

Ipsos MORI January 2021 Political Pulse
 PUBLIC
 Fieldwork: 8-11 January 2021
 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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457
Right direction	272 24%	149 28% C	121 22% I	68 22% I	61 16% DEGHJ	143 33% DEGHJ	26 21% I	42 23% I	26 14% I	35 18% I	50 29% EU	93 36% DEGHJ	87 29% P	78 24% P	52 23% P	55 21% P	56 21% P	76 26% P	66 26% P	40 26% P	16 29% *	18 19% *	220 24% P	53 26% P	167 26% Z	57 19% Z	49 27% Z	62 23% Z	210 25% Z	77 22% Z	195 25% Z	155 24% Z	117 26% Z
Wrong direction	518 46%	246 46% C	254 46% I	168 54% FKL	183 49% FL	167 39% FL	68 55% FKL	100 54% FKL	92 50% FL	91 47% L	71 42% L	95 37% L	147 49% P	155 48% P	93 41% P	123 47% P	118 45% P	131 45% P	112 44% P	81 53% P	26 47% *	49 52% *	429 47% P	89 45% P	274 43% Z	166 55% Ya	78 42% Ya	125 47% Ya	393 46% e	180 52% e	338 44% e	302 46% e	215 47% e
Neither	212 19%	100 19% B	104 19% I	52 17% FKL	82 22% FL	77 18% FL	22 18% FKL	30 16% FKL	37 20% FL	45 24% L	36 21% L	41 16% L	54 18% P	58 18% P	47 21% P	53 20% P	55 21% P	59 20% P	49 19% P	24 16% P	9 17% *	15 16% *	173 19% P	39 20% P	123 19% Z	55 18% Z	34 18% Z	57 22% Z	154 18% Z	59 17% Z	152 20% Z	131 20% Z	81 18% Z
Don't know	113 10%	36 7% B	76 14% I	21 7% DK	48 13% DG	45 10% DG	7 6% DG	14 7% DG	27 15% DGH	21 11% DGH	15 9% DGH	30 11% DGH	14 5% M	33 10% M	34 15% M	32 12% M	33 13% T	25 9% T	30 12% T	8 5% T	4 7% *	13 14% T*	95 10% P	18 9% P	68 11% Z	23 8% Z	23 13% Z	22 8% Z	92 11% Z	30 9% Z	83 11% Z	70 11% Z	44 10% Z

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?

All Adults 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	Favourable to Hancock	Unfavourable to Hancock
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495	
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481	
Right direction	272 24%	165 46% CDE	31 11%	7 11% *	28 22% C	55 13%	177 40% F	187 60% IJKLM	34 7%	51 16% I	159 37% IILM	29 23% U	149 31% U	191 56% OPQRSU	44 8%	70 22% OSU	111 33% OPSU	192 44% OPQSU	25 8%	140 53% OPQRSU	54 11% OS	
Wrong direction	518 46%	84 24% BE	197 68% BE	48 71% BE*	67 52% B	271 62% G	130 29%	52 17%	373 72% HJKLM	210 66% HKM	159 37% H	76 62% HKM	216 45% HK	64 19%	389 71% NPQRUTU	188 59% NQRT	142 42% NRT	129 30% NT	224 73% NPQRUTU	57 21%	324 67% NPQRT	
Neither	212 19%	77 22% C	34 12%	7 11% *	23 18%	69 16%	93 21%	54 17% J	71 14%	37 11%	86 20% IIL	15 12%	81 17% J	69 20% OPSU	66 12%	39 12%	68 20% OPSU	81 19% OPU	41 14%	47 18% OP	66 14%	
Don't know	113 10%	32 9%	26 9%	5 8% *	11 9%	43 10%	42 10%	19 6%	42 8% L	21 7%	29 7%	4 3%	34 7%	19 6%	47 9% S	24 7%	19 6%	32 7%	16 5%	21 8%	37 8% S	

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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? - Summary

All Adults 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	1115	1115	1115	1115	1115	1115	1115
Weighted base	1115	1115	1115	1115	1115	1115	1115
Very favourable (2)	98 9% DG	130 12% ADEFG	147 13% ADEFG	65 6% G	87 8% G	104 9% DG	24 2% G
Fairly favourable (1)	223 20% G	214 19% G	286 26% ABDEFG	200 18% G	232 21% G	206 19% G	99 9% G
Neither favourable nor unfavourable (0)	379 34% BCDEF	188 17% BCDEF	305 27% BF	312 28% BF	305 27% BF	229 21% B	420 38% ABCDEFG
Fairly unfavourable (-1)	198 18% C	211 19% C	143 13% C	201 18% C	222 20% C	202 18% C	263 24% ABCDEFG
Very unfavourable (-2)	142 13% ACDEG	336 30% ACDEG	163 15% ACDEG	279 25% ACDEG	212 19% AC	318 29% ACDEG	216 19% AC
Don't know	75 7% BDEF	36 3% BDF	71 6% BDF	58 5% B	58 5% B	55 5% B	92 8% ABCDEFG

Net: Favourable	321 29% DG	344 31% DFG	434 39% ABDEFG	265 24% G	318 29% DG	311 28% DG	123 11% G
Net: Unfavourable	340 30% ACDEFG	547 49% ACDEFG	306 27% ACDEFG	481 43% AC	433 39% AC	519 47% ACDE	479 43% ACE
Net Difference	-19 -2% BDEFG	-203 -18% G	128 11% ABDEFG	-216 -19% G	-115 -10% BDEFG	-209 -19% G	-356 -32% G

Mean	-0.06 BDEFG	-0.38 G	0.11 ABDEFG	-0.41 G	-0.23 BDEFG	-0.40 G	-0.54 G
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Compliant with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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Fieldwork: 8-11 January 2021

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? - Keir Starmer, Leader of the Labour party

