

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

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Right direction	339 30%	193 36% C	146 26%	101 32% EU	79 21%	160 37% EU	38 32% EI	63 32% EU	36 20%	42 22%	55 32% EI	105 40% EU	112 38% NOP	90 28%	62 27%	75 28%	80 30%	84 29%	92 36%	44 29%	14 25% *	25 26% *	270 29%	70 35%	221 34% z	77 24%	41 27%	96 32%	243 30%	96 28%	244 32%	199 30%	141 31%
Wrong direction	510 46%	259 47%	249 44%	147 47% GL	193 52% FGL	170 39%	46 39%	101 52% FGL	95 53% FGL	99 52% FGL	73 42%	97 37%	133 45%	155 47%	105 45%	117 45%	133 50%	127 44%	107 42%	65 43%	32 58% S*	46 47% *	429 47%	81 41%	275 43%	169 52% Y	66 44%	137 45%	373 46%	183 53% e	327 42%	317 48%	194 42%
Neither	192 17%	73 13%	118 21% B	52 17% H	62 17%	78 18%	27 23% DH	25 13%	27 15%	35 18%	37 21%	41 16%	42 14%	57 17%	42 18%	51 19%	38 14%	53 18%	39 15%	34 23%	6 11% *	23 23% *	161 18%	31 16%	108 17%	56 17%	28 19%	46 15%	146 18%	46 13%	146 19% d	103 16%	89 19%
Don't know	76 7%	20 4%	57 10% B	14 4%	36 10% DH	27 6%	7 6%	7 3%	20 11% DH	16 8%	8 5%	19 7%	8 3%	25 8% M	23 10% M	20 8% M	14 5%	28 10%	20 8%	8 5%	4 7% *	3 3% *	60 7%	16 8%	40 6%	23 7%	14 10%	25 8%	51 6%	19 6%	57 7%	44 7%	33 7%

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

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K,L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

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Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Right direction	339 30% CDE	219 53% CDE	46 16%	19 22% *	22 17%	93 21%	210 43% F	232 60% STUVW	28 6% S	74 22% S	190 41% STVW	41 26% S	170 35% STV	256 56% YZabc	34 7% Yc	86 23% Yc	131 40% YZc	249 46% YZac	25 10%
Wrong direction	510 46%	102 25%	194 68% B	53 61% B*	80 61% B	258 59% G	180 37%	80 21%	348 78% RTUVW	217 63% RUW	169 36% R	92 57% RUW	219 45% RU	105 23%	348 74% XZab	223 60% Xab	124 38% Xb	171 32% X	197 79% XYZab
Neither	192 17%	67 16%	36 13%	11 13% *	23 17%	66 15%	76 15%	56 14%	52 12%	42 12%	80 17% S	23 14%	70 15%	66 15% c	70 15% c	45 12%	57 17% c	81 15% c	22 9%
Don't know	76 7%	22 5%	8 3%	4 4% *	7 5%	17 4%	26 5%	21 5%	17 4%	9 3%	27 6%	4 3%	22 5%	27 6% c	17 4%	15 4%	17 5%	39 7% YZc	6 2%

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary

All Adults online aged 18+ in Great Britain

	Q2. 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	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	The Labour Party	The Conservative Party	The Liberal Democrats
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1118	1118	1118	1118	1118	1118	1118
Weighted base	1118	1118	1118	1118	1118	1118	1118
Very favourable (2)	114 10% DEG	174 16% ADEFG	211 19% ABDEFG	83 7% G	86 8% G	122 11% DEG	38 3%
Fairly favourable (1)	255 23% G	281 25% G	329 29% ABDEFG	271 24% G	256 23% G	267 24% G	122 11%
Neither favourable nor unfavourable (0)	352 31% BCDEF	172 15%	275 25% B	293 26% BF	270 24% B	250 22% B	420 38% ABCDEF
Fairly unfavourable (-1)	162 14%	152 14%	154 14%	209 19% ABCF	216 19% ABCF	163 15%	242 22% ABCF
Very unfavourable (-2)	167 15% C	318 28% ACDEFG	95 8%	212 19% AC	251 22% AC	282 25% ACD	240 21% AC
Don't know	68 6% BDEF	22 2%	55 5% BEF	50 4% BF	39 3% B	34 3% B	56 5% BEF

Net: Favourable	369 33% G	455 41% ADEFG	540 48% ABDEFG	354 32% G	342 31% G	389 35% DG	160 14%
Net: Unfavourable	329 29% C	470 42% ACD	249 22%	422 38% AC	467 42% AC	445 40% AC	482 43% ACD
Net Difference	40 4%	-15 -1%	291 26%	-68 -6%	-125 -11%	-57 -5%	-322 -29%

Mean	-0.01 DEFG	-0.15 G	0.38 ABDEFG	-0.18 G	-0.27 G	-0.20 G	-0.49
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Overlap formulae used

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

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party
All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	114 10%	54 10%	60 11%	39 13% I	34 9% I	41 9%	14 12%	25 13% I	10 6%	23 12% I	19 11%	22 8%	38 13% P	43 13% P	18 8%	16 6%	33 12%	28 10%	20 8%	16 10%	9 17% *	8 8% *	102 11% X	11 6%	77 12%	28 9%	8 6%	38 13%	76 9%	50 14% e	64 8%	77 12%	37 8%
Fairly favourable (1)	255 23%	137 25%	117 21%	74 24%	85 23%	96 22%	30 26%	44 22%	41 23%	44 23%	38 22%	58 22%	71 24%	79 24%	48 21%	57 22%	62 23%	64 22%	42 16%	46 30% S	13 24% *	29 30% S*	208 23%	47 24%	142 22%	82 25%	31 21%	62 20%	193 24%	105 31% e	150 19%	146 22%	109 24%
Neither favourable nor unfavourable (0)	352 31%	159 29%	191 33%	114 36% E	102 28%	136 31%	38 32%	76 39% EJ	50 28%	52 27%	50 29%	86 33%	100 34%	99 30%	82 35%	71 27%	85 32%	89 31%	77 30%	53 35%	18 33% *	29 30% *	283 31%	69 35%	205 32%	100 31%	47 32%	98 32%	254 31%	93 27%	259 33% d	213 32%	139 30%
Fairly unfavourable (-1)	162 14%	89 16%	72 13%	39 12%	53 14%	70 16%	18 15%	21 11%	24 14%	29 15%	28 16%	42 16%	40 14%	40 12%	37 16%	45 17%	26 10%	47 16% QT	58 23% QTU	13 9%	5 9% *	13 14% *	131 14%	31 16%	90 14%	45 14%	27 18%	42 14%	120 15%	49 14%	114 15%	96 15%	66 14%
Very unfavourable (-2)	167 15%	88 16%	80 14%	26 8%	65 18% DGH	76 17% DGH	9 8%	17 9%	31 17% DGH	34 18% DGH	31 18% DGH	45 17% DGH	36 12%	51 16%	35 15%	45 17%	43 16% T	43 15% T	46 18% T	11 7%	9 16% *	16 17% T*	135 15%	32 16%	100 16%	43 13%	24 16%	43 14%	125 15%	32 9%	136 18% d	89 13%	78 17%
Don't know	68 6%	19 3%	49 9% B	22 7%	30 8% FJL	15 4%	10 8% FL	12 6%	21 12% EFJKL	9 5%	8 4%	8 3%	11 4%	16 5%	13 5%	28 11% MN	17 6%	20 7%	15 6%	13 9%	1 2% *	2 2% *	60 7%	8 4%	28 4%	28 8% Y	12 8%	22 7%	46 6%	17 5%	51 7%	41 6%	27 6%

