

21st - 24th August 2020

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_POL.Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

GB 18+

All Adults aged 18+ in GB

	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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457
Right direction	288 26%	152 29%	131 24%	66 21%	83 22%	140 32% DEHIK	28 24%	37 19%	36 20%	47 24%	43 25%	96 37% DEGHIJK	79 26%	80 25%	62 27%	67 25%	72 27% v	86 30% v	66 26%	37 25%	12 20% *	15 16% *	234 25%	54 29%	168 28% z	69 20%	51 29%	72 27%	216 25%	67 19%	221 29% d	182 27%	106 23%
Wrong direction	500 45%	245 46%	232 42%	148 48% FL	182 49% FL	169 39%	53 46% L	94 49% FL	91 50% FL	91 47% L	81 46% FL	89 34%	137 46%	150 46%	93 41%	119 45%	118 44%	110 38%	119 46%	74 49% R	26 46% *	52 53% R*	416 44%	84 45%	267 44%	169 50% a	64 36%	112 42%	388 46%	208 59% e	292 38%	298 45%	202 44%
Neither	238 21%	109 21%	124 22%	72 23%	73 20%	93 21%	27 23%	45 24%	34 19%	39 20%	40 23%	53 20%	68 23%	69 21%	48 21%	53 20%	49 18%	66 23%	58 22%	30 20%	15 26% *	22 22% *	207 22%	32 17%	115 19%	78 23%	45 26%	63 23%	175 21%	56 16%	183 24% d	133 20%	105 23%
Don't know	93 8%	24 5%	68 12% B	23 8%	36 10%	33 8%	8 7%	15 8%	20 11%	16 8%	10 6%	23 9%	17 6%	23 7%	26 11%	27 10%	27 10%	28 10%	15 6%	10 7%	5 8% *	9 9% *	78 8%	15 8%	56 9%	21 6%	16 9%	22 8%	71 8%	21 6%	72 9%	49 7%	44 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 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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GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Johnson (N)	Unfavourable to Johnson (O)	Favourable to Starmer (P)	Unfavourable to Starmer (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255	
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249	
Right direction	288 26%	168 48% CDE	33 11%	12 14% *	37 25% C	78 17%	179 40% F	177 56% IJKLM	42 8%	47 14% I	163 37% IILM	37 26% II	135 30% II	188 57% OPQRS	36 7%	46 14% O	110 35% OPS	197 42% OPQS	23 9%	
Wrong direction	500 45%	82 23%	202 69% BDE	48 56% B*	77 52% B	267 58% G	139 31%	61 19%	363 70% HIJKLM	206 63% HKLM	143 33% H	73 52% HK	193 44% HK	52 16%	369 72% NPQR	220 66% NQR	120 38% N	149 32% N	177 71% NQR	
Neither	238 21%	78 22% C	41 14%	17 20% *	31 21%	81 18%	98 22%	58 19%	91 17%	51 16%	104 24% HIJL	21 15%	89 20%	65 20%	80 16%	52 15%	74 23% OPS	94 20%	40 16%	
Don't know	93 8%	22 6%	16 5%	9 11% E*	5 3%	32 7%	29 7%	18 6%	22 4%	22 7% I	26 6%	10 7%	26 6%	25 8%	27 5%	18 5%	14 4%	31 7%	9 4%	

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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

GB 18+

All Adults 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?						
	Keir Starmer, Leader of the Labour party	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	1119	1119	1119	1119	1119	1119	1119
Weighted base	1119	1119	1119	1119	1119	1119	1119
Very favourable (2)	114 10% DG	123 11% DFG	146 13% DEFG	54 5% G	102 9% DG	85 8% DG	21 2% G
Fairly favourable (1)	222 20% G	206 18% G	326 29% ABDEFG	205 18% G	224 20% G	229 20% G	120 11% G
Neither favourable nor unfavourable (0)	371 33% BCDEF	236 21% BF	312 28% BF	309 28% BF	298 27% BF	232 21% BF	438 39% ABCDEF
Fairly unfavourable (-1)	169 15% C	147 13% ACDEG	137 12% AC	192 17% BC	194 17% BC	174 16% C	224 20% ABCF
Very unfavourable (-2)	149 13% C	365 33% ACDEG	112 10% AC	274 24% ACG	241 22% AC	344 31% ACDEG	218 19% AC
Don't know	95 8% BEF	42 4% BEF	86 8% BEF	85 8% B	61 5% B	56 5% B	99 9% BEF

Net: Favourable	335 30% DG	329 29% DG	472 42% ABDEFG	259 23% G	326 29% DG	314 28% DG	140 13% G
Net: Unfavourable	318 28% C	512 46% ACDEG	249 22% AC	466 42% AC	435 39% AC	518 46% ACDEG	442 40% AC
Net Difference	17 2%	-183 -16%	223 20%	-208 -19%	-110 -10%	-204 -18%	-302 -27%

Mean	-0.02 BCDEG	-0.40	0.25 ABDEFG	-0.41	-0.23 BCDG	-0.44	-0.49
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Overlap formulae used

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Adults 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? - Keir Starmer, Leader of the Labour party

GB 18+

All Adults aged 18+ in GB

	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+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457
Very favourable (2)	114 10%	69 13% c	44 8%	28 9%	36 10%	50 11%	13 11%	15 8%	12 7%	24 12%	20 11%	30 11%	33 11%	38 12%	21 9%	21 8%	31 12%	26 9%	22 9%	20 13%	8 14% *	6 6% *	93 10%	20 11%	69 11%	29 8%	16 9%	28 11%	85 10%	53 15% e	61 8%	72 11%	42 9%
Fairly favourable (1)	222 20%	97 18%	118 21%	55 18%	77 20%	90 21%	20 17%	34 18%	32 17%	45 23%	30 17%	60 23%	64 21%	73 22%	37 16%	48 18%	62 23%	56 19%	48 19%	33 22%	7 13% *	15 15% *	186 20%	36 19%	123 20%	64 19%	34 19%	47 18%	174 21%	81 23%	140 18%	125 19%	97 21%
Neither favourable nor unfavourable (0)	371 33%	174 33%	188 34%	120 39% fkl	115 31%	135 31%	43 37%	77 40% fl	57 32%	58 30%	59 34%	76 29%	89 30%	95 30%	88 38%	98 37%	79 30%	91 31%	94 36%	42 28%	21 37% *	45 46% ghr**	319 34%	51 28%	195 32%	112 33%	64 36%	87 32%	284 33%	104 30%	267 35%	239 36% g	131 29%
Fairly unfavourable (-1)	169 15%	73 14%	90 16%	48 15%	47 13%	74 17%	21 18%	27 14%	22 12%	25 13%	31 18%	43 17%	55 18%	51 16%	29 13%	34 13%	39 15%	48 17%	29 11%	22 15%	11 19% *	20 20% *	131 14%	38 21% w	89 15%	55 16%	26 15%	46 17%	124 15%	52 15%	117 15%	103 16%	67 15%
Very unfavourable (-2)	149 13%	88 17% c	56 10%	24 8%	56 15% dgh	69 16% dgh	8 7%	16 9%	30 17% dgh	25 13%	23 13%	46 18% dgh	38 13%	42 15%	35 13%	34 13%	38 14%	40 14%	34 13%	22 15%	6 10% *	9 9% *	128 14%	22 12%	88 15%	34 10%	27 15%	32 12%	118 14%	35 10%	114 15% d	78 12%	166
Don't know	95 8%	30 6%	59 11% b	34 11% fl	43 12% fl	17 4%	12 10% fl	23 12% fl	28 15% fkl	16 8%	11 6% f	6 2%	20 7%	24 7%	20 9%	31 12%	17 6%	28 10%	30 12% v	11 8%	4 8% *	3 4% *	78 8%	17 9%	42 7%	43 13% ya	9 5%	30 11%	65 8%	26 7%	69 9%	46 7%	48 11%
Net: Favourable	335 30%	166 31%	162 29%	83 27%	113 30% i	140 32%	33 28%	50 26%	44 24%	69 36% dehi	51 29%	89 34%	98 33%	111 34% p	58 25%	69 26%	93 35% v	82 29%	71 27%	53 35% v	15 26% *	21 21% *	279 30%	56 30%	192 32%	93 28%	50 29%	76 28%	260 31%	134 38% e	201 26%	196 30%	139 30%
Net: Unfavourable	318 28%	160 30%	146 26%	72 23%	103 28%	143 33% dh	28 24%	43 23%	52 29%	51 26%	54 31%	89 34% dh	93 31%	93 29%	64 28%	69 26%	77 29%	87 30%	63 25%	45 30%	17 30% *	29 29% *	259 28%	60 32%	177 29%	89 26%	53 30%	77 29%	241 28%	87 25%	231 30%	180 27%	138 30%
Net Difference	17 2%	6 1%	16 3%	11 4%	10 3%	-3 -1%	5 4%	6 3%	-9 -5%	18 9%	-3 -2%	* *	4 1%	18 5%	-5 -2%	* *	16 6%	-5 -2%	7 3%	8 6%	-2 -3%	-8 -8%	21 2%	-4 -2%	15 2%	4 1%	-2 -1%	-2 -1%	19 2%	47 14%	-30 -4%	16 2%	1 *
Mean	-0.02	-0.03	0.01	0.05	-0.03	-0.06	0.09	0.03	-0.18	0.10	-0.04	-0.06	*	0.05	-0.09	-0.05	0.03	-0.07	-0.02	0.04	*	-0.11	-0.02	-0.03	-0.01	*	-0.08	-0.02	-0.02	0.20 e	-0.12	0.02	-0.07