All Adults 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361			
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457			
Very favourable (2)	98 9%	51 10%	48 9%	36 12%	21 6%	41 9%	13 10%	23 13%	7 4%	15 8%	16 9%	25 10%	36 12%	34 10%	7 3%	21 8%	32 12%	20 7%	25 10%	13 9%	4 8%	3 4%	81 9%	18 9%	55 9%	27 9%	16 9%	34 13%	64 8%	43 12%	56 7%	56 9%	42 9%			
Fairly favourable (1)	223 20%	114 22%	102 18%	73 24%	59 16%	90 21%	28 22%	45 24%	34 19%	25 13%	34 20%	56 22%	71 24%	64 20%	36 16%	51 19%	57 22%	48 16%	48 19%	44 RS	10 *	16 *	183 20%	39 20%	127 20%	66 22%	30 16%	56 21%	167 20%	98 28%	125 16%	137 21%	86 19%			
Neither favourable nor unfavourable (0)	379 34%	158 30%	210 38%	106 34%	142 38%	130 30%	48 39%	59 31%	74 41%	68 36%	51 30%	79 31%	91 30%	111 34%	90 40%	86 33%	86 33%	102 35%	79 31%	51 34%	18 *	42 s*	321 35%	58 29%	205 32%	109 36%	65 36%	88 33%	291 34%	104 30%	275 36%	224 34%	155 34%			
Fairly unfavourable (-1)	198 18%	100 19%	94 17%	38 12%	69 18%	92 21%	16 13%	22 12%	23 13%	46 18%	33 19%	59 23%	41 14%	58 18%	50 22%	49 18%	37 14%	51 18%	51 20%	19 12%	19 35%	21 22%	154 17%	44 22%	118 19%	40 13%	40 22%	35 13%	163 19%	45 13%	152 20%	108 16%	90 20%			
Very unfavourable (-2)	142 13%	85 16%	51 9%	31 10%	46 12%	65 15%	9 7%	22 12%	19 11%	26 14%	31 18%	34 13%	45 15%	37 13%	25 11%	34 13%	33 16%	48 13%	32 13%	18 12%	3 6%	8 8%	116 13%	26 13%	80 13%	37 12%	25 13%	28 11%	114 13%	33 10%	109 14%	91 14%	51 11%			
Don't know	75 7%	22 4%	50 9%	25 8%	36 10%	13 3%	10 8%	15 8%	25 14%	11 6%	8 4%	6 2%	15 5%	20 6%	17 8%	23 9%	18 7%	22 8%	21 8%	8 5%	* 1%	5 6%	62 7%	13 7%	46 7%	21 7%	8 4%	25 9%	50 6%	23 7%	52 7%	42 6%	33 7%			
Net: Favourable	321 29%	165 31%	150 27%	109 35%	81 22%	131 30%	40 33%	69 37%	41 22%	40 21%	50 29%	81 31%	108 36%	98 30%	44 19%	72 27%	88 34%	68 23%	73 28%	57 37%	15 26%	20 21%	264 29%	57 29%	182 29%	93 31%	46 25%	90 34%	231 27%	141 41%	180 23%	193 29%	128 28%			
Net: Unfavourable	340 30%	185 35%	145 26%	69 22%	114 31%	157 36%	25 20%	44 23%	42 23%	72 38%	63 37%	94 36%	87 29%	95 29%	75 33%	83 31%	70 27%	99 34%	84 32%	37 24%	23 41%	28 30%	270 29%	70 35%	198 31%	77 26%	65 35%	63 24%	277 33%	78 23%	261 34%	199 30%	141 31%			
Net Difference	-19 -2%	-20 -4%	5 1%	41 13%	-34 -9%	-26 -6%	15 12%	25 14%	-2 -1%	-32 -17%	-13 -8%	-12 -5%	21 7%	3 1%	-32 -14%	-11 -4%	18 7%	-31 -11%	-10 -4%	21 14%	-8 -14%	-9 -9%	-6 -1%	-13 -7%	-16 -3%	16 5%	-19 -10%	28 10%	-46 -5%	62 18%	-81 -11%	-6 -1%	-13 -3%			
Mean	-0.06	-0.11	*	0.16 EJUKL	-0.17	-0.12	0.17 EJUK	0.16 EJK	-0.09	-0.24	-0.17	-0.09	0.04 O	* O	-0.24	-0.10	0.07 K	-0.22	-0.07	0.11 K	-0.13 *	-0.14 *	-0.05	-0.12	-0.07	0.02	-0.16	0.14 C	-0.12	0.22 E	-0.19	-0.07	-0.05			

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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(*)

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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? - Keir Starmer, Leader of the Labour party

All Adults aged 18+ in Great Britain

	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	Favourable to Hancock	Unfavourable to Hancock		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495		
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481		
Very favourable (2)	98 9%	10 3%	66 23%	7 11%	7 6%	66 15%	21 5%	19 6%	71 14%	83 28%	5 1%	34 27%	27 6%	19 6%	70 13%	98 31%	- -	38 9%	41 13%	21 8%	62 13%		
			BDE	B*		G		K	HKM	HKM		HKM	K	Q	NGR	NOQRSTU		NQ	NQ	Q	NGR		
Fairly favourable (1)	223 20%	46 13%	87 30%	24 36%	25 19%	120 27%	62 14%	44 14%	145 28%	136 43%	28 7%	45 36%	77 16%	43 13%	151 28%	223 69%	- -	86 20%	75 24%	50 19%	123 26%		
			BE	BE*		G		K	HKM	HKM		HKM	K	Q	NGRT	NOQRSTU		NQ	NQ	Q	NGR		
Neither favourable nor unfavourable (0)	379 34%	122 34%	74 26%	23 33%	52 40%	139 32%	154 35%	98 31%	158 30%	60 19%	120 28%	30 25%	127 26%	111 32%	175 32%	- -	- -	137 32%	73 24%	90 34%	130 27%		
			C	*	C			J	J		J		J	PQS	PQSU			PQ	PQ	PQ	PQ		
Fairly unfavourable (-1)	198 18%	94 26%	29 10%	8 12%	30 23%	64 15%	101 23%	76 24%	72 14%	19 6%	147 34%	8 6%	132 27%	92 27%	69 13%	- -	198 58%	91 21%	61 20%	51 19%	82 17%		
			CD	*	C		F	IL	JL		HJLM		IL	OPRTU	P		NOPRSTU	OP	OP	OP	OP		
Very unfavourable (-2)	142 13%	81 23%	20 7%	3 4%	14 11%	29 7%	92 21%	67 22%	57 11%	9 3%	124 29%	3 2%	111 23%	69 20%	61 11%	- -	142 42%	71 16%	52 17%	47 18%	71 15%		
			CDE	*		F	IL	IL	JL		HJLM		IL	OPR	P		NOPRSTU	OP	OP	OP	OP		
Don't know	75 7%	6 2%	12 4%	3 4%	3 2%	20 4%	13 3%	8 2%	17 3%	12 3%	9 2%	4 3%	6 1%	9 3%	21 4%	- -	- -	9 2%	4 1%	5 2%	12 3%		
				*					M		M			PQ	PQSU			PQ	PQ	PQ	PQ		
Net: Favourable	321 29%	56 16%	154 53%	31 46%	32 24%	186 42%	83 19%	63 20%	216 42%	219 69%	33 8%	78 64%	103 22%	62 18%	221 40%	321 100%	- -	125 29%	115 38%	71 27%	185 38%		
			BE	BE*	B	G		K	HKM	HKM		HKM	K	Q	NGRT	NOQRSTU		NQ	NGRT	NQ	NGRT		
Net: Unfavourable	340 30%	175 49%	49 17%	11 16%	43 33%	93 21%	193 44%	143 46%	129 25%	28 9%	271 63%	11 9%	243 51%	162 47%	130 24%	- -	340 100%	162 37%	114 37%	98 37%	153 32%		
			CDE	*	CD		F	IL	JL		HJLM		IL	OPRSTU	P		NOPRSTU	OP	OPU	OP	OP		
Net Difference	-19 -2%	-119 -33%	105 36%	21 30%	-12 -9%	93 21%	-109 -25%	-80 -26%	87 17%	191 60%	-238 -55%	67 55%	-140 -29%	-99 -29%	91 17%	321 100%	-340 -100%	-37 -9%	2 1%	-27 -10%	32 7%		
Mean	-0.06	-0.54	0.55	0.39	-0.14	0.31	-0.42	-0.42	0.20	0.86	-0.84	0.82	-0.47	-0.45	0.19	1.31	-1.42	-0.16	-0.03	-0.20	0.05		
			BE	BE*	B	G		K	HKM	HKM		HKM	K	Q	NGRSTU	NOQRSTU		NQ	NQ	NQ	NGRT		