Net: Favourable	369 33%	190 35%	178 31%	113 36%	119 32%	137 31%	45 38%	69 35%	52 29%	67 35%	57 33%	80 30%	108 37%	121 37% P	66 28%	73 28%	94 36% S	92 31%	62 24%	62 41% S	22 41% S*	37 38% S*	311 34%	58 29%	220 34%	110 34%	39 26%	101 33%	268 33%	155 45% e	214 28%	223 34%	146 32%
Net: Unfavourable	329 29%	176 32%	152 27%	65 21%	118 32% DH	146 34% DGH	27 23%	38 20%	55 31% DH	63 33% DH	59 34% DGH	88 34% DGH	77 26%	91 28%	72 31%	90 34%	69 26% T	90 31% T	104 40% QRT	24 16%	14 25% *	29 30% T*	266 29%	63 32%	190 30%	88 27%	51 34%	84 28%	245 30%	80 23%	249 32% d	185 28%	144 32%
Net Difference	40 4%	14 3%	26 4%	48 15%	1 * *	-10 -2%	18 15%	31 16%	-4 -2%	5 2%	-2 -1%	-8 -3%	32 11%	31 9%	-6 -3%	-17 -6%	25 10%	2 1%	-41 -16%	38 25%	9 16%	7 8%	45 5%	-5 -3%	30 5%	22 7%	-12 -8%	17 5%	23 3%	75 22%	-35 -5%	37 6%	2 1%

Mean	-0.01	-0.04	0.01	0.21 EFIKL	-0.09	-0.11	0.21 EFIL	0.21 EFIL	-0.16	-0.03	-0.08	-0.12	0.12 P	0.07 P	-0.11	-0.20	0.06 S	-0.05	-0.27	0.31 RS	0.17 S*	-0.01 *	0.01	-0.14	0.01	0.02	-0.20 *	0.04	-0.03	0.28 e	-0.15	0.04	-0.09
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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	114 10%	7 2%	75 26% BE	14 16% BE*	9 7% B	72 17% G	33 7%	14 4% U	85 19% RUW	97 28% RSUVW	2 * *	33 21% RUW	37 8% RU	21 5% a	82 17% Xab	114 31% XYabc	- - -	49 9% Xa	39 16% Xab
Fairly favourable (1)	255 23%	69 17%	95 33% B	27 31% B*	34 26% B	138 32% G	88 18%	76 20% U	140 31% RUW	140 41% RSUW	47 10%	61 38% RUW	82 17% U	84 19% a	146 31% Xac	255 69% XYabc	- - -	139 26% Xa	64 26% Xa
Neither favourable nor unfavourable (0)	352 31%	140 34% D	77 27%	19 21% *	39 29%	124 29%	146 30%	116 30% TVW	108 24%	72 21%	124 27%	31 19%	116 24%	147 32% Zac	121 26% Za	- - -	- - -	158 29% Zac	53 21% Za
Fairly unfavourable (-1)	162 14%	82 20% C	17 6%	14 16% C*	26 20% C	53 12%	84 17%	76 20% ST	46 10% T	17 5%	121 26% RSTVW	22 14% T	100 21% ST	81 18% YZ	51 11% Z	- - -	162 49% XYZbc	88 16% YZ	42 17% YZ
Very unfavourable (-2)	167 15%	104 25% CDE	14 5%	5 6% *	20 15% CD	29 7%	123 25% F	100 26% STV	47 10% TV	6 2%	155 33% RSTVW	6 4%	138 29% STV	108 24% YZb	47 10% Z	- - -	167 51% XYZbc	92 17% YZ	47 19% YZ
Don't know	68 6%	10 2%	6 2%	9 10% BCE*	4 3%	18 4%	18 4%	7 2%	19 4% W	9 3%	18 4% RW	6 4%	9 2%	13 3% Za	24 5% Zabc	- - -	- - -	14 3% Za	3 1% Za

Net: Favourable	369 33%	75 18% BE	170 60% BE	41 47% B*	43 33% B	211 49% G	121 25%	90 23% U	225 51% RUW	237 69% RSUVW	49 10%	95 59% RSUW	119 25% U	106 23% a	228 48% Xabc	369 100% XYabc	- - -	189 35% Xa	104 42% Xa
Net: Unfavourable	329 29%	186 45% CD	31 11%	19 21% C*	46 35% C	82 19% F	208 42% F	176 45% STV	93 21% T	23 7% RSTVW	276 59% RSTVW	28 17% T	238 49% STV	189 42% YZb	97 21% Z	- - -	329 100% XYZbc	180 33% YZ	89 36% YZ
Net Difference	40 4%	-111 -27%	139 49%	23 26%	-3 -2%	129 30%	-87 -18%	-86 -22%	132 30%	214 63%	-228 -49%	67 42%	-119 -25%	-83 -18%	130 28%	369 100%	-329 -100%	9 2%	15 6%

Mean	-0.01	-0.52	0.72 BDE	0.40 BE*	-0.11 B*	0.41 G	-0.37	-0.45 U	0.40 RUW	0.92 RSUVW	-0.85	0.61 RSUW	-0.47 U	-0.38 a	0.37 Xabc	1.31 XYabc	-1.51	-0.06 Xa	0.03 Xa
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Q2. 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

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	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
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Very favourable (2)	174 16%	90 17%	84 15%	31 10%	57 15% DH	86 20% DHIK	17 14% D	14 7%	21 12%	36 19% DH	25 14%	61 23% DEGHIK	44 15%	43 13%	40 17%	47 18%	34 13%	58 20% V	42 16% V	24 16% V	10 19% V*	6 6% *	141 15%	33 17%	121 19% Z	30 9%	22 15%	44 14%	130 16%	40 12%	134 17% d	84 13%	90 20% f
Fairly favourable (1)	281 25%	140 26%	139 24%	80 26% I	74 20% I	127 29% EI	24 21% EI	56 29% EI	25 14% EI	48 25% EI	40 23% I	86 33% EGI	78 26%	79 24%	57 25%	66 25%	59 22%	70 24%	87 34% QRV	36 24%	13 23% *	16 16% *	223 24%	58 29%	167 26%	73 22%	41 27%	69 23%	211 26%	56 16%	225 29% d	158 24%	123 27%
Neither favourable nor unfavourable (0)	172 15%	72 13%	99 17%	50 16% H	63 17%	59 14%	26 22% DFHL	23 12%	36 20% L	27 14%	27 16%	32 12%	43 15%	54 16%	36 15%	39 15%	40 15%	45 16%	41 16%	23 15%	4 8% *	18 19% *	147 16%	24 12%	94 15%	55 17%	23 15%	56 18%	116 14%	54 16%	117 15%	108 16%	64 14%
Fairly unfavourable (-1)	152 14%	67 12%	85 15%	54 17% EL	41 11% L	57 13% L	22 18% EL	32 16%	19 10%	23 12%	32 19% EFL	25 9%	40 13%	43 13%	32 14%	37 14%	46 17% S	39 13%	21 8%	23 15%	5 8% *	18 19% S*	129 14%	23 12%	88 14%	43 13%	21 14%	41 13%	112 14%	53 15%	99 13%	93 14%	59 13%
Very unfavourable (-2)	318 28%	169 31%	145 26%	92 29% G	123 33% FGL	102 24%	25 21%	67 35% DFGL	67 38% FGL	56 29%	46 27%	57 22%	89 30%	103 31%	62 27%	64 25%	77 29%	72 25%	65 25%	43 28%	23 42% RS*	38 40% RS*	262 28%	56 28%	163 25%	112 35% Y	42 28%	83 27%	235 29%	137 40% e	181 23%	206 31% g	112 25%
Don't know	22 2%	6 1%	16 3%	7 2%	12 3% FJL	3 1%	4 4% FL	3 1%	10 6% EFHJKL	1 1%	2 1%	1 1%	2 1%	5 2%	5 2%	9 3% M	9 4%	7 2%	2 1%	4 2%	- - *	- - *	18 2%	4 2%	9 1%	12 4% Y	1 1%	12 4% c	10 1%	5 2%	16 2%	15 2%	7 1%