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21st - 24th August 2020

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Political Pulse

Adults 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? - Keir Starmer, Leader of the Labour party

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Johnson (M)	Unfavourable to Johnson (N)	Favourable to Starmer (O)	Unfavourable to Starmer (P)	Favourable to Sunak (Q)	Unfavourable to Sunak (R)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249
Very favourable (2)	114	10	69	16	7	78	21	11	95	102	8	30	33	17	93	114	-	51	28
	10%	3%	23%	19%	5%	17%	5%	3%	18%	31%	2%	21%	8%	5%	18%	34%	-	11%	11%
			BE	BE*		G			HKM	HKLM		HKM	HK	Q	NQRS	NOQRS		NQ	NQ
Fairly favourable (1)	222	45	95	26	29	129	68	44	147	122	36	54	69	37	148	222	-	108	60
	20%	13%	32%	31%	19%	28%	15%	14%	28%	38%	8%	39%	16%	11%	29%	66%	-	23%	24%
			BE	B*	G	G	K	HKM	HKLM	HKM	K	HKM	K	Q	NQR	NOQRS		NQ	NQ
Neither favourable nor unfavourable (0)	371	133	83	28	45	135	153	107	126	69	118	31	109	110	136	-	-	147	58
	33%	38%	28%	32%	30%	29%	34%	34%	24%	21%	27%	22%	25%	34%	27%	-	-	31%	23%
		c		*			UKLM							POS	PQ			PQS	PQ
Fairly unfavourable (-1)	169	73	23	9	32	56	82	66	74	14	122	13	102	65	61	-	169	75	53
	15%	21%	8%	10%	22%	12%	18%	21%	14%	4%	28%	10%	23%	20%	12%	-	53%	16%	21%
		C		*	C		F	UL	J		HULM	J	UL	OPR	P		NOPRS	P	OP
Very unfavourable (-2)	149	80	14	1	27	30	104	76	54	8	134	6	118	79	49	-	149	76	46
	13%	23%	5%	1%	18%	7%	23%	24%	10%	2%	31%	4%	27%	24%	10%	-	47%	16%	18%
		CD		*	CD		F	UL	JL		HUL		UL	OPR	P		NOPRS	OP	OP
Don't know	95	10	9	5	8	29	18	10	22	11	18	6	11	21	25	-	-	16	5
	8%	3%	3%	6%	5%	6%	4%	3%	4%	3%	4%	4%	2%	6%	5%	-	-	3%	2%
				*										PQRS	PQS			PQ	PQ
Net: Favourable	335	55	163	43	36	207	89	55	243	224	44	84	103	54	241	335	-	159	88
	30%	16%	56%	50%	24%	45%	20%	18%	47%	69%	10%	60%	23%	16%	47%	100%	-	34%	35%
			BE	BE*	B	G	K	HKM	HKM	HKLM	HKM	HKM	HK	Q	NQRS	NOQRS		NQ	NQ
Net: Unfavourable	318	153	37	10	60	87	186	142	127	22	255	19	220	144	110	-	318	151	99
	28%	44%	13%	12%	40%	19%	42%	45%	25%	7%	59%	14%	50%	44%	21%	-	100%	32%	40%
		CD		*	CD	F	UL	UL	JL		HULM	J	UL	OPR	P		NOPRS	OP	OP
Net Difference	17	-98	126	33	-24	120	-97	-86	115	202	-212	64	-117	-90	131	335	-318	8	-11
	2%	-28%	43%	38%	-16%	26%	-22%	-28%	22%	62%	-49%	46%	-27%	-28%	26%	100%	-100%	2%	-4%
Mean	-0.02	-0.49	0.64	0.59	-0.31	0.39	-0.42	-0.50	0.32	0.94	-0.81	0.66	-0.47	-0.49	0.36	1.34	-1.47	-0.04	-0.12
			BE	BE*	G	K	HKM	HKLM	K	Q	NQRS	NQRS						NQ	NQ

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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