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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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361		
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457		
Very favourable (2)	130 12%	61 11%	66 12%	28 9%	26 7%	76 18% DEHI	14 12% I	14 7%	10 6%	16 8%	27 16% DEHI	49 19% DEHI	40 13%	28 9%	25 11%	37 14% N	20 7%	44 15% QV	35 14% QV	22 14% QV	4 8%	5 5% +	107 12%	23 11%	73 12%	27 9%	30 16% Z	29 11%	101 12%	27 8%	103 13% d	61 9%	69 15% f		
Fairly favourable (1)	214 19%	114 21%	99 18%	48 16%	64 17% I	102 24% DEHI	20 16% DEHI	28 15%	21 12%	43 22% EI	34 20% I	68 26% DEGHI	64 21%	59 18%	49 22%	42 16%	54 21% V	61 21% V	55 21% V	25 16%	10 18% +	9 25% +	186 20%	28 14%	142 23% Z	39 13%	32 18%	41 15%	173 20%	50 15%	164 21% d	139 21%	75 16%		
Neither favourable nor unfavourable (0)	188 17%	84 16%	101 18%	50 16%	79 21% FGL	60 14% FGL	16 13%	33 18%	40 22% FL	39 20% L	31 18% F	28 11% F	43 14%	47 14%	47 21%	51 19%	48 18%	50 17%	39 15%	17 11%	10 18% *	23 25% T*	144 16%	44 22%	123 19% Z	41 14%	24 13%	62 23% c	126 15%	52 15%	136 18%	117 18%	71 15%		
Fairly unfavourable (-1)	211 19%	98 18%	108 19%	71 23%	67 18%	73 17%	30 24%	41 22%	36 20%	31 16%	28 17%	45 17%	49 16%	73 23%	45 20%	44 17%	47 18%	58 20%	45 18%	31 20%	13 23% *	17 18% RS*	173 19%	38 19%	110 17%	65 22%	36 20%	50 19%	161 19%	74 21%	137 18%	130 20%	81 18%		
Very unfavourable (-2)	336 30%	163 31%	155 28%	100 32%	120 32%	116 27%	39 31%	61 33%	64 35% F	56 29% F	47 27% F	68 26% F	97 32% O	109 34% O	51 23%	79 30%	85 32% R	66 23%	72 28%	56 37% R	18 32% *	38 40% RS*	276 30%	60 30%	159 25%	118 39% Y	59 32%	70 26%	265 31%	133 38% e	203 26%	189 29%	147 32%		
Don't know	36 3%	11 2%	24 4% B	13 4% FL	18 5% FL	5 1% DEHI	4 3% L	9 5% FL	11 6% FL	7 4% L	4 2% L	1 *	8 3%	8 3%	9 4%	11 4%	10 4%	10 4%	11 4%	2 2% L	* 1% *	3 3% *	30 3%	6 3%	25 4%	9 3%	2 1%	13 5%	23 3%	10 3%	27 3%	22 3%	14 3%		
Net: Favourable	344 31%	175 33%	166 30%	76 25% I	90 24% DEGHJK	178 41% I	34 28% I	42 23%	32 17%	58 30% EI	61 35% DEHI	117 45% DEGHU	104 35% N	87 27%	74 33%	79 30%	73 28% V	106 36% QV	90 35% V	47 31% V	14 26% *	14 14% *	293 32%	51 26%	216 34% Z	66 22%	62 34% Z	70 26%	274 32%	77 22%	267 35% d	200 30%	144 31%		
Net: Unfavourable	547 49%	261 49%	263 48%	171 55% FKL	187 50% FKL	189 44% FKL	69 56% FKL	102 55% FKL	100 55% FKL	87 46% FKL	76 44% FKL	113 44% FKL	146 48% OP	182 56% OP	96 43%	122 46%	132 50%	125 43%	118 46%	87 57% RS	30 55% *	55 58% RS*	449 49%	98 49%	268 43%	183 61% Y	95 52% Y	121 45%	426 50%	207 60% e	318 44%	229 48%	50%		
Net Difference	-203 -18%	-87 -16%	-98 -18%	-95 -31% I	-98 -26% I	-11 -2% DEHI	-35 -28% I	-60 -32% I	-69 -38% I	-29 -15% I	-15 -9% I	4 2% DEHI	-41 -14% DEGHI	-96 -30% DEGHI	-22 -10% N	-44 -17% N	-58 -22% N	-19 -7% QTV	-28 -11% V	-40 -26% V	-16 -29% *	-42 -44% *	-156 -17% Z	-47 -24% Z	-53 -8% Z	-117 -39% Z	-33 -18% Z	-51 -19% Z	-152 -18% Z	-129 -37% Z	-73 -10% Z	-118 -18% Z	-85 -19% Z		
Mean	-0.38	-0.36	-0.35	-0.56	-0.54	-0.12	-0.50	-0.60	-0.72	-0.38	-0.21	-0.06	-0.33	-0.56	-0.22	-0.34	-0.49	-0.15	-0.26	-0.50	-0.54	-0.81	-0.36	-0.44	-0.23	-0.71	-0.34	-0.36	-0.38	-0.70	-0.23	-0.39	-0.37		

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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians							
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495		
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481		
Very favourable (2)	130 12%	96 27% CDE	12 4%	5 7% *	5 4%	14 3%	99 22% F	113 36% UKLM	5 1%	15 5% I	89 21% UL	12 10% U	87 18% OPQRSU	130 62% OPQRSU	- -	24 8% OSU	71 21% OPSU	107 25% OPSU	8 3% O	93 35% OPQRSU	12 2% O		
Fairly favourable (1)	214 19%	140 39% CDE	18 6%	3 5% *	17 13% C	58 13% F	125 45% UKLM	140 45% UKLM	19 4%	33 10% I	124 29% ULM	16 13% I	119 25% OPQRSTU	214 62% OPQRSTU	- -	38 12% OSU	91 27% OPSU	158 36% OPGSU	14 5% O	110 41% OPGSU	32 7% O		
Neither favourable nor unfavourable (0)	188 17%	59 17% B	36 13%	5 7% *	23 18% D	66 15% F	71 28% F	36 12% UKLM	40 8%	34 11% I	67 16% IM	12 10% I	60 13% I	- -	- -	37 12% NOSU	47 14% NOSU	62 14% NO	21 7% NO	33 12% NOS	41 9% NO		
Fairly unfavourable (-1)	211 19%	41 11% B	52 18% B	19 28% B*	35 27% BC	86 20% G	76 17% F	16 5% HUKM	141 27% HUKM	65 17% HM	74 24% H	30 24% HM	73 15% H	- -	211 39% NPQRSTU	60 19% NT	54 16% NT	66 15% NT	51 17% NT	20 8% N	122 25% NPQRST		
Very unfavourable (-2)	336 30%	21 6% BE	168 58% BE	36 53% B*	50 38% B	207 47% G	67 15% F	6 2% HUKLM	312 60% HUKLM	170 54% HUKM	79 18% H	54 44% HKM	140 29% HK	- -	336 61% NPQRTU	162 50% NQRT	76 22% NRT	39 9% NT	210 69% NOPQRTU	9 4% N	274 57% NPQRT		
Don't know	36 3%	2 1%	3 1%	- *	* *	8 2%	5 1%	- *	2 *	1 *	- *	1 *	- *	- *	- *	- *	1 *	2 *	- *	- *	1 *		
Net: Favourable	344 31%	236 66% CDE	30 10%	8 12% *	22 17%	72 16% F	224 51% F	253 81% UKLM	24 5%	48 15% I	213 49% ULM	28 22% U	207 43% UL	344 100% OPQRSTU	- -	62 19% OSU	162 48% OPSU	265 61% OPGSU	22 7% O	202 77% OPQRSU	43 9% O		
Net: Unfavourable	547 49%	62 17% BE	219 76% BE	55 81% BE*	84 65% B	293 67% G	142 32% F	21 7% HUKLM	453 87% HUKM	236 74% HKM	153 35% H	83 68% HKM	213 44% HK	- -	547 100% NPQRSTU	221 69% NQRT	130 38% NRT	106 24% NT	262 86% NPQRTU	30 11% N	395 82% NPQRT		
Net Difference	-203 -18%	174 48% BE	-189 -66% BE	-47 -69% B*	-63 -48% B	-221 -51% G	82 19% F	232 75% UKLM	-429 -83% HUKLM	-187 -59% HKM	61 14% H	-56 -45% HKM	-6 -1% HK	344 100% OPQRSTU	-547 -100% NPQRSTU	-159 -50% NQRT	32 9% NRT	159 37% NT	-239 -78% NOPQRTU	173 65% N	-352 -73% NPQRT		
Mean	-0.38	0.70 CDE	-1.21	-1.14 *	-0.83 C	-0.96	0.26 F	1.09 UKLM	-1.42	-1.08 I	0.16 ULM	-0.80 U	-0.12 UL	1.38 OPQRSTU	-1.61	-0.92 OSU	0.08 OPSU	0.52 OPGSU	-1.44 O	0.97 OPQRSU	-1.28 OS		