Net: Favourable	455 41%	230 42%	223 39%	111 35%	130 35% I	213 49% DEGHIK	41 35%	70 36%	46 26%	84 44% EI	65 38% I	148 56% DEFGHIJK	122 41%	122 37%	97 42%	113 43%	93 35% V	128 44% V	129 50% QV	60 39% V	23 42% V*	22 22% *	364 40%	91 46%	288 45% Z	103 32%	64 42% Z	113 37%	342 42%	95 28%	359 46% d	241 36%	213 47% f
Net: Unfavourable	470 42%	236 43%	231 40%	146 47% FGL	164 45% FL	160 37% L	47 39%	99 51% FL	86 48% FL	79 41%	78 45% FL	81 31%	128 43%	146 45%	94 40%	101 39%	123 46% S	111 38%	86 33%	66 43%	28 50% S*	57 59% RST*	391 43%	79 40%	252 39%	156 48% Y	63 42%	124 41%	347 43%	190 55% e	280 36%	298 45% g	172 38%
Net Difference	-15 -1%	-6 -1%	-7 -1%	-35 -11%	-34 -9%	53 12%	-6 -5%	-29 -15%	-39 -22%	5 3%	-13 -8%	66 25%	-6 -2%	-24 -7%	3 1%	12 4%	-30 -11%	17 6%	43 17%	-6 -4%	-5 -8%	-35 -36%	-27 -3%	12 6%	36 6%	-53 -16%	1 1%	-10 -3%	-5 -1%	-95 -27%	79 10%	-57 -9%	42 9%

Mean	-0.15	-0.16	-0.12	-0.31	-0.28 I	0.09 DEHIK	-0.12 DI	-0.43	-0.51	-0.08 EHI	-0.20	0.27 DEFGHIJK	-0.17	-0.26	-0.08	-0.02	-0.28 V	0.01 QV	0.08 QV	-0.17 V	-0.31 *	-0.70 *	-0.16	-0.06	-0.01 Z	-0.43	-0.12	-0.17	-0.14	-0.56	0.04 d	-0.28	0.04 f
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI July Political Pulse

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative Party and Prime Minister

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	174 16%	143 35% CDE	6 2%	- - *	12 9% CD	27 6%	135 27% F	161 41% STUVW	3 1%	22 6% S	130 28% STVW	9 6% S	111 23% STV	174 38% YZabc	- - Yc	38 10% Yc	92 28% YZc	147 27% YZc	9 4% Y
Fairly favourable (1)	281 25%	176 43% CDE	34 12%	15 17% *	24 18%	75 17%	177 36% F	176 45% STUVW	20 4%	57 17% S	153 33% STVW	38 24% ST	136 28% ST	281 62% YZabc	- - Yc	68 18% Yc	97 30% YZc	209 39% YZac	22 9% Y
Neither favourable nor unfavourable (0)	172 15%	51 12%	35 12%	14 16% *	15 11%	56 13%	66 13%	36 9%	28 6%	33 10% S	64 14% RSW	21 13% S	52 11% S	- - -	- - XYc	35 10% XYc	43 13% XYc	69 13% XYc	9 4% XY
Fairly unfavourable (-1)	152 14%	28 7%	51 18% B	19 21% B*	16 12%	69 16% G	48 10%	13 3%	96 22% RUW	64 19% RUW	51 11% R	32 20% RUW	58 12% R	- - XZabc	152 32% Xab	63 17% Xab	34 10% X	41 8% X	45 18% Xab
Very unfavourable (-2)	318 28%	13 3%	157 55% B	40 45% B*	62 48% B	207 48% G	64 13%	2 1%	297 67% RTUVW	165 48% RUVW	68 15% R	60 37% RUW	126 26% RU	- - XZab	318 68% Xab	164 45% Xab	64 19% Xb	73 13% X	165 66% XZab
Don't know	22 2%	- -	2 1%	- - *	2 1% B	2 *	3 1%	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -

Net: Favourable	455 41%	319 78% CDE	40 14%	15 17% *	36 28% C	102 23%	312 63% F	337 87% STUVW	23 5%	79 23% S	283 61% STVW	47 29% S	246 51% STV	455 100% YZabc	- -	106 29% Yc	189 57% YZc	357 66% YZac	31 12% Y
Net: Unfavourable	470 42%	41 10%	208 73% BE	58 67% B*	79 60% B	275 63% G	112 23%	15 4%	393 88% RTUVW	229 67% RUVW	119 26% R	92 57% RUW	184 38% RU	- -	470 100% XZabc	228 62% Xab	97 30% Xb	113 21% X	210 84% XZab
Net Difference	-15 -1%	278 68%	-168 -59%	-44 -50%	-42 -32%	-173 -40%	200 41%	322 83%	-371 -83%	-150 -44%	164 35%	-45 -28%	63 13%	455 100%	-470 -100%	-122 -33%	92 28%	244 45%	-179 -72%

Mean	-0.15	1.00 CDE	-1.13	-0.95 *	-0.71 C*	-0.82	0.55 F	1.24 STUVW	-1.50	-0.86 S	0.49 STVW	-0.60 ST	0.10 STV	1.38 YZabc	-1.68	-0.67 Yc	0.36 YZc	0.59 YZac	-1.34 Y
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Chancellor of the Exchequer
All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	211 19%	101 19%	109 19%	44 14%	57 15% I	110 25% DEGHI	17 14%	27 14%	14 8%	42 22% DEI	37 22% I	73 28% DEGHI	55 19%	65 20%	45 19%	45 17%	46 17% V	61 21% V	51 20% V	34 23% V	11 20% V*	7 8% *	178 19%	33 17%	139 22% Z	46 14%	26 17%	52 17%	159 20%	51 15%	160 21% d	107 16%	103 23% f
Fairly favourable (1)	329 29%	170 31%	157 28%	89 28%	107 29%	133 31%	33 28%	56 29%	57 32%	49 26%	52 30%	82 31%	98 33%	103 31%	56 24%	73 28%	69 26%	93 32%	85 33%	36 24%	15 28% *	30 31% *	257 28%	72 36% W	219 34% Za	75 23%	35 23%	91 30%	238 29%	107 31%	222 29%	199 30%	130 29%
Neither favourable nor unfavourable (0)	275 25%	129 24%	144 25%	85 27%	92 25%	98 23%	37 31% FL	48 24%	42 23%	50 26%	43 25%	55 21%	68 23%	77 24%	67 29%	62 24%	69 26%	78 27% U	59 23%	33 22%	7 13% *	29 30% U*	225 24%	49 25%	142 22%	94 29% Y	39 26%	81 27%	194 24%	79 23%	196 25%	167 25%	107 24%
Fairly unfavourable (-1)	154 14%	71 13%	83 15%	39 13%	63 17%	52 12%	14 12%	25 13%	31 17%	32 17%	20 11%	32 12%	38 13%	45 14%	36 15%	35 13%	39 15%	31 11%	31 12%	23 15%	15 27% QRS*	15 16% *	129 14%	25 13%	68 11%	56 17% Y	29 19% Y	37 12%	117 14%	59 17% e	95 12%	96 14%	58 13%
Very unfavourable (-2)	95 8%	60 11% C	34 6%	34 11% GL	32 9%	29 7%	5 4%	29 15% DEFGL	17 9%	15 8%	15 9%	14 5%	27 9%	23 7%	16 7%	29 11%	28 11% R	15 5%	22 9%	11 8%	5 10% *	12 13% R*	78 8%	17 9%	52 8%	31 9%	12 8%	29 9%	66 8%	35 10%	60 8%	59 9%	36 8%
Don't know	55 5%	13 2%	42 7% B	23 7% FJL	20 5% J	12 3% DEGHI	12 10% FJKL	12 6% J	17 10% EFJKL	3 1%	5 3%	6 2%	10 4%	13 4%	13 5%	19 7%	15 5%	13 5%	9 3%	14 9% S	2 3% *	3 3% *	53 6% X	2 1%	22 3%	24 7% Y	9 6%	15 5%	40 5%	13 4%	42 5%	33 5%	22 5%