GB 18+

All Adults aged 18+ in GB

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	(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)
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Very favourable (2)	123 11%	69 13%	53 10%	20 7%	39 10%	54 15% DEHK	8 7%	12 6%	20 11%	19 10%	19 11%	45 17% DEGH	36 12%	30 9%	30 13%	27 10%	25 9%	39 14%	28 11%	19 13%	6 10% *	5 6% *	107 11%	16 8%	71 12%	28 8%	23 13%	34 12%	89 10%	32 9%	91 12%	54 10%	59 13%
Fairly favourable (1)	206 18%	96 18%	108 20%	55 18%	67 18%	84 19% I	20 18%	34 18%	19 10%	48 25% EIK	27 15% I	57 22% I	58 19%	59 18%	33 15%	56 21%	43 16%	55 19%	57 22% V	27 18%	13 22% *	11 12% *	165 18%	41 22%	121 20%	51 15%	34 19%	45 17%	161 19%	47 13%	159 21% d	119 18%	87 19%
Neither favourable nor unfavourable (0)	236 21%	102 19%	126 23%	71 23% J	66 18%	99 23% I	23 20%	49 25% EJ	37 21%	29 15%	40 23%	59 23%	63 21%	57 18%	54 24%	63 24%	66 24%	50 23%	25 19%	11 17%	21 20% *	21 22% *	197 21%	40 22%	126 21%	75 22%	35 20%	56 21%	180 21%	62 18%	174 23%	143 22%	94 21%
Fairly unfavourable (-1)	147 13%	70 13%	75 13%	50 16%	44 12%	54 12% L	22 19%	27 14%	21 11%	23 12% F	28 16% F	25 10%	37 12%	42 13%	40 18%	28 10%	44 17%	31 12%	31 15%	23 7% *	4 15% *	14 15% *	125 13%	22 12%	78 13%	42 12%	27 15%	40 13%	107 12%	44 13%	103 14%	95 14%	52 11%
Very unfavourable (-2)	365 33%	181 34%	164 30%	97 31%	140 37% FL	128 29% FL	38 31%	59 39% FL	71 35% FL	68 35% FL	58 33% FL	70 27%	94 31%	123 38%	65 28%	83 31%	79 30%	84 29%	82 32%	52 35%	23 40% *	45 46% QRS*	307 33%	58 32%	190 31%	124 37%	51 29%	77 29%	288 34%	156 44% e	210 27%	218 33%	147 32%
Don't know	42 4%	12 2%	28 5%	16 5% B	20 5% FL	7 2% FL	5 4%	11 6% FL	14 8% FKL	6 3%	3 2%	4 1%	14 5%	11 4%	6 3%	10 4%	12 4%	13 5%	10 4%	5 3%	1 3% *	1 1% *	35 4%	7 4%	20 3%	16 5%	6 3%	16 6% c	25 3%	31 4%	23 4%	19 4%	
Net: Favourable	329 29%	165 31%	162 29%	75 24%	106 28% I	148 34% DEHK	28 24%	47 24%	38 21%	68 35% DEHI	46 26% DEGHK	102 39% DEGHK	93 31%	90 28%	64 28%	83 31%	68 25%	95 33% V	85 33% V	46 31% V	18 32% *	17 17% *	272 29%	57 31%	192 32% Z	80 24%	57 32%	79 29%	250 29%	79 22%	250 33% d	182 28%	146 32%
Net: Unfavourable	512 46%	251 47%	239 43%	147 48% L	183 49% L	182 42% L	61 52% L	86 45% L	92 47% L	91 47% L	86 49% FL	96 37% FL	130 43%	165 51% P	105 46%	111 42%	123 46%	115 40%	113 44%	75 50%	27 46% *	59 60% QRS*	431 46%	81 44%	268 44%	166 49%	78 44%	118 44%	394 46%	199 57% e	313 41%	314 47%	198 43%
Net Difference	-183 -16%	-86 -16%	-78 -14%	-72 -23%	-77 -21% L	-34 -8% L	-32 -28% L	-40 -21% L	-54 -30% L	-24 -12% L	-41 -23% L	7 3% FL	-37 -12% FL	-75 -23% P	-42 -18% L	-29 -11% L	-55 -21% V	-20 -7% V	-28 -11% V	-29 -19% V	-8 -4% *	-42 -43% *	-160 -17% V	-24 -13% X	-76 -13% Z	-86 -26% Z	-21 -12% Z	-39 -15% Z	-144 -17% Z	-121 -34% Z	-62 -8% Z	-131 -20% Z	-52 -11% Z
Mean	-0.40	-0.38	-0.36	-0.51	-0.50	-0.23 DEGK	-0.56	-0.48	-0.63	-0.39	-0.46	-0.07 DEGK	-0.33	-0.54	-0.34	-0.33	-0.43 V	-0.24 V	-0.33 V	-0.42 V	-0.45 *	-0.84 *	-0.40	-0.38	-0.33 Z	-0.57	-0.29	-0.33	-0.42	-0.72	-0.25 d	-0.45	-0.32

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 (**)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		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
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249
Very favourable (2)	123 11%	89 25% CDE	8 3%	3 9% *	14 9% C	21 5%	95 21% F	107 34% IKLIM	2 *	13 4%	91 21% IUM	20 14% U	70 16% U	123 37% OPQRS	- 3%	11 0	72 22% OPS	103 22% OPS	5 2% O
Fairly favourable (1)	206 18%	122 35% CDE	23 8%	5 6% *	16 11%	44 10%	132 30% F	142 45% IKLIM	14 3%	33 10%	118 27% IUM	27 19% U	88 20% U	206 63% OPQRS	- 13%	43 0S	73 23% OPS	137 29% OPCS	17 7% O
Neither favourable nor unfavourable (0)	236 21%	83 24% C	40 14%	28 33% CE*	24 16%	84 18%	97 22% F	43 14%	49 10%	39 12%	87 20% HIU	20 14% U	82 18% U	- -	- 11%	38 NOS	63 20% NOPS	97 20% NOPS	17 7% NO
Fairly unfavourable (-1)	147 13%	34 10%	34 12%	9 11% *	26 18% B	61 13%	51 11%	14 4%	105 20% HIKLM	39 12% H	61 14% H	15 10% H	63 31% H	- 29%	147 14% NPQRS	47 14% N	38 12% N	53 11% N	33 13% N
Very unfavourable (-2)	365 33%	21 6% BDE	185 63% BDE	39 45% B*	66 44% B	235 51% G	66 15% G	6 2%	343 66% HIKLM	201 62% HIKLM	76 18% H	59 42% HKM	138 31% HK	- 71%	365 58% NPQR	195 58% NGR	72 22% NR	80 17% N	176 70% NPQR
Don't know	42 4%	1 *	2 1%	2 3% *	2 2%	12 3%	5 1%	1 *	4 1%	1 *	2 1%	- *	2 *	- -	- 1%	2 0	1 *	2 *	1 1% O
Net: Favourable	329 29%	210 60% CDE	31 11%	8 9% *	31 21% CD	65 14%	227 51% F	249 79% IKLIM	16 3%	46 14% I	209 48% IULM	47 33% U	158 36% U	329 100% OPQRS	- -	54 16% OS	144 45% OPS	240 51% OPS	23 9% O
Net: Unfavourable	512 46%	55 16%	219 75% BDE	48 56% B*	92 62% B	296 65% G	117 26% G	20 6%	449 87% HIKLM	239 74% HIKLM	137 31% H	73 52% HK	201 45% HK	- 100%	512 72% NPQRS	241 58% NGR	110 35% NR	133 28% N	208 84% NPQR
Net Difference	-183 -16%	-155 44%	-188 -64%	-40 -47%	-62 -42%	-231 -51%	-229 25%	-432 73%	-193 -84%	-193 -59%	72 17%	-26 -19%	-43 -10%	329 100%	-512 -100%	-188 -56%	34 11%	107 23%	-185 -74%
Mean	-0.40	0.64 CDE	-1.26	-0.91 C*	-0.78 C	-1.00	0.32 F	1.05 IKLIM	-1.51	-1.17 I	0.20 IULM	-0.46 U	-0.25 U	1.37 OPQRS	-1.71	-1.11 OS	0.11 OPS	0.28 OPS	-1.43 O

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 (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(**)

21st - 24th August 2020

PUBLIC
Political Pulse
Adults 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

