75	28	52	462	69	289	166	75	125	406	141	389	327	204	180	104	43	58	169	222	129	178	205	14	40	250	103	27																																								
	41%	37%	45%	39%	48%	37%	40%	49%	46%	39%	36%	37%	40%	46%	43%	40%	43%	44%	46%	42%	38%	41%	42%	36%	44%	42%	36%	44%	42%	40%	40%	31%	39%	33%	41%	38%	44%	42%	50%	37%	38%	50%	44%	22%	*																																										

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 (%): 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(\*\*)

Column Means (%): 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(\*\*)

Q1H. Do you think each of the following statements does or does not apply to...? - The Leader of the Labour party, Keir Starmer - He has a lot of personality

All online adults aged 18+ in Great Britain

	Gender			Age										Social grade						Region						Urban/Rural		Marital Status			Prose 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 (W)	Rural (X)	Married/ Living as Married (a)	Divorced/ Separated (b)	Single (c)	At least one child present (d)	No children present (e)	Non- graduates (f)	Graduate (g)	Working (h)	Not working (i)	Conserv- ative (j)	Labour (k)	Liberal Democrat (l)	Other (m)	Remain- ing (n)	Leave home (o)	Bought on a mortgage (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)	1 car or light van (w)	2 cars/ light vans (x)	3 or more cars/ light vans (y)								
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	391	197	192	134	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%	26%	29%	37%	37%	26%	26%	25%	31%	31%	29%	29%	32%	29%	33%	29%	28%	36%	24%	26%	31%	31%	27%	36%	28%	36%	31%	29%	24%	44%	35%	32%	38%	27%	31%	16%	24%	33%	29%	36%	*														
Does not apply	887	225	162	86	114	187	38	48	49	66	70	117	109	112	84	82	86	112	86	44	27	31	325	62	208	116	63	80	307	102	285	212	175	193	69	28	55	137	204	81	176	119	10	73	224	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%	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	132	152	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%	35%	43%	54%	50%	34%	41%	48%	*												

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 using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

ColumnMeans (%): 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(\*)

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

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### Overlap formulae using

ColumnProportions (%): 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/2, 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: 200(\*\*)

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,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(\*\*)

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

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 using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

Ipsos MORI June 2020 Political Pulse

Publ

## Table

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

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 using

Column Proportions (%): 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/2, 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/v,w/x,y/z/u Minimum Base: 30(\*\*\*) Small Base: 100(\*\*\*)

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			Prep 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 (W)	Rural (X)	Married/ Living as Married (Y)	Divorced/ Separated (Z)	At least one child present (a)	No children present (b)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservat- ive (h)	Labour (i)	Liber- al Democ- rat (j)	Other (k)	Remain- ing (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	110	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	290	279	171	189	210	71	101	95	94	83	127	165	171	106	129	151	130	125	88	27	49	484	87	300	193	78	142	429	219	352	358	213	145	217	57	80	206	189	136	224	200	11	106	318	116	26				
	44%	46%	43%	47%	43%	43%	50%	46%	46%	41%	43%	43%	48%	48%	40%	40%	49%	39%	42%	51%	43%	44%	44%	48%	42%	49%	42%	45%	45%	55%	39%	39%	46%	42%	32%	52%	49%	35%	44%	43%	47%	43%	47%								
Does not apply	246	142	104	69	65	112	26	43	30	35	50	62	67	61	61	57	55	78	54	29	17	14	206	41	144	64	38	75	171	54	192	142	105	142	32	6	36	57	158	59	94	79	13	43	131	60	62				
	19%	22%	16%	19%	15%	23%	19%	19%	15%	15%	26%	21%	15%	17%	23%	18%	18%	23%	18%	17%	27%	12%	22%	20%	16%	20%	23%	18%	14%	22%	18%	21%	32%	10%	5%	22%	11%	30%	19%	20%	17%	40%	15%	19%	22%	22%					
Don't know	474	204	269	123	182	169	45	78	83	99	60	109	114	126	99	135	103	127	117	57	19	50	420	54	265	140	69	115	359	125	349	286	187	159	84	47	47	148	188	116	153	190	9	129	223	94	17				
	37%	32%	41%	34%	42%	42%	34%	32%	35%	40%	43%	31%	37%	33%	35%	37%	42%	33%	38%	40%	33%	31%	44%	38%	30%	37%	35%	37%	31%	30%	36%	37%	36%	25%	43%	29%	35%	37%	32%	41%	27%	47%	33%	35%	31%						

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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,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(\*)

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

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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,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(\*)