Net: Favourable	540 48%	272 50%	267 47%	132 42%	163 44%	244 56% DEGHI	50 42%	82 42%	72 40%	92 48%	89 52%	155 59% DEGHJ	153 52%	168 51%	101 43%	118 45%	115 43%	154 53% QV	137 53% V	71 47%	26 48% *	37 38% *	435 47%	105 53%	358 56% Za	121 37%	61 41%	143 47%	397 49%	159 46%	381 49%	306 46%	233 51%
Net: Unfavourable	249 22%	131 24%	117 21%	73 23% G	95 26% FGL	81 19%	20 17%	54 27% FGL	47 27%	47 25%	35 20%	46 18%	65 22%	69 21%	52 22%	64 24%	67 25% R	47 16%	53 21%	35 23%	20 37% RS*	27 28% R*	207 23%	42 21%	121 19%	87 27% Y	41 27%	65 21%	184 23%	94 27% e	155 20%	155 23%	94 21%
Net Difference	291 26%	141 26%	150 26%	59 19%	69 19%	163 37%	30 26%	29 15%	24 14%	44 23%	55 32%	108 41%	88 30%	100 30%	49 21%	54 21%	48 18%	107 37%	84 32%	36 24%	6 11%	9 10%	228 25%	63 32%	237 37%	33 10%	20 14%	78 26%	213 26%	64 19%	226 29%	151 23%	140 31%

Mean	0.38	0.34	0.43	0.24	0.27	0.58 DEHI	0.39	0.15	0.14	0.38	0.46 HI	0.65 DEHIJ	0.41	0.45	0.35	0.29	0.26	0.55 QV	0.45 V	0.43 V	0.21 *	0.05 *	0.38	0.40	0.52 Za	0.16	0.25 *	0.35	0.39	0.24	0.45 d	0.32	0.48
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Chancellor of the Exchequer

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	211 19%	155 38% CDE	15 5%	4 4% *	16 12% C	55 13%	135 27% F	164 42% STUVW	17 4%	40 12% S	132 28% STV	21 13% S	122 25% STV	172 38% YZac	20 4% c	59 16% Yc	87 27% YZc	211 39% YZac	- -
Fairly favourable (1)	329 29%	164 40% CE	61 22%	30 34% C*	31 23%	113 26%	171 35% F	145 37% STW	92 21%	99 29% S	158 34% SW	52 32% S	138 29% S	184 41% Yac	93 20% c	130 35% Yc	92 28% Yc	329 61% XYZac	- -
Neither favourable nor unfavourable (0)	275 25%	53 13%	97 34% BE	25 29% B*	27 21%	130 30% G	87 18%	51 13%	116 26% RUW	92 27% RUW	73 16%	37 23% RU	92 19% RU	61 13% bc	128 27% XZabc	75 20% Xbc	57 17% bc	- -	- -
Fairly unfavourable (-1)	154 14%	22 5%	69 24% B	19 21% B*	22 16% B	74 17% G	53 11%	18 5%	120 27% RTUW	68 20% RUW	49 11% R	35 22% RUW	58 12% R	20 4% b	126 27% XZab	65 18% Xb	49 15% Xb	- -	154 62% XYZab
Very unfavourable (-2)	95 8%	10 2%	35 12% B	7 8% B*	31 24% BCD	53 12% G	34 7%	5 1%	85 19% RTUVW	37 11% R	40 9% R	11 7% R	65 13% RUV	10 2% b	84 18% XZab	39 11% Xb	40 12% Xb	- -	95 38% XYZab
Don't know	55 5%	7 2%	6 2%	3 4% *	5 4%	10 2%	13 3%	5 1%	15 3% W	7 2%	14 3% RW	4 3%	7 2%	6 1% b	19 4% XZabc	2 1% b	3 1% b	- -	- -

Net: Favourable	540 48%	318 78% CDE	77 27%	34 38% *	47 36%	168 39%	306 62% F	309 80% STUVW	109 24%	139 41% S	290 62% STVW	73 45% S	260 54% ST	357 78% YZac	113 24% c	189 51% Yc	180 55% Yc	540 100% XYZac	- -
Net: Unfavourable	249 22%	32 8%	104 37% B	25 29% B*	53 40% B	126 29% G	87 18%	23 6%	205 46% RTUVW	105 31% RU	90 19% R	46 29% RU	123 26% RU	31 7% b	210 45% XZab	104 28% Xb	89 27% Xb	- -	249 100% XYZab
Net Difference	291 26%	286 70%	-28 -10%	8 9%	-6 -4%	42 10%	220 45%	286 74%	-96 -22%	34 10%	201 43%	27 17%	137 28%	326 72%	-96 -20%	85 23%	91 28%	540 100%	-249 -100%

Mean	0.38	1.07 CDE	-0.17	0.06 *	-0.16 *	0.10	0.67 F	1.16 STUVW	-0.38	0.11 S	0.65 STVW	0.23 S	0.41 ST	1.09 YZac	-0.35 c	0.28 Yc	0.42 Yc	1.39 XYZac	-1.38
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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI July Political Pulse

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Matt Hancock, Secretary of State for Health and Social Care

All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	83 7%	44 8%	39 7%	22 7%	23 6%	37 9%	11 9%	11 6%	9 5%	15 8%	13 8%	24 9%	20 7%	18 6%	22 9%	23 9%	13 5%	32 11% QV	20 8%	14 9%	3 6%	- - V*	67 7%	16 8%	65 10% Z	7 2%	10 7%	29 10%	54 7%	21 6%	61 8%	48 7%	35 8%
Fairly favourable (1)	271 24%	121 22%	151 26%	61 19%	74 20%	136 31% DEHIK	26 22%	35 18%	27 15%	47 25% EI	36 21%	101 38% DEFGHIJK	87 29%	77 23%	49 21%	58 22%	61 23%	75 26%	75 29%	34 22%	12 21%	15 15% *	222 24%	49 25%	167 26% Z	63 19%	41 27%	60 20%	212 26% b	68 20%	204 26% d	140 21%	132 29% f
Neither favourable nor unfavourable (0)	293 26%	139 26%	151 27%	95 30%	92 25%	105 24%	36 30%	59 30%	44 25%	48 25%	45 26%	60 23%	79 27%	81 25%	70 30%	63 24%	71 27%	72 25%	66 26%	39 26%	13 24%	30 31% *	238 26%	54 27%	167 26%	91 28%	35 23%	80 26%	213 26%	82 24%	210 27%	176 27%	117 26%
Fairly unfavourable (-1)	209 19%	107 20%	102 18%	64 20%	68 18%	77 18%	22 18%	42 21%	40 23%	28 15%	35 20%	43 16%	52 18%	69 21%	45 19%	43 16%	48 18%	50 17%	46 18%	36 24%	8 14% *	21 22% *	177 19%	32 16%	119 18%	65 20%	26 17%	60 20%	149 18%	71 21%	138 18%	121 18%	88 19%
Very unfavourable (-2)	212 19%	121 22% C	90 16%	54 17% G	90 24% DFGL	68 16% L	13 11%	42 21% GL	43 24% FGL	47 24% FGL	39 23% FGL	29 11%	51 17%	67 21%	38 17%	56 21%	59 22% T	48 16%	43 17%	18 12%	17 32% RST*	27 28% RST*	170 19%	42 21%	108 17%	75 23% Y	30 20%	59 20%	153 19%	91 26% e	121 16%	147 22% g	65 14%
Don't know	50 4%	12 2%	37 7% B	18 6% F	22 6% FJ	10 2%	11 9% DFJKL	7 4%	15 9% FKL	6 3%	5 3%	6 2%	7 2%	15 5%	8 4%	19 7% M	13 5%	14 5%	7 3%	10 7%	2 3% *	4 5% *	45 5%	4 2%	17 3%	24 7% Y	8 5%	16 5%	33 4%	11 3%	38 5%	30 5%	19 4%