GB 18+

All Adults aged 18+ in GB

	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+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457
Very favourable (2)	146 13%	80 15%	65 12%	20 6%	50 13%	76 17%	5 4%	15 8%	21 12%	29 15%	23 20%	53 20%	39 13%	46 14%	26 11%	35 13%	40 15%	41 14%	30 12%	17 11%	7 12%	11 11%	124 13%	22 12%	92 15%	27 8%	27 15%	31 11%	115 14%	39 11%	107 14%	91 14%	55 12%
Fairly favourable (1)	326 29%	158 30%	161 29%	70 23%	99 26%	157 36%	23 20%	47 24%	40 22%	59 31%	48 28%	109 42%	98 33%	98 30%	63 27%	67 25%	71 27%	91 31%	86 33%	38 25%	19 33%	21 22%	266 28%	60 33%	201 33%	77 23%	49 28%	78 29%	248 29%	101 29%	226 29%	182 28%	144 31%
Neither favourable nor unfavourable (0)	312 28%	143 27%	161 29%	98 32%	98 26%	116 27%	42 36%	56 29%	53 29%	45 23%	56 32%	60 23%	77 26%	89 28%	70 30%	77 29%	69 26%	82 29%	73 28%	41 27%	18 32%	28 28%	266 28%	45 25%	158 26%	104 31%	50 29%	76 28%	236 28%	96 27%	216 28%	203 31%	109 24%
Fairly unfavourable (-1)	137 12%	64 12%	70 13%	46 15%	43 12%	47 11%	15 13%	31 16%	17 10%	26 14%	29 16%	19 7%	38 13%	32 10%	35 15%	33 12%	29 11%	34 12%	27 10%	27 18%	5 8%	16 16%	114 12%	24 13%	63 10%	48 14%	26 15%	29 14%	108 15%	54 11%	83 11%	78 12%	59 13%
Very unfavourable (-2)	112 10%	59 11%	44 8%	34 11%	49 13%	29 7%	13 11%	21 11%	27 15%	22 12%	13 7%	16 6%	28 9%	37 11%	24 10%	24 9%	33 12%	19 6%	17 7%	19 13%	6 10%	18 19%	95 10%	17 9%	57 9%	38 11%	17 10%	28 11%	84 10%	39 11%	73 10%	67 10%	45 10%
Don't know	86 8%	27 5%	53 10%	40 13%	35 9%	11 3%	18 15%	23 12%	22 12%	12 6%	6 3%	5 2%	21 7%	21 7%	12 5%	31 12%	23 9%	22 8%	24 9%	9 6%	3 5%	4 4%	70 7%	16 9%	35 6%	43 13%	7 4%	26 10%	60 7%	22 6%	63 8%	41 6%	45 10%
Net: Favourable	472 42%	238 45%	226 41%	90 29%	149 40%	233 53%	28 24%	62 32%	61 34%	88 46%	72 41%	161 62%	137 46%	144 45%	89 39%	102 38%	111 42%	132 46%	116 45%	55 36%	26 45%	32 32%	390 42%	82 45%	293 48%	104 31%	76 43%	109 41%	363 43%	139 40%	333 43%	273 41%	199 43%
Net: Unfavourable	249 22%	122 23%	114 21%	80 26%	93 25%	76 17%	28 24%	52 27%	44 25%	48 25%	42 24%	34 13%	65 22%	68 21%	59 26%	57 21%	62 23%	52 18%	44 17%	46 31%	11 18%	34 35%	209 22%	40 22%	121 20%	86 26%	43 24%	58 22%	191 23%	93 27%	156 20%	145 22%	104 23%
Net Difference	223 20%	116 22%	112 20%	9 3%	56 15%	157 36%	* *	10 5%	17 9%	40 21%	30 17%	127 49%	72 24%	76 24%	30 13%	45 17%	49 19%	80 28%	73 28%	8 6%	15 26%	-3 -3%	181 19%	42 23%	172 28%	17 5%	33 19%	51 19%	171 20%	46 13%	177 23%	128 19%	94 21%
Mean	0.25	0.27	0.27	-0.02	0.17	0.48	-0.09	0.02	0.07	0.26	0.24	0.64	0.30	0.28	0.15	0.23	0.23	0.38	0.37	0.05	0.30	-0.11	0.24	0.28	0.36	0.02	0.25	0.22	0.26	0.14	0.30	0.25	0.25

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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(*)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		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)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249
Very favourable (2)	146 13%	98 28% CDE	15 5%	4 5% *	14 9%	36 8%	99 22% F	91 29% UKLM	23 4%	25 8%	93 21% I	15% 19% U	82 32% U	105 4% OPQS	22 12% S	39 20% OS	65 31% OPS	146 31% OPQS	-
Fairly favourable (1)	326 29%	147 42% CE	73 25%	38 44% CE*	26 17%	130 28%	156 35% UKLM	148 47% UKLM	104 20%	97 30% I	150 35% I	43 31% I	134 30% I	135 41% OGS	111 22% S	120 36% OGS	86 27% S	326 69% NOPQS	-
Neither favourable nor unfavourable (0)	312 28%	74 21%	88 30% B	29 34% B*	45 30%	125 27%	114 26%	49 16%	152 29% HKM	89 27% HM	98 22% H	40 29% H	94 21% H	55 17% RS	146 29% NRS	82 25% NRS	60 19% RS	-	-
Fairly unfavourable (-1)	137 12%	18 5%	64 22% BD	9 11% *	26 17% BD	78 17% G	37 8%	9 3%	116 22% HKLM	63 19% HKM	36 8% H	19 13% H	59 13% HK	13 4% R	113 22% NPQR	50 15% NR	43 13% NR	-	137 55% NOPQR
Very unfavourable (-2)	112 10%	10 3%	43 15% BD	2 3% *	31 21% BD	65 14% G	27 6%	12 4%	96 19% HKL	40 12% H	52 12% H	13 10% H	66 15% H	10 3% R	95 19% NPR	38 11% NR	56 18% NPR	-	112 45% NOPQR
Don't know	86 8%	3 1%	10 3% B	3 4% *	8 5% B	24 5%	12 3%	4 1%	26 5% HKM	12 4%	7 2%	4 3% I	7 2% I	11 3% RS	24 5% PRS	6 2% RS	8 3% RS	-	-
Net: Favourable	472 42%	246 70% CDE	88 30%	42 49% CE*	40 27%	166 36%	255 57% F	240 76% UKLM	127 25%	122 37% I	243 56% IUM	64 45% I	217 49% U	240 73% OPQS	133 26% S	159 47% OS	151 47% OS	472 100% NOPQS	-
Net: Unfavourable	249 22%	28 8% BD	107 37% BD	12 14% *	57 38% BD	142 31% G	64 14%	21 7%	212 41% HKLM	103 32% HKL	87 20% H	32 23% H	125 28% HK	23 7% R	208 41% NPQR	88 26% NR	99 31% NR	-	249 100% NOPQR
Net Difference	223 20%	-218 62%	-19 -6%	30 35%	-17 -11%	-24 5%	191 43%	218 70%	-85 -16%	19 6%	156 36%	32 23%	92 21%	217 66%	-75 -15%	71 21%	52 16%	472 100%	-249 -100%
Mean	0.25	0.88 CDE	-0.16	0.38 CE*	-0.24	-0.01	0.61 F	0.96 UKLM	-0.32	0.01 I	0.46 IUM	0.29 U	0.25 U	0.98 OPQS	-0.30 S	0.22 OS	0.20 OS	1.31 NOPQS	-1.45

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

Overlap formulae used

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ColumnMeans (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(*)

21st - 24th August 2020

PUBLIC
Political Pulse
Adults 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