Q114. 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	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	Urban	Rural	Married/ Living as Married	Divorced/ Separated or Widowed	At least one child present	No children present	Non- graduate	Graduate	Working	Not working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- ing	Leave	mortgage	household	Rented	Owned outright	Bought on mortgage	Other	None	1 car or light van	2 cars/ council rented van	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)
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	156	157	125	96	93	55	70	44	52	37	57	91	91	50	81	87	72	59	62	10	24	278	35	153	123	38	101	213	118	196	210	103	58	142	34	44	176	87	87	94	125	8	61	179	56	14			
	24%	25%	24%	34%	22%	19%	39%	32%	21%	23%	19%	19%	26%	25%	19%	25%	28%	21%	20%	36%	15%	21%	25%	19%	22%	31%	21%	30%	22%	22%	27%	20%	13%	43%	31%	27%	35%	16%	28%	20%	27%	23%	22%	27%	21%	26%	*			
Does not apply	237	145	92	79	61	98	35	44	31	29	39	59	70	60	51	56	54	73	50	28	17	16	195	43	137	69	31	73	164	63	174	147	90	122	38	4	43	60	140	56	95	74	11	36	123	64	10			
	18%	23%	14%	22%	14%	20%	25%	20%	15%	13%	20%	20%	20%	20%	17%	17%	18%	22%	17%	16%	16%	17%	16%	19%	18%	19%	17%	16%	22%	21%	20%	20%	12%	26%	18%	16%	34%	34%	13%	18%	24%	19%	r							
Don't know	740	334	403	160	280	300	52	108	133	147	118	183	185	207	164	184	168	191	187	85	37	73	637	103	419	206	115	159	582	217	523	429	311	265	154	72	76	274	309	168	283	270	14	181	369	150	20			
	57%	53%	62%	44%	64%	61%	36%	49%	64%	64%	61%	54%	58%	62%	57%	57%	49%	58%	65%	57%	57%	59%	59%	61%	55%	59%	62%	60%	60%	65%	47%	54%	58%	54%	60%	57%	43%	65%	55%	55%	55%	55%	55%	55%	55%	55%	55%	*		

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Overlap formulae used

Column Proportions (%) 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(\*\*)

Column Means (%) 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(\*\*)

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

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### Overlap formulae using

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/I,K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/j/k,l/m,n/o/p/q,r/s/t/u Minimum Base: 30(\*\*) Small Base: 200(\*)

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/T/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(\*)

Q114. 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	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	Urban	Rural	Widowed /Divorced /Separated & never married	At least one child present	No children present	Non- graduate	Graduate	Working	Not working	Conservat- ive	Labour	Liberal Democrat	Other	Remain- ing	Leave	mortgage	household	Rented	Other	None	1 car or light van	2 car/ council light van	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)						
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	210	228	139	146	153	57	82	64	82	58	95	118	131	81	108	113	105	97	67	13	40	380	58	221	149	69	133	306	162	277	279	159	112	168	47	61	229	149	114	155	163	6	91	247	77	15						
	34%	33%	35%	38%	33%	31%	40%	37%	31%	36%	30%	32%	34%	37%	31%	34%	34%	32%	33%	38%	21%	36%	34%	32%	31%	37%	40%	32%	41%	31%	36%	31%	25%	50%	43%	37%	45%	28%	37%	33%	35%	19%	33%	37%	28%	28%	*						
Does not apply	256	153	103	77	65	115	33	43	30	34	46	69	76	66	56	58	59	76	57	30	18	18	209	47	152	70	34	68	188	65	192	147	109	132	39	11	41	68	154	57	102	81	15	33	141	70	12						
	20%	24%	16%	21%	15%	23%	23%	20%	15%	15%	24%	23%	22%	22%	19%	21%	18%	19%	23%	19%	19%	28%	19%	26%	21%	18%	19%	20%	20%	20%	21%	19%	22%	30%	12%	10%	25%	13%	29%	18%	22%	17%	44%	12%	21%	26%	22%	*					
Don't know	596	273	320	148	225	223	52	96	113	112	90	133	152	161	128	155	137	152	142	78	32	55	520	76	336	179	81	132	464	171	425	359	237	202	126	53	61	213	232	140	214	226	12	154	284	123	27						
	46%	43%	49%	41%	52%	45%	37%	43%	54%	49%	40%	45%	44%	45%	46%	48%	44%	45%	48%	45%	51%	49%	47%	42%	47%	45%	40%	48%	46%	47%	45%	38%	40%	38%	42%	43%	45%	48%	36%	55%	42%	46%	50%	*									

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Overlap formulae used

Column Proportions (%): 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(\*\*)

Column Means (%): 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(\*\*)