Net: Favourable	354 32%	165 30%	189 33%	83 27%	97 26% I	174 40% DEHIK	37 32% I	46 24%	35 20%	62 33% EI	49 28%	124 47% DEFGHIJK	107 36%	95 29%	71 31%	82 31%	74 28% V	108 37% QV	95 37% V	48 32% V	15 27% *	15 15% *	289 31%	65 33%	232 36% Z	71 22%	51 34% Z	89 29%	265 33%	89 26% d	265 34% d	188 28%	167 37% f
Net: Unfavourable	422 38%	228 42% C	192 34%	118 38% GL	158 43% FGL	145 33% L	35 29%	83 43% GL	84 47% FGL	74 39% L	74 43% FGL	72 27%	104 35%	137 42%	83 36%	98 37%	108 41%	98 34%	89 35%	54 36%	25 46% *	47 49% RS*	348 38%	74 37%	226 35%	140 43% Y	56 37%	119 39%	302 37%	162 47% e	259 34%	268 40% g	154 34%
Net Difference	-68 -6%	-63 -12%	-3 *	-35 -11%	-61 -16%	28 6%	3 2%	-37 -19%	-49 -27%	-12 -6%	-25 -14%	53 20%	3 1%	-42 -13%	-12 -5%	-17 -6%	-34 -13%	10 3%	6 2%	-7 -4%	-10 -19%	-33 -34%	-59 -6%	-9 -4%	6 1%	-69 -21%	-4 -3%	-31 -10%	-37 -5%	-73 -21%	6 1%	-80 -12%	13 3%

Mean	-0.18	-0.26	-0.10	-0.23 HI	-0.37	-0.01 DEHIK	0.01 DEHI	-0.36	-0.51	-0.24	-0.30	0.19 DEFGHIJK	-0.10	-0.29	-0.13	-0.20	-0.32	-0.02 QUV	-0.07 V	-0.07 V	-0.46 *	-0.65 *	-0.19	-0.18	-0.06 Z	-0.46	-0.16 Z*	-0.21	-0.17	-0.43	-0.07 d	-0.28	-0.04 f
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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI July Political Pulse

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Matt Hancock, Secretary of State for Health and Social Care

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	83 7%	57 14% CDE	8 3%	1 1% *	7 5%	19 4%	52 11% F	74 19% STUVW	3 1%	19 6% S	49 11% ST	15 9% S	45 9% ST	70 15% YZac	4 1%	25 7% Yc	33 10% Yc	78 14% YZac	2 1%
Fairly favourable (1)	271 24%	185 45% CDE	33 12%	17 20% *	15 11%	71 16%	173 35% F	182 47% STUVW	32 7%	50 15% S	160 34% STVW	32 20% S	132 27% ST	219 48% YZabc	28 6%	72 19% Yc	103 31% YZc	223 41% YZac	19 8%
Neither favourable nor unfavourable (0)	293 26%	104 25%	59 21%	22 25% *	27 21%	105 24%	128 26%	93 24% S	71 16%	71 21% S	122 26% S	42 26% S	109 23% S	122 27% YZc	69 15% c	68 18% c	80 24% Yc	130 24% YZc	15 6%
Fairly unfavourable (-1)	209 19%	42 10%	67 24% B	34 39% BCE*	30 23% B	106 24% G	72 15%	25 7%	136 31% RUW	91 27% RUW	68 15% R	39 24% RUW	80 17% R	29 6%	157 33% XZab	91 25% xab	53 16% X	66 12% X	72 29% Xab
Very unfavourable (-2)	212 19%	20 5%	110 39% BD	11 13% B*	48 37% BD	119 27% G	61 12%	8 2%	191 43% RTUVW	101 30% RUVW	62 13% R	26 17% R	114 24% RU	8 2%	194 41% XZab	106 29% Xab	60 18% Xb	38 7% X	137 55% XYZab
Don't know	50 4%	3 1%	7 2%	3 3% *	4 3% B	15 3% G	6 1%	7 2% W	13 3% UW	9 2% W	5 1%	6 3% UW	2 * ab	8 2% ab	18 4% abc	8 2% b	1 * b	4 1%	4 2%

Net: Favourable	354 32%	242 59% CDE	41 14%	18 20% *	21 16%	89 21%	225 46% F	256 66% STUVW	35 8%	70 20% S	210 45% STVW	47 29% ST	177 37% ST	288 63% YZabc	32 7%	96 26% Yc	136 41% YZc	301 56% YZac	21 8%
Net: Unfavourable	422 38%	62 15%	177 62% B	45 52% B*	78 60% B	225 52% G	134 27%	33 8%	327 73% RTUVW	192 56% RUVW	130 28% R	65 41% RU	194 40% RU	37 8%	351 75% XZab	197 53% Xab	113 34% Xb	105 19% X	209 84% XYZab
Net Difference	-68 -6%	180 44%	-136 -48%	-27 -31%	-57 -44%	-136 -31%	91 19%	223 57%	-292 -66%	-123 -36%	80 17%	-18 -11%	-17 -4%	251 55%	-319 -68%	-101 -27%	23 7%	196 36%	-188 -75%

Mean	-0.18	0.53 CDE	-0.86	-0.45 C*	-0.78 *	-0.56	0.17 F	0.76 STUVW	-1.11	-0.61 S	0.14 STVW	-0.19 ST	-0.18 ST	0.70 YZabc	-1.13 c	-0.50 Yc	-0.01 YZc	0.44 YZac	-1.32
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	86 8%	43 8%	42 7%	40 13% EFIKL	26 7%	21 5%	17 15% EFIKL	22 11% FIL	8 5%	17 9%	9 5%	12 5%	29 10%	28 9%	12 5%	17 7%	28 10%	19 6%	15 6%	15 10%	4 8% *	5 5% *	81 9% X	6 3%	46 7%	31 9%	10 6%	32 11% c	54 7%	41 12% e	45 6%	57 9%	29 6%
Fairly favourable (1)	256 23%	121 22%	133 23%	113 36% EFUJL	76 21%	67 15%	41 34% EFUJL	72 37% EFUJL	32 18%	44 23% L	30 17%	37 14%	77 26%	78 24%	50 22%	50 19%	76 29% RS	53 18%	44 17%	37 24%	25 45% QRSTV*	21 22% *	207 23%	49 25%	143 22%	84 26%	29 19%	80 26%	176 22%	98 28% e	158 20%	177 27% g	79 17%
Neither favourable nor unfavourable (0)	270 24%	118 22%	151 26%	81 26% L	99 27% L	89 21%	30 25%	52 27%	51 29% L	49 25%	42 24%	47 18%	67 23%	75 23%	65 28%	63 24%	63 24% U	77 26% U	55 21%	40 26% U	5 10% *	29 30% U*	222 24%	48 25%	141 22%	94 29% Y	35 24%	75 25%	195 24%	74 21%	196 25%	157 24%	113 25%
Fairly unfavourable (-1)	216 19%	111 20%	106 19%	44 14%	73 20%	99 23% DGH	16 13%	28 15%	37 21%	36 19%	39 23% D	60 23% DG	64 22%	68 21%	36 15%	49 19%	33 12%	65 22% Q	57 22% Q	30 20%	9 16% *	24 25% Q*	182 20%	35 18%	132 21% Z	47 14%	37 25% Z	58 19%	158 19%	80 23% e	137 18%	132 20%	85 19%
Very unfavourable (-2)	251 22%	144 26% C	107 19%	24 8%	79 21% DGH	148 34% DEGHUK	10 8%	14 7%	37 21% DGH	42 22% DGH	46 27% DGH	102 39% DEFGHUK	54 18%	70 21%	59 25%	68 26% M	54 20%	68 23% T	80 31% QTV	20 13%	11 20% *	18 18% *	193 21%	57 29% W	164 26% Z	55 17%	32 21%	44 15%	206 25% b	42 12%	209 27% d	116 18%	135 30% f
Don't know	39 3%	8 1%	31 5% B	12 4%	17 5%	10 2%	5 4%	7 4%	12 7% FL	5 3%	6 3%	4 1%	4 1%	9 3%	11 5%	14 5% M	12 5%	10 3%	6 2%	9 6% V	1 2% *	- - *	36 4%	3 1%	17 3%	15 5%	7 5%	15 5%	24 3%	11 3%	28 4%	24 4%	15 3%