GB 18+

All Adults aged 18+ in GB

	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+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457
Very favourable (2)	54 5%	34 6%	20 4%	15 5%	17 4%	22 5%	7 6%	9 4%	8 4%	9 5%	8 5%	14 5%	20 7%	14 4%	8 4%	12 4%	14 5%	15 5%	6 2%	14 9%	4 6%	1 1%	51 5%	3 2%	30 5%	13 4%	11 6%	16 6%	38 4%	15 4%	39 5%	34 5%	20 4%
Fairly favourable (1)	205 18%	97 18%	103 19%	42 14%	55 15%	107 25%	16 14%	26 14%	18 10%	37 19%	33 19%	74 28%	54 18%	53 16%	48 21%	51 19%	46 17%	55 19%	59 23%	20 13%	11 20%	12 13%	170 18%	35 19%	125 21%	50 15%	30 17%	40 15%	164 19%	44 13%	161 21%	107 16%	98 21%
Neither favourable nor unfavourable (0)	309 28%	129 24%	175 31%	80 26%	106 28%	123 28%	26 22%	54 28%	53 29%	53 27%	41 23%	81 31%	91 30%	89 27%	57 25%	73 27%	72 27%	90 31%	65 25%	31 21%	21 36%	29 30%	250 27%	59 32%	177 29%	79 23%	53 30%	87 32%	221 26%	88 25%	221 29%	194 29%	115 25%
Fairly unfavourable (-1)	192 17%	93 18%	95 17%	63 20%	53 14%	77 18%	32 27%	31 16%	28 16%	24 13%	37 21%	39 15%	52 17%	53 16%	39 17%	48 18%	40 15%	49 17%	44 17%	30 20%	10 18%	19 19%	157 17%	36 19%	92 15%	59 17%	42 24%	40 15%	153 18%	71 20%	122 16%	115 17%	78 17%
Very unfavourable (-2)	274 24%	151 28%	109 20%	72 23%	108 28%	94 22%	23 19%	50 26%	51 29%	57 28%	48 28%	46 18%	67 22%	92 28%	60 26%	55 21%	74 28%	56 19%	59 23%	43 28%	9 15%	34 34%	236 25%	38 21%	149 25%	94 28%	31 18%	58 22%	216 32%	111 32%	163 21%	176 17%	98 21%
Don't know	85 8%	26 5%	52 9%	35 11%	37 10%	13 3%	13 12%	22 11%	23 13%	13 7%	7 4%	6 2%	16 5%	23 7%	17 7%	29 11%	19 7%	25 9%	23 9%	12 8%	3 5%	3 3%	72 8%	13 7%	34 6%	42 13%	9 5%	27 10%	58 7%	23 7%	62 8%	36 5%	49 11%
Net: Favourable	259 23%	131 25%	124 22%	58 19%	72 19%	129 30%	23 19%	35 18%	25 14%	46 24%	42 24%	88 34%	74 25%	67 21%	56 24%	62 23%	60 23%	70 24%	66 26%	34 23%	15 26%	14 14%	221 24%	38 21%	155 26%	63 19%	41 23%	57 21%	202 24%	59 17%	200 26%	141 21%	118 26%
Net: Unfavourable	466 42%	244 46%	204 37%	135 44%	160 43%	171 39%	54 47%	81 42%	79 44%	81 42%	85 49%	85 33%	120 40%	144 45%	99 43%	103 39%	114 43%	104 36%	103 40%	73 48%	19 32%	53 54%	392 42%	74 40%	240 40%	153 45%	74 42%	98 36%	368 43%	181 52%	285 37%	291 44%	176 38%
Net Difference	-208 -19%	-113 -21%	-81 -15%	-78 -25%	-89 -24%	-41 -9%	-32 -27%	-46 -24%	-54 -30%	-35 -18%	-44 -25%	2 1%	-46 -15%	-77 -24%	-43 -19%	-41 -15%	-54 -20%	-34 -12%	-38 -15%	-39 -26%	-4 -6%	-39 -40%	-172 -18%	-36 -20%	-85 -14%	-90 -27%	-33 -19%	-41 -15%	-166 -20%	-123 -35%	-85 -11%	-150 -23%	-58 -13%
Mean	-0.41	-0.46	-0.34	-0.49	-0.53	-0.27	-0.46	-0.51	-0.62	-0.46	-0.50	-0.12	-0.33	-0.52	-0.45	-0.35	-0.46	-0.28	-0.39	-0.49	-0.16	-0.75	-0.41	-0.42	-0.36	-0.58	-0.32	-0.34	-0.43	-0.67	-0.30	-0.47	-0.33

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*)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		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)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249
Very favourable (2)	54	30	11	-	10	21	40	47	4	16	34	10	27	51	14	29	50	1	
	5%	9%	4%	-	7%	2%	9%	15%	1%	8%	7%	6%	15%	15%	4%	9%	11%	*	
		CD	*		D		F	UKLM		I	I	I	I	OPQRS	OS	OS	OS		
Fairly favourable (1)	205	114	27	17	20	57	124	126	30	40	115	40	84	151	24	49	80	162	
	18%	33%	9%	20%	14%	12%	28%	40%	6%	12%	27%	29%	19%	46%	5%	15%	25%	34%	
		CDE		C*		F	UKLM		I	UM	UM	U	OPQRS	OS	OS	OS	OPQS	OPQS	
Neither favourable nor unfavourable (0)	309	134	53	24	26	109	135	93	83	49	127	24	104	79	57	78	137	17	
	28%	38%	18%	28%	18%	24%	30%	30%	16%	15%	29%	17%	24%	24%	14%	17%	25%	29%	
		CE	*	*		F	UM	UM		UM	UM	U	OS	S	S	OS	OPQS	OPQS	
Fairly unfavourable (-1)	192	47	58	18	39	91	69	26	133	70	71	20	90	27	140	75	49	65	
	17%	13%	20%	20%	26%	20%	15%	8%	26%	21%	16%	14%	20%	8%	27%	22%	15%	14%	
		B	B	*	B	20%	15%		HKLM	HL	H	HK	HK	NPQR	NPQR	N	N	N	
Very unfavourable (-2)	274	21	131	24	46	166	60	15	250	141	75	44	126	9	254	138	73	53	
	24%	6%	45%	28%	31%	36%	14%	5%	48%	43%	17%	31%	28%	3%	50%	41%	23%	11%	
		BDE	B*	B	G	G	14%		HKLM	HKLM	H	HK	HK	NPQR	NPQR	NPQR	NR	N	
Don't know	85	4	12	3	7	24	17	7	18	11	12	2	11	12	20	3	9	5	
	8%	1%	4%	4%	5%	5%	4%	2%	3%	3%	3%	2%	2%	4%	4%	1%	3%	1%	
		B	B	*	B	5%	4%		3%	3%	3%	2%	2%	PR	PRS	R	R	R	
Net: Favourable	259	144	39	17	31	68	164	173	33	55	150	50	112	202	26	63	108	212	
	23%	41%	13%	20%	21%	15%	37%	55%	6%	17%	34%	36%	25%	61%	5%	19%	34%	45%	
		CDE		*		F	UKLM	UKLM		I	UM	UM	U	OPQRS	OS	OS	OS	OPQS	
Net: Unfavourable	466	68	189	42	85	257	129	41	384	211	146	63	216	36	394	213	123	118	
	42%	19%	65%	48%	57%	56%	29%	13%	74%	65%	34%	45%	49%	11%	77%	63%	38%	25%	
		BD	B*	B	G	G	29%		HKLM	HKLM	H	HK	HK	NPQR	NPQR	NPQR	NR	N	
Net Difference	-208	76	-150	-25	-54	-190	35	132	-350	-156	3	-13	-104	166	-369	-150	-14	95	
	-19%	22%	-51%	-29%	-36%	-42%	8%	42%	-68%	-48%	1%	-9%	-24%	50%	-72%	-45%	-4%	20%	
		CDE		C*	C	C	F	UKLM	I	UM	U	U	U	OPQRS	S	OS	OS	OPQS	
Mean	-0.41	0.25	-0.96	-0.59	-0.63	-0.80	0.03	0.53	-1.19	-0.89	-0.09	-0.34	-0.47	0.66	-1.26	-0.82	-0.19	0.20	
		CDE		C*	C	C	F	UKLM	I	UM	U	U	U	OPQRS	S	OS	OS	OPQS	

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 (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(**)