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361		
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457		
Very favourable (2)	147 13%	70 13%	77 14%	33 11%	31 8%	83 19%	11 9%	22 12%	11 6%	20 10%	30 18%	53 20%	55 18%	36 13%	29 10%	27 9%	25 9%	43 15%	48 19%	23 15%	5 9%	3 3%	120 13%	27 13%	91 14%	26 9%	29 16%	31 12%	116 14%	33 9%	114 15%	83 13%	64 14%		
Fairly favourable (1)	286 26%	156 29%	124 22%	56 18%	91 24%	139 32%	23 18%	33 18%	45 24%	47 24%	44 26%	95 37%	75 25%	92 28%	58 25%	62 23%	73 28%	77 26%	62 24%	37 24%	15 27%	23 33%	237 26%	49 25%	172 27%	71 24%	43 24%	63 24%	224 26%	88 26%	198 26%	164 25%	122 27%		
Neither favourable nor unfavourable (0)	305 27%	127 24%	167 30%	92 30%	98 26%	115 27%	36 29%	56 30%	45 25%	53 28%	44 26%	70 27%	74 25%	83 26%	67 30%	81 31%	75 29%	83 29%	57 22%	45 29%	14 24%	31 33%	249 27%	56 28%	172 27%	69 23%	63 34%	67 25%	238 28%	94 27%	211 27%	170 26%	135 30%		
Fairly unfavourable (-1)	143 13%	70 13%	69 12%	46 15%	60 16%	37 9%	23 19%	23 12%	28 16%	31 16%	20 12%	17 6%	29 10%	51 16%	32 14%	31 12%	30 11%	32 11%	33 13%	17 11%	10 11%	21 22%	123 13%	20 10%	75 12%	53 18%	15 8%	42 16%	101 12%	53 15%	89 12%	93 14%	49 11%		
Very unfavourable (-2)	163 15%	84 16%	74 13%	55 18%	62 16%	47 11%	17 14%	37 20%	32 17%	30 15%	27 16%	20 8%	54 18%	41 13%	27 12%	41 16%	44 17%	33 11%	37 14%	24 16%	11 20%	13 14%	130 14%	33 17%	81 13%	56 19%	26 14%	43 16%	119 14%	58 17%	105 14%	103 16%	60 13%		
Don't know	71 6%	24 5%	43 8%	28 9%	32 9%	11 3%	13 11%	14 8%	21 12%	11 6%	6 4%	5 2%	14 5%	20 6%	15 7%	22 8%	16 6%	23 8%	21 8%	7 5%	* 1%	4 4%	57 6%	14 7%	40 6%	25 8%	6 3%	20 8%	51 6%	20 7%	45 7%	26 6%			
Net: Favourable	434 39%	226 43%	201 36%	89 29%	122 33%	222 51%	34 27%	55 30%	56 30%	67 35%	74 43%	148 57%	131 43%	128 40%	86 38%	88 33%	97 37%	120 41%	110 43%	60 39%	20 36%	26 27%	358 39%	76 38%	264 42%	97 32%	73 40%	94 35%	340 40%	121 35%	312 41%	247 38%	187 41%		
Net: Unfavourable	306 27%	154 29%	143 26%	101 33%	121 32%	84 19%	41 33%	60 32%	60 33%	61 32%	47 27%	37 14%	83 27%	92 29%	58 26%	72 27%	74 28%	65 22%	70 27%	41 27%	21 39%	34 36%	252 28%	53 27%	155 25%	109 36%	42 23%	85 32%	220 26%	111 32%	195 25%	196 30%	109 24%		
Net Difference	128 11%	72 14%	58 11%	-12 -4%	1 *	139 32%	-7 -6%	-5 -3%	-5 -3%	6 3%	27 16%	111 43%	48 16%	36 11%	28 12%	16 6%	23 9%	55 19%	41 16%	19 12%	-1 -3%	-8 -9%	105 11%	23 11%	108 17%	-12 -4%	31 17%	8 3%	120 14%	10 3%	118 15%	50 8%	77 17%		
Mean	0.11	0.12	0.12	-0.12	-0.09	0.42 DEGHIK	-0.12	-0.12	-0.16	-0.02	0.19 DEGHI	0.57 DEFGHIK	0.17	0.10	0.14	0.01	0.02	0.24 v	0.22 v	0.12	-0.13 *	-0.20 *	0.11	0.09	0.20 z	-0.15	0.19 z	-0.02	0.15	-0.04	0.18 d	0.05	0.19		

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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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties							Favourable to politicians						
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481
Very favourable (2)	147 13%	107 30% CDE	14 5%	9 13% CE*	4 3%	33 8%	96 22% F	114 37% UKLM	17 3%	19 6% I	102 23% IUM	19 15% U	95 20% U	122 36% OPQSU	15 3% S	34 11% OSU	72 21% OPSU	147 34% OPSU	-	94 35% OPQSU	24 5% OS
Fairly favourable (1)	286 26%	147 41% CE	35 12%	18 27% C*	24 19%	93 21%	148 34% F	122 39% UKLM	86 16%	65 20% I	132 30% IUM	34 28% U	125 26% I	142 41% OPQSU	91 17% S	91 28% OSU	90 26% OSU	286 66% NOPQSTU	-	118 45% OPQSU	80 17% S
Neither favourable nor unfavourable (0)	305 27%	67 19%	83 29% B	14 20% *	44 34% B	125 29%	105 24%	45 15%	142 27% HKM	89 28% HKM	84 19% H	27 22%	88 18%	51 15% RS	157 29% NPQRSTU	76 24% NRST	58 17% RS	-	-	38 14% RS	100 21% NRST
Fairly unfavourable (-1)	143 13%	16 4%	62 22% B	14 21% B*	27 21% B	82 19%	39 9%	16 5%	116 22% HKM	63 20% HKM	53 12% H	24 20% HK	67 14% H	13 4% R	113 21% NQRT	55 17% NRT	51 15% NRT	-	143 47% NOPQRTU	8 3% R	111 23% NPQRT
Very unfavourable (-2)	163 15%	19 5%	79 27% BD	10 14% B*	27 20% B	86 20%	44 10%	10 3%	140 27% HIKLM	71 22% HKL	55 13% H	16 13% H	95 20% HK	10 3% RT	149 27% NPQRT	61 19% NRT	63 19% NRT	-	163 53% NOPQRTU	3 1% R	152 32% NPQRT
Don't know	71 6%	4 1%	15 5% B	3 4% *	3 2%	19 4%	10 2%	4 1%	18 4% M	12 3%	8 2%	3 3%	9 2%	6 2% RS	23 4% PQRSTU	5 2% RS	6 2% RS	-	-	3 1% R	13 3% RS
Net: Favourable	434 39%	253 71% CDE	49 17%	27 40% CE*	29 22%	125 29%	244 55% F	236 76% UKLM	103 20%	84 27% I	233 54% IUM	53 43% U	220 46% U	265 77% OPQSU	106 19% S	125 39% OSU	162 48% OPSU	434 100% NOPQSTU	-	212 80% OPQSU	104 22% S
Net: Unfavourable	306 27%	35 10%	141 49% B	24 36% B*	54 42% B	168 38%	83 19%	26 8%	257 49% HIKLM	133 42% HKL	108 25% H	40 33% H	163 34% HK	22 7% R	262 48% NPQRT	115 36% NRT	114 33% NRT	-	306 100% NOPQRTU	11 4% R	263 55% NPQRT
Net Difference	128 11%	218 61%	-92 -32%	3 4%	-25 -20%	-43 -10%	162 37%	210 68%	-154 -30%	-49 -15%	126 29%	13 10%	57 12%	242 70%	-156 -29%	10 3%	48 14%	434 100%	-306 -100%	201 76%	-159 -33%
Mean	0.11	0.86 CDE	-0.57	0.03 CE*	-0.38	-0.23	0.49 F	1.03 UKLM	-0.55	-0.33 I	0.40 IUM	0.13 U	0.12 U	1.05 OPQSU	-0.55 S	-0.05 OSU	0.17 OPSU	1.34 NOPQSTU	-1.53	1.12 OPQSU	-0.61 S