Net: Favourable	342 31%	163 30%	175 31%	152 49% EFUJL	101 27% FL	88 20%	58 49% EFUJL	94 48% EFUJL	41 23%	61 32% FL	39 23%	49 19%	106 36% P	106 32%	62 27%	68 26%	104 39% RS	72 25%	59 23%	52 34% S	29 53% RSTV*	26 27% *	288 31%	54 27%	189 29%	114 35%	39 26%	112 37% c	230 28%	139 40% e	203 26%	234 35% g	108 24%
Net: Unfavourable	467 42%	255 47% C	212 37%	68 22%	151 41% DGH	247 57% DEGHUK	26 22%	42 22%	74 42% DGH	77 40% DGH	85 50% DGH	162 62% DEFGHUK	118 40%	137 42%	95 41%	117 45%	86 33%	133 46% QT	136 53% QTU	50 33%	20 36% *	41 43% *	375 41%	92 47%	296 46% Z	102 31%	69 46% Z	102 34%	365 45% b	121 35%	346 45% d	248 37%	219 48% f
Net Difference	-125 -11%	-91 -17%	-37 -7%	84 27%	-50 -14%	-159 -37%	32 27%	52 26%	-33 -19%	-17 -9%	-47 -27%	-112 -43%	-12 -4%	-31 -10%	-32 -14%	-49 -19%	17 6%	-61 -21%	-77 -30%	2 1%	9 17%	-15 -16%	-87 -9%	-38 -19%	-107 -17%	13 4%	-31 -20%	10 3%	-135 -17%	18 5%	-143 -19%	-14 -2%	-111 -24%

Mean	-0.27	-0.36	-0.19	0.33 EFUJL	-0.29 FL	-0.67	0.35 EFUJL	0.32 EFUJL	-0.37 FL	-0.22 FL	-0.50	-0.78	-0.13 P	-0.23	-0.36	-0.40	-0.04 RS	-0.39	-0.56	-0.02 RS	0.05 RS*	-0.29 *	-0.23 X	-0.46	-0.36	-0.04 Ya	-0.37 *	-0.01 c	-0.36	0.05 e	-0.41	-0.12 g	-0.49
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	86 8%	3 1%	67 24% BDE	5 6% B*	4 3%	55 13% G	19 4%	19 5% U	59 13% RUW	86 25% RSUW	- - -	31 19% RSUW	28 6% U	20 4% a	57 12% Xab	74 20% XYab	3 1%	28 5% a	38 15% Xab
Fairly favourable (1)	256 23%	36 9%	140 49% BDE	22 25% B*	26 20% B	149 34% G	63 13%	53 14% U	172 39% RUW	256 75% RSUVW	- - -	64 40% RUW	62 13% U	58 13% a	172 37% Xabc	163 44% XYabc	21 6%	111 21% Xa	67 27% Xa
Neither favourable nor unfavourable (0)	270 24%	62 15%	57 20%	27 31% BC*	45 20% BC	106 24%	99 20%	60 15% TU	96 22% RTUW	- - -	- - -	33 21% TU	72 15% TU	86 19% a	114 24% a	81 22% a	28 8%	108 20% a	49 20% a
Fairly unfavourable (-1)	216 19%	121 29% C	13 5%	27 31% C*	28 21% C	73 17%	116 23% F	88 23% STV	69 16% T	- - -	216 46% RSTVW	22 14% T	116 24% STV	101 22% YZ	73 16% z	30 8%	95 29% XYZbc	121 22% YZ	47 19% z
Very unfavourable (-2)	251 22%	184 45% CDE	5 2%	5 6% C*	25 19% CD	46 11%	187 38% F	167 43% STV	44 10% T	- - -	251 54% RSTVW	11 7% T	199 41% STV	182 40% YZbc	46 10% z	19 5%	181 55% XYZbc	169 31% YZc	43 17% YZ
Don't know	39 3%	4 1%	3 1%	1 1% *	4 3%	6 1%	10 2%	3 1% U	4 1% TU	- - -	- - -	- - -	5 1% TU	7 2% b	8 2% Zb	2 1%	2 1%	2 * *	6 2% Zb

Net: Favourable	342 31%	40 10%	206 73% BDE	27 31% B*	30 23% B	204 47% G	81 17%	71 18% U	231 52% RUW	342 100% RSUVW	- - -	94 59% RUW	90 19% U	79 17% a	229 49% Xabc	237 64% XYabc	23 7%	139 26% Xa	105 42% Xab
Net: Unfavourable	467 42%	305 74% CDE	18 6%	32 37% C*	53 40% C	119 27%	302 61% F	255 66% STV	114 26% T	- - -	467 100% RSTVW	33 20% T	315 65% STV	283 62% YZbc	119 25% z	49 13%	276 84% XYZbc	290 54% YZc	90 36% YZ
Net Difference	-125 -11%	-266 -65%	189 66%	-6 -6%	-23 -17%	85 20%	-221 -45%	-184 -47%	117 26%	342 100%	-467 -100%	61 38%	-225 -47%	-205 -45%	110 23%	189 51%	-253 -77%	-151 -28%	15 6%