21st - 24th August 2020

PUBLIC
Political Pulse
Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	Gender					Age						Social grade				Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	(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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375	
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457	
Very favourable (2)	102 9%	60 11%	41 7%	48 16%	32 9%	22 5%	25 22%	22 12%	11 6%	21 11%	12 7%	10 4%	23 8%	23 7%	30 13%	26 10%	30 11%	25 9%	21 8%	17 11%	7 12%	2 2%	89 10%	13 7%	49 8%	43 13%	10 6%	30 11%	72 9%	31 9%	71 9%	61 9%	41 9%	
Fairly favourable (1)	224 20%	106 20%	112 20%	73 24%	69 19%	82 19%	25 21%	48 25%	33 18%	37 19%	35 20%	46 18%	67 22%	67 21%	38 17%	52 20%	65 25%	45 15%	50 19%	35 23%	9 16%	20 20%	188 20%	36 20%	125 21%	30 21%	54 20%	169 20%	99 28%	124 16%	142 21%	81 18%		
Neither favourable nor unfavourable (0)	298 27%	133 25%	153 28%	89 29%	108 29%	100 23%	30 25%	60 31%	60 33%	49 25%	42 24%	58 22%	66 22%	86 27%	58 25%	87 33%	71 27%	69 24%	64 25%	37 25%	16 28%	40 41%	250 27%	47 26%	162 27%	96 28%	40 23%	80 30%	217 26%	85 24%	213 28%	175 26%	122 27%	
Fairly unfavourable (-1)	194 17%	82 15%	104 19%	37 12%	65 19%	92 21%	11 9%	26 14%	25 14%	40 21%	38 22%	54 21%	63 21%	59 18%	39 17%	33 12%	34 13%	60 21%	43 17%	23 15%	13 23%	22 23%	158 17%	36 20%	109 18%	44 13%	42 18%	39 24%	156 18%	71 20%	123 16%	124 21%	70 15%	
Very unfavourable (-2)	241 22%	129 24%	109 20%	38 12%	73 20%	129 30%	19 16%	20 10%	35 19%	38 20%	42 24%	87 33%	64 21%	74 23%	55 24%	47 18%	52 20%	75 26%	61 24%	30 20%	11 18%	12 12%	202 22%	39 21%	135 22%	58 17%	48 27%	44 16%	196 25%	50 25%	190 19%	127 19%	113 25%	
Don't know	61 5%	20 4%	36 7%	23 8%	27 7%	11 2%	7 6%	16 8%	18 10%	9 4%	5 3%	6 2%	17 6%	14 4%	9 4%	21 8%	13 5%	15 5%	19 7%	9 6%	1 2%	3 3%	48 5%	13 7%	27 4%	27 8%	6 4%	22 8%	39 5%	15 4%	46 6%	32 5%	29 6%	
Net: Favourable	326 29%	166 31%	152 27%	121 39%	101 27%	104 24%	50 43%	70 37%	44 24%	57 30%	48 27%	56 21%	90 30%	89 28%	68 29%	79 29%	95 36%	70 24%	71 28%	52 34%	16 28%	22 22%	277 30%	49 26%	174 29%	113 33%	39 22%	84 31%	242 28%	130 37%	196 25%	203 31%	123 27%	
Net: Unfavourable	435 39%	211 40%	213 38%	75 24%	138 37%	221 51%	29 25%	46 24%	60 33%	79 41%	81 46%	141 54%	128 43%	133 41%	95 41%	80 30%	86 33%	135 47%	104 40%	53 35%	24 41%	34 34%	360 39%	75 41%	244 40%	101 30%	90 51%	83 31%	352 41%	121 35%	314 41%	252 38%	183 40%	
Net Difference	-110 -10%	-45 -8%	-61 -11%	45 15%	-37 -10%	-118 -27%	21 18%	25 13%	-15 -9%	-22 -11%	-33 -19%	-85 -33%	-37 -12%	-44 -14%	-27 -12%	-2 -1%	8 3%	-65 -23%	-33 -13%	-1 -1%	-7 -13%	-12 -12%	-83 -9%	-26 -14%	-70 -12%	11 3%	-50 -29%	1 *	-111 -13%	9 2%	-118 -15%	-49 -7%	-61 -13%	
Mean	-0.23	-0.22	-0.25	0.19	-0.22	-0.53	0.25	0.15	-0.24	-0.21	-0.37	-0.64	-0.28	-0.31	-0.24	-0.09	-0.06	0.42	-0.30	-0.10	-0.19	-0.23	-0.22	-0.31	-0.27	-0.01	-0.52	-0.05	-0.29	-0.03	-0.33	-0.18	-0.31	

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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*)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		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)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255	
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249	
Very favourable (2)	102 9%	5 2%	74 25%	6 7%	8 6%	56 12%	25 6%	16 5%	75 15%	102 31%	- -	34 24%	23 5%	18 14%	70 24%	79 2%	5 2%	39 8%	32 13%	
Fairly favourable (1)	224 20%	15 4%	128 44%	24 28%	24 16%	144 31%	43 10%	28 9%	169 33%	224 69%	- -	47 34%	64 15%	29 9%	170 33%	145 43%	17 5%	83 18%	71 29%	
Neither favourable nor unfavourable (0)	298 27%	79 23%	64 22%	25 29%	48 32%	124 27%	105 24%	53 17%	127 25%	- -	- -	26 19%	84 19%	122 20%	66 24%	39 20%	104 12%	55 22%	22% 22%	
Fairly unfavourable (-1)	194 17%	95 27%	14 5%	22 25%	35 23%	73 16%	97 22%	75 24%	80 15%	- -	194 45%	19 14%	99 22%	73 22%	80 16%	31 9%	80 25%	105 22%	43 17%	
Very unfavourable (-2)	241 22%	151 43%	11 4%	5 6%	31 21%	46 10%	168 38%	140 45%	59 11%	- -	241 55%	13 9%	171 39%	136 42%	57 11%	12 4%	175 55%	138 29%	44 18%	
Don't know	61 5%	5 1%	1 *	4 4%	2 1%	14 3%	9 2%	1 *	7 1%	- -	- -	1 1%	1 *	9 3%	14 3%	2 1%	2 1%	3 1%	4 2%	
Net: Favourable	326 29%	21 6%	202 69%	31 35%	32 22%	200 44%	68 15%	44 14%	244 47%	326 100%	- -	81 58%	87 20%	46 14%	239 47%	224 67%	22 7%	122 26%	103 41%	
Net: Unfavourable	435 39%	246 70%	25 9%	27 31%	66 44%	119 26%	264 59%	215 69%	139 27%	- -	435 100%	32 23%	270 61%	209 64%	137 27%	44 13%	255 80%	243 52%	87 35%	
Net Difference	-110 -10%	-225 -64%	177 60%	3 4%	-34 -23%	81 18%	-197 -44%	-171 -54%	105 20%	326 100%	-435 -100%	49 35%	-183 -41%	-163 -50%	103 20%	180 54%	-233 -73%	-121 -26%	16 6%	
Mean	-0.23	-1.07	0.82	0.05	-0.39	0.21	-0.78	-0.94	0.24	1.31	-1.55	0.50	-0.75	-0.88	0.23	0.74	-1.27	-0.47	0.01	

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Overlap formulae used

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ColumnMeans (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(**)

21st - 24th August 2020

PUBLIC
Political Pulse
Adults 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
GB 18+