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457
Very favourable (2)	65 6%	29 5%	33 6%	18 6%	12 3%	35 8%	7 6%	11 6%	6 3%	6 3%	19 11%	17 6%	18 6%	14 4%	15 6%	18 7%	18 7%	23 8%	15 6%	8 5%	- *	1 1%	52 6%	13 7%	34 5%	18 6%	13 7%	14 5%	51 6%	15 4%	49 6%	35 5%	30 7%
Fairly favourable (1)	200 18%	96 18%	99 18%	35 11%	54 14%	112 26%	14 11%	21 11%	23 12%	31 16%	34 20%	77 30%	66 22%	47 15%	42 19%	44 17%	43 16%	55 19%	57 22%	26 17%	7 13%	12 12%	158 17%	42 21%	129 20%	30 10%	41 22%	34 13%	165 19%	55 16%	145 19%	114 17%	86 19%
Neither favourable nor unfavourable (0)	312 28%	132 25%	172 31%	83 27%	100 27%	129 30%	36 29%	47 25%	37 20%	64 33%	46 27%	82 32%	68 23%	101 31%	68 30%	75 29%	62 24%	85 29%	69 27%	46 30%	21 38%	28 29%	261 28%	51 26%	186 29%	67 22%	59 32%	73 27%	239 28%	86 25%	226 29%	171 26%	141 31%
Fairly unfavourable (-1)	201 18%	100 19%	98 18%	66 21%	69 19%	66 15%	29 24%	37 20%	32 18%	37 19%	27 16%	39 15%	53 17%	67 21%	39 17%	43 16%	56 22%	50 17%	31 12%	31 20%	12 22%	21 22%	168 18%	34 17%	105 17%	66 22%	30 17%	48 18%	153 18%	74 21%	128 17%	133 20%	68 15%
Very unfavourable (-2)	279 25%	152 29%	117 21%	87 28%	112 30%	81 19%	28 23%	59 32%	67 36%	45 24%	40 23%	41 16%	84 28%	83 25%	50 22%	63 24%	72 27%	58 20%	67 26%	39 26%	15 27%	28 30%	232 25%	47 24%	145 23%	98 33%	36 20%	80 30%	200 24%	102 29%	177 23%	172 26%	107 23%
Don't know	58 5%	21 4%	35 6%	21 7%	27 7%	10 2%	10 8%	11 6%	18 10%	9 5%	6 3%	4 2%	12 4%	12 4%	13 6%	21 8%	12 5%	19 7%	17 6%	4 3%	* 1%	5 5%	46 5%	12 6%	33 5%	20 7%	4 2%	17 6%	41 5%	14 4%	43 6%	33 5%	25 5%
Net: Favourable	265 24%	125 24%	133 24%	52 17%	65 17%	147 34%	20 17%	32 17%	29 16%	36 19%	53 36%	94 36%	84 28%	61 19%	57 25%	62 24%	61 23%	78 27%	73 28%	33 22%	7 13%	13 14%	210 23%	55 28%	162 26%	49 16%	54 29%	48 18%	217 26%	70 20%	194 25%	149 23%	116 25%
Net: Unfavourable	481 43%	252 48%	215 39%	153 50%	181 49%	146 34%	58 47%	96 51%	99 54%	83 43%	67 39%	79 31%	137 45%	150 46%	89 39%	106 40%	128 49%	108 37%	99 38%	70 46%	27 48%	49 51%	400 44%	81 41%	250 40%	164 55%	67 36%	128 48%	353 42%	176 51%	305 40%	305 46%	175 38%
Net Difference	-216 -19%	-127 -24%	-83 -15%	-101 -33%	-116 -31%	1 *	-37 -30%	-64 -34%	-70 -38%	-46 -24%	-14 -8%	15 6%	-52 -17%	-88 -27%	-32 -14%	-43 -16%	-67 -25%	-30 -10%	-26 -10%	-37 -24%	-20 -36%	-36 -38%	-190 -21%	-26 -13%	-87 -14%	-116 -38%	-13 -7%	-80 -30%	-136 -16%	-105 -30%	-111 -14%	-157 -24%	-59 -13%
Mean	-0.41	-0.49	-0.32 b	-0.59	-0.62 i	-0.10 DEGHU	-0.52	-0.64	-0.79	-0.47 ei	-0.21 DEGH	-0.04 DEGHU	-0.41	-0.50	-0.32	-0.36	-0.48	-0.24 QUV	-0.33 v	-0.46	-0.63 *	-0.70 *	-0.43	-0.32	-0.33 z	-0.70	-0.21 z	-0.59	-0.35 b	-0.58	-0.33 d	-0.47	-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(*)

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians							
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)		
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495		
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481		
Very favourable (2)	65 6%	44 12% CE	5 2%	4 6% *	4 3%	9 2%	48 11%	55 18% F	1 *	12 4%	40 9%	8 7%	35 7%	57 17% OPQRSU	4 1%	21 6%	36 10% OSU	56 13% OPSU	2 1%	65 24% NOPQRSU	-		
Fairly favourable (1)	200 18%	126 35% CDE	15 5%	6 8% *	10 8%	63 14%	102 23% F	127 41% UKLM	29 6%	32 10%	108 25% UL	17 14% I	103 21% U	145 42% OPQRSU	25 5%	51 16% OSU	63 18% OSU	157 36% OPQSU	9 3%	200 76% NOPQRSU	-		
Neither favourable nor unfavourable (0)	312 28%	105 29% C	55 19%	22 32% C*	47 36% C	103 24%	142 32% F	86 28% I	103 20%	67 21%	124 29% UM	38 31% U	109 23%	94 27% OPSTU	112 20% STU	64 20% STU	87 25% OSTU	114 26% OPSTU	29 9%	-	-		
Fairly unfavourable (-1)	201 18%	40 11% B	77 27% B	12 18% *	25 20% B	97 22% G	61 14%	27 9%	130 25% HKM	79 16% HKM	67 20% H	24 17% H	82 17% H	30 9% T	143 26% NQRST	72 23% NRT	56 17% NT	58 13% NT	63 21% NRT	-	201 42% NOPQRST		
Very unfavourable (-2)	279 25%	40 11% BE	129 45% BE	23 33% B*	39 30% B	152 35% G	77 18%	14 5%	243 47% HIKLM	126 39% HMLM	88 20% H	33 27% H	147 31% HK	13 4% T	252 46% NPQRT	112 35% NRT	97 28% NRT	46 11% NT	200 65% NOPQRTU	-	279 58% NOPQRT		
Don't know	58 5%	4 1%	8 3%	1 2% *	4 3%	14 3%	11 3%	2 1%	12 2% JM	3 1%	6 1%	3 2%	3 1%	4 1% TU	10 2% PTU	1 *	2 *	3 1% TU	3 1% U	-	-		
Net: Favourable	265 24%	170 47% CDE	20 7%	10 14% *	14 10%	72 16%	150 34% F	182 59% UKLM	30 6%	43 14% I	148 34% ULM	25 20% U	138 29% U	202 59% OPQRSU	30 5% U	71 22% OSU	98 29% OSU	212 49% OPQSU	11 4% U	265 100% NOPQRSU	-		
Net: Unfavourable	481 43%	80 22% BDE	206 71% BDE	35 52% B*	65 50% B	248 57% G	139 31%	41 13%	373 72% HIKLM	205 64% HMLM	155 36% H	58 47% HK	229 48% HK	43 13% T	395 72% NPQRT	185 58% NQRST	153 45% NRT	104 24% NT	263 86% NOPQRST	-	481 100% NOPQRST		
Net Difference	-216 -19%	89 25% -64%	-186 -64%	-25 -38%	-51 -40%	-177 -40%	12 3%	141 45% -66%	-343 -66%	-161 -51%	-8 -2%	-33 -27%	-91 -19%	159 46% -67%	-366 -67%	-114 -35%	-55 -16%	108 25%	-252 -82%	265 100%	-481 -100%		
Mean	-0.41	0.26 CDE	-1.10	-0.66 C*	-0.70 C	-0.75	-0.04 F	0.59 UKLM	-1.15	-0.88 I	-0.13 ULM	-0.48 U	-0.43 U	0.60 OPQRSU	-1.14 SU	-0.64 OSU	-0.34 OPSU	0.27 OPQSU	-1.48 U	1.24 NOPQRSU	-1.58		