Mean	-0.27	-1.10	0.89 BDE	-0.07 B*	-0.34 B*	0.22 G	-0.81	-0.86 U	0.30 RUW	1.25 RSUVW	-1.54	0.51 RSUW	-0.83 U	-0.82 a	0.26 Xabc	0.66 XYabc	-1.32	-0.54 Xa	0.04 Xab
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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	122 11%	66 12%	55 10%	31 10%	27 7%	64 15% EIJ	14 12%	18 9%	12 7%	15 8%	18 10%	46 17% DEHIJ	31 11%	34 10%	27 11%	30 11%	29 11%	28 10%	31 12%	21 14%	8 14% *	5 5% *	104 11%	18 9%	81 13%	30 9%	11 8%	34 11%	88 11%	31 9%	91 12%	60 9%	61 13% f
Fairly favourable (1)	267 24%	129 24%	138 24%	57 18%	78 21%	133 31% DEHIK	26 22%	31 16%	28 16%	50 26% EHI	39 23%	93 36% DEFGHIK	80 27%	70 21%	54 23%	62 24%	53 20%	78 27%	76 29% Q	33 22%	9 16% *	19 20% *	210 23%	57 29%	174 27% Z	55 17%	38 25%	61 20%	206 25%	56 16%	211 27% d	137 21%	130 28% f
Neither favourable nor unfavourable (0)	250 22%	120 22%	130 23%	86 27% EIJL	73 20%	92 21%	33 28% JL	53 27%	38 21%	35 18%	43 25%	48 18%	65 22%	71 22%	58 25%	56 21%	51 19%	77 26%	54 21%	39 26%	11 20% *	18 18% *	202 22%	48 24%	141 22%	71 22%	38 26%	78 26%	172 21%	63 18%	188 24% d	156 24%	94 21%
Fairly unfavourable (-1)	163 15%	70 13%	93 16%	52 17% L	62 17% FL	49 11%	21 18% L	31 16% L	27 15%	36 19% FL	26 15%	22 8%	37 13%	54 16%	33 14%	39 15%	45 17%	37 13%	35 14%	20 13%	7 13% *	18 18% *	141 15%	22 11%	97 15%	47 14%	19 13%	49 16%	114 14%	66 19% e	97 13%	113 17% g	50 11%
Very unfavourable (-2)	282 25%	153 28% C	126 22%	77 25% G	114 31% FGL	91 21%	20 17%	58 29% DFGL	61 35% DFGL	53 28% GL	42 24%	49 19%	77 26%	90 28%	51 22%	64 24%	77 29%	62 21%	54 21%	32 21%	20 36% RS*	37 38% RST*	234 25%	49 25%	136 21%	108 33% Y	39 26%	68 22%	215 26%	122 35% e	160 21%	174 26%	108 24%
Don't know	34 3%	7 1%	27 5% B	10 3%	16 4% J	8 2%	4 4%	6 3%	13 7% EFJL	4 2%	4 2%	4 1%	5 2%	9 3%	9 4%	11 4%	11 4%	9 3%	7 3%	6 4%	1 2% *	- - *	30 3%	4 2%	15 2%	14 4%	4 3%	14 5%	20 2%	8 2%	26 3%	22 3%	12 3%

Net: Favourable	389 35%	195 36%	193 34%	88 28%	104 28% I	196 45% DEGHJK	40 33% I	49 25%	39 22%	65 34% EI	57 33% I	139 53% DEFGHIJK	112 38%	104 32%	81 35%	92 35%	82 31%	106 36%	107 42% QV	54 35%	16 30% *	24 25% *	314 34%	75 38%	254 40% Z	85 26%	49 33%	95 31%	294 36%	86 25%	302 39% d	198 30%	191 42% f
Net: Unfavourable	445 40%	223 41%	219 39%	130 41% FGL	177 48% FGL	139 32% L	41 35%	88 45% FL	88 49% FGL	89 46% FL	68 40% FL	71 27%	114 39%	144 44%	84 36%	103 39%	122 46% RST	100 34%	90 35%	53 35%	27 48% *	55 57% RST*	374 41%	71 36%	232 36%	155 48% Y	58 39%	117 38%	328 40%	188 55% e	257 33%	287 43% g	158 35%
Net Difference	-57 -5%	-28 -5%	-26 -5%	-41 -13%	-72 -20%	57 13%	-2 -1%	-40 -20%	-49 -27%	-24 -12%	-11 -6%	68 26%	-2 -1%	-41 -12%	-3 -1%	-10 -4%	-40 -15%	6 2%	17 7%	1 1%	-10 -19%	-31 -32%	-60 -7%	4 2%	22 3%	-70 -22%	-8 -6%	-22 -7%	-35 -4%	-102 -29%	45 6%	-89 -13%	33 7%

Mean	-0.20	-0.21	-0.18	-0.29 I	-0.45	0.07 DEHIJK	-0.07 DEHI	-0.42	-0.60	-0.33	-0.21 I	0.25 DEFGHIJK	-0.16	-0.31	-0.13	-0.18	-0.35	-0.10 V	-0.02 QV	-0.07 V	-0.41 *	-0.66 *	-0.21	-0.14	-0.05 Z	-0.48	-0.24 *	-0.19	-0.20	-0.57	-0.03 d	-0.32	-0.03 f
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G,H/I/J/K/L,M/N/O/P,Q,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	122 11%	104 25% CDE	4 2%	- - *	10 8% CD	29 7%	87 18% F	122 31% STUVW	- - -	15 4% S	92 20% STVW	13 8% ST	66 14% ST	116 26% YZabc	1 * -	24 6% Yc	65 20% YZc	100 18% YZc	7 3% Y
Fairly favourable (1)	267 24%	192 47% CDE	25 9%	9 10% *	17 13% -	60 14%	183 37% F	267 69% STUVW	- - -	57 17% S	164 35% STVW	31 20% S	145 30% STV	221 49% YZabc	14 3% -	67 18% Yc	111 34% YZc	209 39% YZc	16 6% Y
Neither favourable nor unfavourable (0)	250 22%	84 21% C	37 13%	19 22% *	27 21%	76 17%	107 22%	- - -	- - -	40 12% RS	96 21% RST	28 18% RST	88 18% RST	92 20% YZc	53 11% c	54 15% c	59 18% Yc	119 22% YZc	20 8% -
Fairly unfavourable (-1)	163 15%	26 6% B	60 21% B	30 34% BCE*	21 16% B	83 19% G	46 9%	- - -	163 37% RTUVW	76 22% RUW	49 11% R	41 26% RUW	54 11% R	14 3% -	125 27% XZabc	68 19% Xab	37 11% X	58 11% X	51 21% Xab
Very unfavourable (-2)	282 25%	4 1%	156 55% BDE	30 34% B*	53 40% B	183 42% G	62 13%	- - -	282 63% RTUVW	155 45% RUVW	64 14% R	47 29% RU	127 26% RU	9 2% -	268 57% XZab	157 43% Xab	56 17% Xb	51 10% X	154 62% XZab
Don't know	34 3%	1 *	1 *	- - *	3 3% B	4 1%	7 1%	- - -	- - -	- - -	3 1%	- - -	2 * -	2 1%	8 2% Zc	- - -	1 * -	3 1%	1 * -

Net: Favourable	389 35%	295 72% CDE	30 10%	9 10% *	27 21% C	88 20%	270 55% F	389 100% STUVW	- - -	71 21% S	255 55% STVW	44 28% ST	212 44% STV	337 74% YZabc	15 3%	90 24% Yc	176 54% YZc	309 57% YZc	23 9% Y
Net: Unfavourable	445 40%	30 7%	216 76% BE	59 68% B*	74 56% B	266 61% G	108 22%	- - -	445 100% RTUVW	231 68% RUVW	114 24% R	88 55% RUW	181 38% RU	23 5% -	393 84% XZab	225 61% Xab	93 28% Xb	109 20% X	205 82% XZab
Net Difference	-57 -5%	265 65%	-186 -66%	-51 -58%	-47 -36%	-178 -41%	162 33%	389 100%	-445 -100%	-160 -47%	142 30%	-44 -27%	31 6%	314 69%	-378 -80%	-135 -37%	83 25%	200 37%	-182 -73%