All Adults aged 18+ in GB

	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+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	
	(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	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375	
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457	
Very favourable (2)	85 8%	55 10% C	31 6%	22 7%	24 6%	39 9% K	9 8%	12 6%	11 6%	13 7%	9 5%	30 12%	31 10%N	18 6%	18 8%	18 7%	23 9%	20 7%	15 6%	18 12% S	4 6% *	5 5% *	75 8%	10 6%	50 8%	21 6%	14 8%	26 10%	60 7%	21 6%	64 8%	53 8%	32 7%	
Fairly favourable (1)	229 20%	101 19%	123 22%	51 16%	74 20% I	104 24% DHK	21 18%	30 16%	26 14%	48 25% DEH	32 18%	72 28% DHI	79 26% NP	61 21%	45 22%	43 27%	48 18%	69 24%	56 22%	24 16%	14 25% *	17 17% *	184 20%	45 24%	134 22% Z	50 15%	45 26% Z	48 18%	181 21%	57 16%	171 22% d	125 19%	103 23%	
Neither favourable nor unfavourable (0)	232 21%	102 19%	126 23%	64 21%	65 17%	102 23% I	27 23%	37 19%	32 18%	33 17%	42 24%	60 23%	43 14%	67 21% M	52 22% M	71 27% M	54 20%	71 24%	51 20%	33 22%	9 15% *	15 15% *	195 21%	36 20%	130 21%	69 21%	33 19%	60 22%	172 20%	54 15%	178 23% d	135 20%	97 21%	
Fairly unfavourable (-1)	174 16%	71 13%	100 18%	57 19%	49 13%	67 15% DHL	19 17%	38 20%	25 14%	24 12%	29 17%	38 15%	42 14%	54 17%	42 18%	35 13%	50 19%	39 13%	36 14%	27 18%	10 17% *	13 13% *	147 16%	27 15%	93 16%	54 16%	26 15%	40 15%	133 17%	58 15%	115 16%	106 16%	67 15%	
Very unfavourable (-2)	344 31%	182 34% C	142 26%	91 29% L	139 37% DL	115 24% L	34 29%	57 30%	69 38% FL	69 34% FL	60 24% FL	54 21%	91 30%	109 34%	65 28%	79 30%	80 30%	74 26%	81 31%	42 28%	21 36% *	47 48% ORST*	290 31%	55 30%	176 29%	117 35%	51 29%	74 28%	270 32%	148 42% e	196 26%	215 32%	129 28%	
Don't know	56 5%	19 4%	32 6%	24 8% FKL	24 6% FKL	8 2% FKL	6 5%	18 9% FKL	17 9% EFKL	7 4%	2 1%	6 2% FKL	14 5%	13 4%	8 3%	20 7%	10 4%	16 6%	18 7%	8 5%	1 2% *	2 2% *	45 5%	11 6%	23 4%	26 8% Y	7 4%	20 8% c	35 4%	13 4%	43 6%	28 4%	28 6%	
Net: Favourable	314 28%	156 29%	154 28%	73 24%	98 26% I	144 33% DHK	30 26%	43 22%	37 20%	61 31% EI	41 24%	102 39% DEFGHK	110 37% NP	79 25%	63 28%	62 23%	72 27%	90 31%	71 28%	42 28%	18 31% *	22 22% *	259 28%	55 30%	184 30% Z	70 21%	59 34% Z	73 27%	240 28%	79 22%	235 31% d	178 27%	136 30%	
Net: Unfavourable	518 46%	253 48%	243 44%	148 48% L	188 50% FL	182 42% L	53 46%	95 49%	95 52%	93 48% L	90 51% FL	92 35% FL	133 44%	163 51%	106 46%	115 43%	130 49% R	113 39%	117 45%	68 45%	30 52% *	59 61% RST*	436 47%	82 44%	269 44%	171 51%	77 44%	115 43%	403 47%	206 59% e	311 41%	321 49%	197 43%	
Net Difference	-204 -18%	-97 -18%	-89 -16%	-76 -25%	-90 -24% L	-38 -9% L	-23 -20%	-52 -27%	-58 -32%	-32 -17%	-48 -28%	-10 4%	-23 -8%	-84 -26%	-43 -19%	-53 -20%	-58 -22%	-23 -8%	-46 -18%	-26 -17%	-13 -22% *	-37 -38% *	-177 -19%	-27 -14%	-85 -14%	-101 -30%	-18 -10%	-41 -15%	-163 -19%	-128 -36% e	-76 -10%	-143 -22%	-61 -13%	
Mean	-0.44	-0.44	-0.38	-0.51	-0.58	-0.27 DHK	-0.44	-0.55	-0.71	-0.47	-0.58	-0.05 DEFGHK	-0.29 N	-0.57	-0.41	-0.46	-0.45 V	-0.28 V	-0.47	-0.35 V	-0.53 *	-0.82 *	-0.44	-0.41	-0.36 Z	-0.64	-0.32 Z	-0.36	-0.46	-0.75	-0.29 d	-0.48	-0.37	

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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 (*)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		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)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249
Very favourable (2)	85	67	7	1	9	21	60	85	-	15	61	18	49	80	17	50	72	6	
	8%	19%	2%	1%	6%	5%	14%	27%	-	5%	14%	13%	11%	24%	5%	16%	15%	2%	
		CDE		*			F	IKLJM		I	U	U		OPQRS	O	OPS	OPS	O	
Fairly favourable (1)	229	154	18	7	20	56	143	229	-	30	154	25	99	170	19	92	168	15	
	20%	44%	6%	8%	14%	12%	32%	73%	-	9%	35%	18%	22%	52%	4%	11%	29%	6%	
		CDE		*	C		F	IKLJM		I	IJLM	U	U	OPQRS		OS	OPS	OPQS	
Neither favourable nor unfavourable (0)	232	89	37	23	23	71	108	-	-	36	80	17	83	57	33	35	48	14	
	21%	26%	13%	27%	15%	15%	24%	-	-	11%	18%	12%	19%	17%	6%	11%	15%	5%	
		CE		C*		F				HI	HU	HI	HU	OPS		OS	OS	NOPOS	
Fairly unfavourable (-1)	174	26	51	17	31	80	60	-	174	59	60	22	69	14	116	65	54	40	
	16%	8%	18%	20%	21%	18%	14%	-	34%	18%	14%	16%	16%	4%	23%	19%	17%	16%	
		B	B*	B	B				HIKLM	H	H	H	H		NPQRS	NR	N	N	
Very unfavourable (-2)	344	11	178	36	65	218	67	-	344	186	79	56	142	2	332	177	73	172	
	31%	3%	61%	41%	44%	48%	15%	-	66%	57%	18%	40%	32%	1%	65%	53%	23%	69%	
		BDE	B*	B	G				HIKLM	HKLM	H	HK	HK		NPQR	NGR	NR	NPQR	
Don't know	56	2	1	3	1	11	6	-	-	1	1	2	*	6	10	2	1	3	
	5%	1%	*	4%	1%	2%	1%	-	-	*	*	1%	*	2%	2%	1%	*	1%	
				BC*								I		GR	PQ				
Net: Favourable	314	221	25	7	29	77	204	314	-	44	215	43	148	249	20	55	142	21	
	28%	63%	9%	8%	19%	17%	46%	100%	-	14%	49%	31%	33%	76%	4%	16%	44%	9%	
		CDE		*	CD		F	IKLJM		I	IJLM	U	U	OPQRS		OS	OPS	OPS	
Net: Unfavourable	518	37	229	52	96	298	127	-	518	244	139	78	211	16	449	243	127	122	
	46%	11%	78%	61%	65%	65%	29%	-	100%	75%	32%	56%	48%	5%	88%	72%	40%	85%	
		BDE	B*	B	G				HIKLM	HKLM	H	HK	HK		NPQR	NGR	NR	NPQR	
Net Difference	-204	-184	-204	-45	-68	-221	76	314	-518	-200	76	-35	-63	233	-428	-187	14	112	
	-18%	53%	-70%	-52%	-45%	-48%	17%	100%	-100%	-61%	17%	-25%	-14%	71%	-84%	-56%	4%	24%	
Mean	-0.44	0.69	-1.29	-0.97	-0.84	-0.94	0.16	1.27	-1.66	-1.14	0.13	-0.53	-0.35	0.96	-1.51	-1.05	-0.03	0.25	
		CDE		C*	C		F	IKLJM		I	IJLM	U	U	OPQRS	OS	OS	OPS	OPQS	

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Overlap formulae used

ColumnProportions (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (S%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S Minimum Base: 30(**) Small Base: 100(*)