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361		
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457		
Very favourable (2)	87 8%	45 8%	42 8%	44 14%	19 5%	23 5%	23 18%	22 12%	9 5%	10 5%	9 5%	15 6%	38 13%	22 7%	12 5%	15 6%	28 11%	24 8%	19 7%	11 7%	4 6%	1 2%	70 8%	17 8%	52 8%	22 7%	12 7%	35 13%	52 6%	37 11%	50 7%	57 9%	30 7%		
Fairly favourable (1)	232 21%	112 21%	113 20%	87 28%	63 17%	82 19%	34 27%	53 29%	34 19%	29 15%	32 18%	50 19%	65 22%	76 24%	39 17%	51 19%	55 21%	53 18%	49 19%	44 29%	15 27%	16 17%	195 21%	36 18%	109 17%	86 29%	37 20%	56 21%	176 21%	98 28%	134 17%	139 21%	93 20%		
Neither favourable nor unfavourable (0)	305 27%	134 25%	161 29%	89 29%	117 31%	100 23%	33 27%	56 30%	62 34%	55 29%	41 24%	59 23%	72 24%	87 27%	68 30%	79 30%	70 27%	75 26%	65 25%	45 29%	12 *	39 QRSP*	262 29%	43 22%	173 27%	76 25%	57 31%	84 31%	222 26%	87 25%	218 28%	179 27%	126 28%		
Fairly unfavourable (-1)	222 20%	97 18%	121 22%	40 13%	77 21%	105 24%	18 15%	22 12%	33 18%	44 23%	40 23%	65 25%	56 19%	58 18%	55 24%	52 20%	48 18%	58 20%	50 19%	28 18%	12 21%	26 27%	183 20%	38 19%	125 20%	55 18%	41 22%	40 15%	181 21%	62 18%	160 21%	121 18%	101 22%		
Very unfavourable (-2)	212 19%	125 24%	79 14%	32 10%	69 21%	111 26%	11 9%	22 12%	25 14%	43 26%	44 26%	66 26%	60 20%	66 20%	38 17%	47 18%	49 19%	64 22%	53 21%	22 14%	13 24%	10 10%	158 17%	54 27%	136 22%	44 15%	32 17%	31 12%	180 21%	47 14%	165 21%	123 19%	89 19%		
Don't know	58 5%	18 3%	38 7%	18 6%	29 8%	11 3%	6 5%	12 6%	19 11%	10 5%	7 4%	4 2%	10 3%	14 4%	14 6%	20 M	12 8%	16 6%	21 8%	4 3%	* 1%	4 4%	48 5%	10 5%	36 6%	17 6%	5 3%	20 7%	38 4%	16 5%	41 5%	40 6%	18 4%		
Net: Favourable	318 29%	156 29%	155 28%	131 42%	82 22%	105 24%	56 45%	75 40%	43 23%	39 20%	40 23%	65 25%	103 34%	98 30%	51 23%	66 25%	83 32%	77 26%	67 26%	55 36%	18 33%	17 18%	265 29%	53 27%	161 25%	109 36%	49 27%	91 34%	227 27%	134 39%	184 24%	196 30%	123 27%		
Net: Unfavourable	433 39%	222 42%	200 36%	72 23%	146 39%	215 50%	29 23%	44 23%	58 32%	87 46%	84 49%	131 51%	116 39%	124 38%	93 41%	100 38%	97 37%	122 42%	104 40%	50 32%	25 45%	35 37%	341 37%	92 46%	261 41%	99 33%	73 40%	72 27%	362 43%	108 31%	325 42%	243 37%	190 42%		
Net Difference	-115 -10%	-66 -12%	-45 -8%	59 19%	-64 -17%	-110 -25%	28 22%	32 17%	-16 -9%	-48 -25%	-44 -25%	-66 -26%	-13 -4%	-26 -8%	-42 -19%	-34 -13%	-14 -5%	-45 -16%	-36 -14%	5 3%	-7 -12%	-18 -19%	-76 -8%	-39 -20%	-101 -16%	10 3%	-24 -13%	19 7%	-134 -16%	26 7%	-141 -18%	-48 -7%	-67 -15%		
Mean	-0.23	-0.29	-0.16	0.24	-0.33	-0.47	0.34	0.18	-0.20	-0.45	-0.48	-0.46	-0.12	-0.22	-0.32	-0.27	-0.14	-0.31	-0.30	-0.04	-0.30	-0.28	-0.19	-0.41	-0.31	-0.04	-0.24	0.09	-0.32	0.05	-0.35	-0.18	-0.29		

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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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties						Favourable to politicians						
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481
Very favourable (2)	87 8%	5 1%	69 24%	1 2%	4 3%	55 13%	18 4%	13 4%	66 13%	87 27%	-	27 7%	33 7%	19 6%	64 12%	74 23%	8 2%	23 5%	41 13%	12 5%	56 12%
Fairly favourable (1)	232 21%	22 6%	124 43%	22 33%	22 17%	135 31%	50 11%	33 11%	172 33%	232 73%	-	52 10%	50 10%	29 8%	172 31%	145 45%	20 6%	62 14%	92 30%	31 12%	149 31%
Neither favourable nor unfavourable (0)	305 27%	82 23%	64 22%	23 34%	47 36%	120 27%	104 23%	61 19%	127 24%	-	-	26 7%	91 19%	80 23%	146 27%	66 21%	38 11%	112 26%	61 20%	71 27%	113 23%
Fairly unfavourable (-1)	222 20%	102 29%	20 7%	18 26%	36 28%	78 18%	110 25%	77 25%	95 18%	-	222 51%	13 10%	142 30%	84 24%	95 17%	23 7%	100 30%	104 24%	62 20%	61 23%	86 18%
Very unfavourable (-2)	212 19%	144 40%	7 2%	3 5%	19 14%	36 8%	151 34%	126 41%	51 10%	-	212 49%	4 3%	162 34%	58 11%	10 3%	171 50%	129 30%	46 15%	86 33%	69 14%	
Don't know	58 5%	4 1%	5 2%	-	3 2%	13 3%	9 2%	1 *	8 JKM	-	-	1 JK	2 K	2 1%	12 2%	4 1%	2 1%	4 1%	4 1%	3 1%	8 2%
Net: Favourable	318 29%	26 7%	193 67%	24 35%	25 19%	190 43%	68 15%	46 15%	238 46%	318 100%	-	79 64%	83 17%	48 14%	236 43%	219 68%	28 8%	84 19%	133 44%	43 16%	205 43%
Net: Unfavourable	433 39%	246 69%	27 9%	21 31%	55 42%	114 26%	261 59%	203 65%	146 28%	-	433 100%	16 13%	303 63%	213 62%	153 28%	33 10%	271 80%	233 54%	108 35%	148 56%	155 32%
Net Difference	-115 -10%	-220 -61%	166 58%	3 4%	-30 -23%	75 17%	-193 -44%	-156 -50%	92 18%	318 100%	-433 -100%	63 51%	-221 -46%	-165 -48%	83 15%	186 58%	-243 -72%	-149 -34%	25 8%	-104 -39%	49 10%
Mean	-0.23	-1.01	0.80	0.01	-0.36	0.22	-0.75	-0.87	0.21	1.27	-1.49	0.71	-0.73	-0.81	0.17	0.79	-1.20	-0.59	0.07	-0.68	0.08