Mean	-0.20	0.89 CDE	-1.19	-0.92 C*	-0.70 C*	-0.77	0.38 F	1.31 STUVW	-1.63	-0.88 S	0.36 STVW	-0.48 ST	-0.06 STV	0.93 YZabc	-1.40	-0.73 Yc	0.28 YZc	0.46 YZac	-1.33
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
All Adults online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	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	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	38 3%	20 4%	17 3%	22 7% EFUJK	3 1%	13 3%	7 6% EIJ	15 8% EFUJK	1 1%	2 1%	3 2%	10 4% E	15 5% P	12 4%	7 3%	3 1%	14 5% R	2 1%	13 5% R	7 4% R	1 2% *	1 1% *	34 4%	4 2%	23 4%	7 2%	9 6%	15 5%	23 3%	18 5% e	20 3%	26 4%	12 3%
Fairly favourable (1)	122 11%	54 10%	69 12%	49 16% EFK	36 10% K	36 8% K	21 18% EFJK	29 15% FK	18 10% K	18 10% K	6 4%	30 12% FK	48 16% OP	38 12% O	11 5%	25 10%	25 9%	26 9%	31 12%	22 15%	4 7% *	15 15% *	105 11%	17 9%	65 10%	44 14%	13 9%	34 11%	88 11%	61 18% e	61 8%	79 12%	43 9%
Neither favourable nor unfavourable (0)	420 38%	206 38%	213 37%	139 44% FL	144 39% L	137 32%	56 48% FKL	82 42% FL	75 42% FL	69 36%	60 35%	77 29%	107 36%	123 38%	101 44%	89 34%	88 33%	117 40%	94 36%	64 42%	19 35% *	38 39% *	339 37%	80 41%	221 34%	142 44% Y	57 38%	125 41%	294 36%	120 35%	300 39%	263 40%	157 34%
Fairly unfavourable (-1)	242 22%	114 21%	127 22%	57 18%	74 20%	112 26% D	20 17%	37 19%	32 18%	42 22%	44 25%	68 26% D	67 23%	86 26% P	43 18%	47 18%	65 24%	69 24%	44 17%	33 22%	10 19% *	22 22% *	193 21%	49 25%	153 24%	61 19%	28 19%	54 18%	189 23%	82 24%	161 21%	135 20%	108 24%
Very unfavourable (-2)	240 21%	140 26% C	100 18%	30 10% G	91 25% DGH	119 27% DGH	6 5%	24 12%	37 21% DGH	54 28% DGH	48 28% DGH	70 27% DGH	49 17%	55 17%	56 24%	79 30% MN	57 21% T	62 21% T	69 27% T	15 10%	18 33% T*	19 20% *	199 22%	41 21%	155 24% Z	50 15%	35 24%	57 19%	183 23%	51 15%	189 24% d	125 19%	115 25% f
Don't know	56 5%	11 2%	45 8% B	17 5%	21 6%	18 4%	8 6%	9 5%	15 8% L	7 3%	11 7%	6 2%	9 3%	13 4%	14 6%	20 7% M	17 6%	16 5%	6 2%	11 7% S	3 5% *	3 3% *	50 5%	6 3%	27 4%	21 6%	8 5%	19 6%	37 5%	14 4%	42 5%	34 5%	22 5%

Net: Favourable	160 14%	74 14%	85 15%	71 23% EFUJK	39 11%	49 11% K	28 24% EFUJK	43 22% EFUJK	19 11%	20 11%	9 5%	40 15% FK	64 21% OP	50 15% O	18 8%	28 11%	39 15%	28 10%	44 17% R	29 19% R	5 9% *	15 16% *	139 15%	21 11%	87 14%	51 16%	22 15%	50 16%	110 14%	78 23% e	82 11%	106 16%	54 12%
Net: Unfavourable	482 43%	254 47% C	226 40%	87 28%	165 45% DGH	231 53% DEGHI	26 22%	61 31%	69 39% DG	95 50% DGH	92 53% DGH	138 53% DGH	116 39%	141 43%	99 43%	126 48%	121 46% T	131 45% T	113 44% T	48 32%	28 51% T*	41 42% *	392 43%	91 46%	307 48% Z	111 34%	64 43%	110 36%	372 46% b	133 38%	350 45% d	260 39%	223 49% f
Net Difference	-322 -29%	-180 -33%	-141 -25%	-16 -5%	-125 -34%	-181 -42%	2 1%	-17 -9%	-50 -28%	-75 -39%	-83 -48%	-98 -37%	-53 -18%	-91 -28%	-80 -35%	-98 -37%	-82 -31%	-103 -35%	-69 -27%	-19 -13%	-23 -42%	-26 -27%	-253 -27%	-70 -35%	-220 -34%	-60 -19%	-42 -28%	-61 -20%	-262 -32%	-54 -16%	-268 -35%	-154 -23%	-168 -37%

Mean	-0.49	-0.56	-0.43	-0.08 EFUJL	-0.61	-0.69	0.02 EFUJL	-0.14 EFUJL	-0.53 K	-0.68	-0.80	-0.62	-0.30 OP	-0.42 P	-0.59	-0.72	-0.50	-0.59	-0.50	-0.20 QRSU	-0.77 *	-0.47 *	-0.48	-0.56	-0.57	-0.34 Y	-0.48 *	-0.36 c	-0.54	-0.27 e	-0.60	-0.40 g	-0.63
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q,R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI July Political Pulse

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249
Very favourable (2)	38 3%	9 2%	9 3%	14 16% BCE*	5 3%	22 5%	13 3%	16 4% UW	12 3% W	27 8% RSUW	7 1% W	38 24% RSTUW	- -	17 4%	14 3%	23 6% Yab	8 2%	19 4%	9 4%
Fairly favourable (1)	122 11%	16 4%	49 17% BE	30 34% BCE*	10 7%	82 19% G	23 5%	28 7% W	76 17% RUW	67 20% RUW	26 6% W	122 76% RSTUW	- -	30 7%	77 16% Xab	72 20% Xab	20 6%	54 10% Xa	37 15% Xa
Neither favourable nor unfavourable (0)	420 38%	122 30%	123 43% B	34 39% *	47 36%	173 40% G	143 29%	127 33% UVW	164 37% UVW	148 43% RSUVW	111 24% VW	- -	- -	151 33% a	178 38% ac	146 40% Xac	62 19%	191 35% a	76 31% a
Fairly unfavourable (-1)	242 22%	122 30% CDE	59 21% D	7 8% *	25 19% D	90 21%	127 26%	99 25% TV	98 22% TV	58 17% V	131 28% STV	- -	242 50% RSTUV	109 24%	99 21%	74 20%	88 27%	129 24%	55 22%
Very unfavourable (-2)	240 21%	132 32% CD	38 13% D	1 1% *	40 30% CD	54 12%	172 35% F	113 29% STV	83 19% TV	32 9% V	184 39% RSTV	- -	240 50% RSTUV	138 30% YZb	85 18% Z	45 12%	151 46% XYZbc	132 24% YZ	68 27% YZ
Don't know	56 5%	10 2%	6 2%	2 2% *	6 4%	14 3%	15 3%	6 1% W	12 3% VW	10 3% VW	8 2% W	- -	- -	10 2% a	16 3% ac	9 2% a	1 *	15 3% a	4 1%

Net: Favourable	160 14%	25 6%	58 20% BE	43 50% BCE*	14 11%	104 24% G	36 7%	44 11% UW	88 20% RUW	94 28% RSUW	33 7% W	160 100% RSTUW	- -	47 10%	92 20% Xab	95 26% XYabc	28 8%	73 13% Xa	46 19% Xa
Net: Unfavourable	482 43%	254 62% CDE	97 34% D	8 10% *	64 49% CD	143 33%	299 61% F	212 54% STV	181 41% TV	90 26% V	315 67% RSTV	- -	482 100% RSTUV	246 54% YZb	184 39% Z	119 32%	238 72% XYZbc	260 48% YZ	123 49% YZ
Net Difference	-322 -29%	-229 -56%	-40 -14%	35 40%	-50 -38%	-39 -9%	-264 -53%	-168 -43%	-93 -21%	4 1%	-282 -60%	160 100%	-482 -100%	-199 -44%	-92 -20%	-24 -7%	-210 -64%	-188 -35%	-77 -31%

Mean	-0.49	-0.88	-0.25 BE	0.55 BCE*	-0.68 *	-0.17 G	-0.89	-0.69 UW	-0.38 RUW	* RSUW	-1.00 W	1.24 RSTUW	-1.50	-0.72 a	-0.36 Xabc	-0.13 XYabc	-1.08	-0.57 Xa	-0.56 a
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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W,X/Y/Z/a/b/c,d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)