21st - 24th August 2020

PUBLIC
Political Pulse
Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	Gender			Age							Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)
Unweighted base	1119	510	575	344	401	374	147	197	192	209	197	177	300	396	156	267	269	289	254	154	55	98	934	185	594	361	164	294	825	460	659	744	375
Weighted base	1119	530	555	309	375	436	116	192	181	193	175	261	300	323	229	267	266	289	258	151	58	98	935	184	607	337	176	269	850	351	768	662	457
Very favourable (2)	21 2%	16 3%	5 1%	14 5%	2 *	5 1%	7 6%	7 4%	1 *	1 *	- -	5 2%	7 2%	4 1%	2 1%	8 3%	8 3%	1 *	6 2%	5 4%	- r	1 1%	19 2%	2 1%	12 2%	8 2%	1 *	9 3%	11 1%	6 2%	15 2%	14 2%	7 1%
Fairly favourable (1)	120 11%	64 12%	55 10%	38 12%	41 11%	41 10%	13 11%	25 13%	20 11%	21 11%	16 9%	25 10%	36 12%	33 10%	26 11%	25 10%	24 9%	22 8%	31 12%	28 19%	5 8%	9 9%	102 11%	18 10%	61 10%	40 12%	18 11%	37 14%	83 10%	51 15%	69 9%	83 13%	37 8%
Neither favourable nor unfavourable (0)	438 39%	181 34%	246 44%	118 38%	161 43%	159 36%	41 35%	77 40%	85 47%	76 39%	71 41%	88 34%	108 36%	130 40%	84 37%	116 44%	98 37%	116 40%	105 41%	43 29%	26 46%	49 50%	358 38%	80 44%	223 37%	143 42%	72 41%	105 39%	332 39%	140 40%	298 39%	251 38%	187 41%
Fairly unfavourable (-1)	224 20%	106 20%	107 19%	64 21%	60 16%	100 23%	26 20%	38 20%	20 11%	39 20%	38 22%	62 24%	72 24%	65 20%	47 20%	41 15%	52 20%	62 21%	45 18%	32 21%	18 18%	21 21%	188 20%	37 20%	127 21%	61 18%	36 21%	36 13%	188 22%	74 21%	151 20%	139 21%	85 19%
Very unfavourable (-2)	218 19%	127 24%	85 15%	40 13%	68 18%	110 25%	16 14%	23 12%	31 17%	37 19%	41 23%	70 27%	54 18%	66 20%	52 23%	46 17%	55 21%	65 22%	44 17%	27 18%	12 16%	16 16%	184 20%	34 18%	136 22%	48 14%	34 19%	50 18%	168 20%	59 17%	159 21%	121 18%	97 21%
Don't know	99 9%	37 7%	57 10%	35 11%	44 12%	20 5%	13 11%	22 11%	24 13%	19 10%	9 5%	11 4%	25 8%	25 8%	18 8%	30 11%	28 10%	23 8%	27 10%	15 10%	3 4%	3 3%	85 9%	14 7%	47 8%	37 11%	14 8%	31 12%	67 8%	22 6%	77 10%	54 8%	44 10%
Net: Favourable	140 13%	80 15%	60 11%	52 17%	42 11%	46 11%	20 17%	32 17%	21 11%	22 11%	16 9%	30 12%	42 14%	37 11%	28 12%	33 13%	32 12%	24 8%	37 14%	34 22%	5 8%	9 10%	121 13%	20 11%	73 12%	48 14%	19 11%	46 17%	94 11%	57 16%	83 11%	97 15%	44 10%
Net: Unfavourable	442 40%	233 44%	192 35%	104 34%	128 34%	211 48%	42 36%	62 32%	51 28%	76 39%	79 45%	132 51%	125 42%	131 41%	99 43%	87 33%	108 40%	126 44%	89 34%	59 39%	24 42%	36 37%	372 40%	70 38%	263 43%	109 32%	70 40%	86 32%	357 42%	132 38%	310 40%	260 39%	182 40%
Net Difference	-302 -27%	-153 -29%	-133 -24%	-52 -17%	-85 -23%	-165 -38%	-22 -19%	-30 -16%	-31 -17%	-55 -28%	-62 -36%	-102 -39%	-83 -28%	-94 -29%	-71 -31%	-54 -20%	-76 -28%	-103 -36%	-52 -20%	-25 -17%	-19 -34%	-27 -28%	-251 -27%	-51 -28%	-62 -31%	-51 -18%	-39 -29%	-39 -15%	-263 -31%	-75 -21%	-227 -30%	-164 -25%	-138 -30%
Mean	-0.49	-0.54	-0.43	-0.28	-0.46	-0.65	-0.31	-0.27	-0.39	-0.52	-0.62	-0.67	-0.47	-0.53	-0.58	-0.39	-0.52	-0.63	-0.39	-0.35	-0.57	-0.44	-0.49	-0.48	-0.56	-0.34	-0.52	-0.34	-0.54	-0.39	-0.54	-0.45	-0.55

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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 (**)

21st - 24th August 2020

PUBLIC

Political Pulse

Adults 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

GB 18+

All Adults aged 18+ in GB

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties						Favourable to politicians					
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lib	Unfavourable to Lib	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)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	1119	329	321	90	149	496	403	290	546	355	409	152	422	308	545	357	299	454	255	
Weighted base	1119	350	293	86	149	457	446	314	518	326	435	140	442	329	512	335	318	472	249	
Very favourable (2)	21 2%	2 1%	6 2%	6 7% BC*	5 3% B	7 2%	6 1%	8 2%	10 2%	13 4%	5 1%	21 15%	-	7 2%	11 2%	14 4%	3 1%	12 2%	2 1%	
Fairly favourable (1)	120 11%	14 4%	42 14%	32 37% BCE*	15 10% B	79 17% G	21 5%	36 11%	68 13%	27 21%	68 6%	120 85%	-	40 12%	63 12%	69 21%	16 5%	52 11%	30 12%	
Neither favourable nor unfavourable (0)	438 39%	142 41%	133 45%	32 37% *	53 36%	197 43% G	206 33%	147 37% KLM	206 40%	147 45% KLM	120 28%	-	-	107 33%	210 41%	139 41%	68 21%	175 37%	84 34%	
Fairly unfavourable (-1)	224 20%	76 22% D	68 23% D	9 10% *	30 20%	99 22%	97 22%	66 21% L	119 23%	54 17%	110 25% JL	-	224 51% HIKJL	59 18%	117 23%	65 20%	89 28% NP	106 22% N	61 25%	
Very unfavourable (-2)	218 19%	103 29% CD	36 12% D	1 1% *	39 26% CD	49 11%	149 33% F	82 26% UL	92 18% JL	33 10% UL	160 37% HIJL	-	218 49% HIKJL	99 30% OPR	83 16% P	37 11%	131 41% NOPRS	111 23% OP	64 26% OP	
Don't know	99 9%	14 4%	9 3%	6 7% *	6 4%	27 6%	26 6%	6 2% M	23 4% LM	10 3% LM	13 3% LM	-	-	17 5%	28 3% P	10 3%	12 4%	17 4%	9 3%	
Net: Favourable	140 13%	16 4% B	48 16% B	38 44% BCE*	20 13% B	86 19% G	27 6%	43 14% KM	78 15% KM	81 25% HIKM	32 7% M	140 100% HIKJM	-	47 14% Q	73 14% Q	84 25% NOQRS	19 6%	64 14% Q	32 13% Q	
Net: Unfavourable	442 40%	178 51% CD	104 35% D	10 11% *	69 47% CD	147 32%	246 55% F	148 47% JL	211 41% JL	87 27% L	270 62% HIJL	-	442 100% HIKJL	158 48% OP	201 39% P	103 31%	220 69% NOPRS	217 46% OP	125 50% OP	
Net Difference	-302 -27%	-163 -46%	-56 -19%	28 33%	-50 -33%	-61 -13%	-218 -49%	-105 -33%	-133 -26%	-6 -2%	-238 -55%	140 100%	-442 -100%	-111 -34%	-128 -25%	-19 -6%	-201 -63%	-153 -32%	-93 -37%	
Mean	-0.49	-0.78	-0.30 BE	0.42 BCE*	-0.59	-0.24 G	-0.86	-0.58 KM	-0.44 KM	-0.08 HIKM	-0.93 M	1.15 HIKJM	-1.49	-0.65 Q	-0.41 NOQRS	-0.13 NOQRS	-1.07	-0.55 Q	-0.64 Q	

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