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361		
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457		
Very favourable (2)	104 9%	50 9%	52 9%	28 9%	16 4%	60 14%	9 8%	19 10%	7 4%	9 5%	21 12%	39 15%	37 12%	26 8%	18 8%	24 9%	10 4%	43 15%	25 10%	19 13%	2 4%	4 4%	85 9%	19 10%	60 10%	21 7%	23 13%	27 10%	78 9%	26 7%	79 10%	51 8%	54 12%		
Fairly favourable (1)	206 19%	109 20%	96 17%	37 12%	57 15%	112 26%	15 12%	22 12%	18 10%	40 21%	36 29%	75 21%	65 22%	50 15%	49 22%	43 16%	55 21%	56 19%	55 21%	23 15%	10 17%	8 8%	171 19%	36 18%	138 22%	34 11%	34 18%	34 13%	173 20%	46 13%	160 21%	123 19%	84 18%		
Neither favourable nor unfavourable (0)	229 21%	96 18%	130 24%	57 18%	86 23%	87 20%	21 17%	36 19%	46 25%	40 21%	44 25%	43 16%	47 16%	70 22%	58 26%	54 20%	50 19%	63 22%	46 18%	30 20%	16 29%	24 25%	185 20%	45 23%	148 23%	44 15%	38 20%	58 22%	171 20%	62 18%	168 22%	143 22%	86 19%		
Fairly unfavourable (-1)	202 18%	108 20%	88 16%	70 22%	75 20%	57 13%	26 21%	43 23%	34 19%	40 21%	20 12%	37 14%	56 19%	60 19%	35 15%	50 19%	52 20%	52 18%	42 16%	30 20%	7 13%	17 18%	170 19%	31 16%	104 16%	71 24%	27 15%	60 22%	142 17%	69 20%	132 17%	132 20%	70 15%		
Very unfavourable (-2)	318 29%	151 29%	151 27%	96 31%	113 30%	108 25%	44 36%	52 28%	60 33%	53 28%	45 26%	63 24%	86 28%	104 32%	56 25%	72 27%	81 31%	65 22%	68 27%	46 30%	19 34%	39 41%	257 28%	60 30%	146 23%	114 38%	58 32%	68 26%	250 29%	125 36%	193 25%	172 26%	146 32%		
Don't know	55 5%	17 3%	37 7%	21 7%	27 7%	8 2%	8 6%	13 7%	18 10%	9 5%	6 4%	2 1%	11 4%	14 4%	10 5%	20 8%	13 5%	12 4%	20 8%	4 3%	2 3%	4 4%	48 5%	7 4%	34 5%	17 6%	4 2%	20 7%	36 4%	19 5%	36 5%	38 6%	17 4%		
Net: Favourable	311 28%	159 30%	148 27%	66 21%	73 20%	172 40%	25 20%	41 22%	24 13%	49 26%	57 33%	115 44%	102 34%	75 23%	67 30%	67 25%	66 25%	99 34%	81 31%	42 27%	12 22%	11 12%	256 28%	55 28%	199 31%	55 18%	57 31%	61 23%	250 29%	72 21%	239 31%	173 26%	138 30%		
Net: Unfavourable	519 47%	259 49%	239 43%	166 54%	188 50%	165 38%	70 57%	96 51%	95 52%	93 49%	65 38%	100 39%	142 47%	164 51%	91 40%	123 47%	133 51%	116 40%	111 43%	77 50%	26 47%	56 59%	428 47%	92 46%	250 40%	184 61%	85 46%	128 48%	391 46%	194 56%	326 42%	304 46%	216 47%		
Net Difference	-209 -19%	-101 -19%	-91 -16%	-100 -32%	-115 -31%	7 2%	-46 -37%	-55 -29%	-70 -39%	-44 -23%	-7 -4%	14 5%	-40 -13%	-89 -27%	-24 -11%	-56 -21%	-68 -26%	-17 -6%	-30 -12%	-35 -23%	-14 -25%	-45 -47%	-172 -19%	-37 -18%	-52 -8%	-129 -43%	-28 -15%	-67 -25%	-141 -17%	-122 -35%	-86 -11%	-130 -20%	-78 -17%		
Mean	-0.40	-0.39	-0.37	-0.58	-0.61	-0.10	-0.70	-0.51	-0.75	-0.48	-0.19	-0.04	-0.31	-0.54	-0.29	-0.43	-0.56	-0.14	-0.31	-0.42	-0.56	-0.88	-0.40	-0.41	-0.23	-0.78	-0.35	-0.44	-0.38	-0.68	-0.27	-0.41	-0.39		

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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians							
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)		
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495		
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481		
Very favourable (2)	104 9%	79 22% CDE	6 2%	6 8% C*	5 4%	14 3%	80 18% F	104 34% F	- -	19 6% I	73 17% U	16 13% U	67 14% U	98 28% OPQRSU	4 1%	25 8% OSU	53 16% OPSU	91 21% OPQSU	8 3% O	77 29% OPQRSU	10 2%		
Fairly favourable (1)	206 19%	150 42% CDE	10 3%	3 5% *	14 11% C	48 11% F	123 28% F	206 66% UKLM	- -	27 9% I	130 30% U	12 10% I	110 23% U	156 45% OPQRSTU	17 3%	38 12% OSU	90 26% OPSU	144 33% OPQSU	18 6% O	105 40% OPQRSU	31 6%		
Neither favourable nor unfavourable (0)	229 21%	77 22% C	34 12%	9 13% *	31 24% C	75 17% F	104 24% F	- -	- -	32 10% HI	81 19% HU	14 11% HI	77 16% HU	64 19% OPSU	62 11% S	38 12% S	65 19% OPSU	89 21% OPSU	21 7% O	50 19% OPSU	60 12% S		
Fairly unfavourable (-1)	202 18%	36 10% B	65 22% B	17 26% B*	27 21% B	87 20% G	64 14% G	- -	202 39% HUKLM	68 21% H	71 16% H	29 23% H	82 17% H	20 6% NQRSTU	148 27% NQRST	74 23% N	49 14% NT	71 17% NT	53 17% NT	24 9% N	113 23% NQRST		
Very unfavourable (-2)	318 29%	13 4% BE	171 59% BE	32 47% B*	52 40% B	199 45% G	62 14% G	- -	318 61% HUKLM	170 53% HUKLM	76 17% H	50 41% HKM	143 30% HK	4 1% NPQRT	305 56% NPQRT	142 44% NPQRT	80 24% NRT	32 7% NT	204 67% NOPQRTU	7 2% N	261 54% NPQRT		
Don't know	55 5%	4 1%	4 1%	1 1% *	2 3% *	15 3% G	9 2% G	- -	- -	2 1% I	3 1% IM	1 1% I	* *	3 1% S	10 2% S	4 1% S	3 1% S	6 1% S	2 1% S	3 1% S	7 1% S		
Net: Favourable	311 28%	229 64% CDE	16 5%	9 13% C*	19 14% C	62 14% F	203 46% F	311 100% UKLM	- -	46 15% I	203 47% U	29 23% U	177 37% U	253 74% OPQRSU	21 4% OSU	63 20% OSU	143 42% OPSU	236 54% OPQSU	26 8% O	182 69% OPQRSU	41 9% O		
Net: Unfavourable	519 47%	49 14% BE	236 82% BE	49 73% B*	79 61% B	286 65% G	126 28% G	- -	519 100% HUKLM	238 75% HUKLM	146 34% H	79 64% HKM	225 47% HK	24 7% NPQRTU	453 83% NPQRT	216 67% NPQRT	129 38% NRT	103 24% NT	257 84% NOPQRTU	30 11% N	373 78% NPQRT		
Net Difference	-209 -19%	179 50%	-220 -76%	-40 -60%	-60 -46%	-223 -51%	77 17%	311 100%	-519 -100%	-192 -60%	56 13%	-50 -41%	-47 -10%	229 67%	-432 -79%	-153 -48%	14 4%	133 31%	-231 -75%	152 57%	-332 -69%		
Mean	-0.40	0.69 CDE	-1.35	-0.99 C*	-0.84 C	-0.97	0.22 F	1.34 UKLM	-1.61	-1.08 I	0.12 U	-0.69 U	-0.26 U	0.95 OPQRSU	-1.37	-0.85 OSU	-0.04 OPSU	0.45 OPQSU	-1.41	0.85 OPQRSU	-1.23 OS		

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

Ipsos MORI January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361			
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457			
Very favourable (2)	24 2%	13 2%	10 2%	15 5% EFUK	2 *	7 2%	7 6% EFUK	8 4% EUK	- -	2 1%	1 1%	6 2%	7 2%	7 2%	2 1%	7 3%	2 1%	10 3% Q	7 3%	4 2%	- *	1 1% *	21 2%	3 2%	11 2%	7 2%	6 3%	7 3%	17 2%	7 2%	17 2%	12 2%	12 3%			
Fairly favourable (1)	99 9%	51 10%	46 8%	38 12% EJ	25 7%	36 8%	18 14% EFU	20 11%	13 7%	12 6%	14 8%	21 8%	33 11%	31 10%	13 6%	21 8%	21 8%	22 8%	25 10%	20 13%	6 10% *	5 5% *	84 9%	15 7%	54 9%	33 11%	12 6%	31 12%	68 8%	50 15% e	49 6%	62 9%	37 8%			
Neither favourable nor unfavourable (0)	420 38%	178 34%	229 41% B	120 39% K	158 42% FK	142 33%	46 38%	74 40% K	75 41% K	82 43% FK	50 29%	92 36%	106 35%	131 40%	92 40%	92 35%	97 37%	106 36%	92 36%	64 42%	20 36% *	42 44% *	348 38%	72 36%	224 35%	117 39%	80 44%	107 40%	313 37%	142 41%	279 36%	251 38%	169 37%			
Fairly unfavourable (-1)	263 24%	126 24%	130 23%	58 19%	85 23% DGH	120 28% DEGI	22 18%	36 19%	35 19%	51 27% D	48 28% DGI	72 28% DG	66 22%	76 24%	61 27%	59 22%	67 25%	70 24%	54 21%	31 20%	15 26% *	27 29% *	208 23%	56 28%	154 24%	65 22%	44 24%	55 21%	208 25%	68 20%	195 25% d	159 24%	104 23%			
Very unfavourable (-2)	216 19%	134 25% c	77 14%	51 16%	61 16% DEGI	104 24% DEGI	18 15%	33 18%	32 18%	29 15%	47 27% DEGHU	58 22% DEGHU	69 23%	55 17%	37 16%	55 21%	51 19%	60 21%	53 21%	25 16%	12 22% *	15 16% *	174 19%	42 21%	134 21%	48 16%	34 18%	38 14%	178 21% b	54 16% d	162 21% d	116 18%	100 22%			
Don't know	92 8%	27 5%	63 11% B	27 9% L	43 11% FL	22 5% FL	12 10% FL	15 8% DFKL	27 15% DFKL	16 8% DFKL	11 7% DFKL	11 4%	19 6%	23 7%	21 9%	29 11%	26 10%	22 10%	26 10%	10 7%	3 6% *	4 5% *	81 9%	11 6%	54 9%	30 10% a	8 4%	28 11%	65 8% e	25 7%	68 9%	58 9%	34 7%			
Net: Favourable	123 11%	64 12%	56 10%	53 17% EFJKL	27 7%	43 10%	25 20% EFJKL	29 15% EJ	13 7%	14 7%	15 9%	27 10%	41 13% O	38 12%	15 7%	29 11%	23 9%	32 11%	33 13%	24 15% V	6 10% *	6 6% *	105 11%	18 9%	65 10%	40 13%	18 10%	38 14%	85 10% e	57 17% e	66 9%	73 11%	50 11%			
Net: Unfavourable	479 43%	260 49% c	207 37%	109 35% DEGHU	146 39% DEGHU	224 52% DEGHU	40 33% DEGHU	68 37% DEGHU	67 42% DEGHU	79 42% DEGHU	95 55% DEGHU	129 50% DEGHU	135 45% DEGHU	131 41% DEGHU	98 43% DEGHU	114 43% DEGHU	117 45% DEGHU	131 45% DEGHU	106 41% DEGHU	55 36% DEGHU	27 48% *	43 45% *	382 42% z	97 49%	288 46% z	113 38%	78 42% z	93 35% z	387 46% b	122 35% d	357 46% d	275 42% d	204 45% d			
Net Difference	-356 -32%	-196 -37%	-151 -27%	-55 -18% EFJKL	-119 -32% K	-182 -42% K	-16 -13% EFJKL	-40 -21% FKL	-54 -30% K	-65 -34% K	-80 -46% K	-102 -39% K	-95 -31% K	-93 -29% K	-83 -37% K	-86 -33% K	-94 -36% K	-99 -34% K	-74 -29% K	-32 -21% K	-21 -38% K	-37 -38% K	-276 -30% K	-80 -40% K	-223 -35% K	-73 -24% K	-60 -33% K	-54 -20% K	-302 -36% K	-65 -19% K	-291 -38% K	-202 -31% K	-155 -34% K			
Mean	-0.54	-0.63	-0.44 B	-0.32 EFJKL	-0.54 K	-0.68 K	-0.24 EFJKL	-0.38 FKL	-0.55 K	-0.53 K	-0.78 K	-0.62 K	-0.56 K	-0.47 K	-0.57 K	-0.57 K	-0.60 K	-0.56 K	-0.51 K	-0.37 Q	-0.64 *	-0.56 *	-0.51 K	-0.63 K	-0.60 K	-0.42 r	-0.50 K	-0.36 c	-0.59 K	-0.35 e	-0.62 K	-0.51 K	-0.57 K			

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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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

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 aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties							Favourable to politicians						
		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)	Favourable to Hancock (T)	Unfavourable to Hancock (U)
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481
Very favourable (2)	24 2%	3 1%	9 3%	9 14%	2 1%	11 3%	9 2%	10 3%	14 3%	18 6%	2 *	24 19%	- -	6 2%	17 3%	15 5%	4 1%	12 3%	9 3%	6 2%	9 2%
Fairly favourable (1)	99 9%	16 4%	35 12%	25 37%	13 10%	60 14%	21 5%	19 6%	65 38%	62 38%	14 3%	99 81%	- -	21 6%	66 40%	63 20%	7 2%	41 9%	31 10%	19 7%	49 10%
Neither favourable nor unfavourable (0)	420 38%	102 28%	121 42%	25 37%	45 35%	191 44%	133 30%	95 30%	195 38%	144 45%	94 22%	- -	- -	96 28%	221 40%	130 40%	73 21%	144 33%	91 30%	92 35%	168 35%
Fairly unfavourable (-1)	263 24%	116 32%	64 22%	7 10%	41 31%	93 21%	127 29%	99 32%	123 24%	51 16%	150 35%	- -	263 55%	111 32%	113 21%	65 20%	100 29%	120 28%	82 27%	84 27%	113 23%
Very unfavourable (-2)	216 19%	104 29%	45 16%	1 1%	28 22%	59 13%	128 29%	78 25%	102 20%	32 10%	153 35%	- -	216 45%	96 28%	99 18%	39 12%	143 42%	100 23%	81 26%	54 21%	116 24%
Don't know	92 8%	18 5%	14 5%	1 2%	1 1%	23 5%	25 6%	11 3%	21 4%	12 4%	19 4%	- -	- -	14 4%	30 5%	10 3%	13 4%	17 4%	12 4%	10 4%	26 6%
Net: Favourable	123 11%	19 5%	44 15%	34 51%	15 11%	72 16%	30 7%	29 9%	79 15%	79 25%	16 4%	123 100%	- -	28 8%	83 15%	78 24%	11 3%	53 12%	40 13%	25 9%	58 12%
Net: Unfavourable	479 43%	221 61%	109 38%	7 11%	69 53%	152 35%	255 58%	177 57%	225 43%	83 26%	303 70%	- -	479 100%	207 60%	213 39%	103 32%	243 72%	220 51%	163 53%	138 52%	229 48%
Net Difference	-356 -32%	-202 -56%	-66 -23%	27 40%	-54 -42%	-80 -18%	-225 -51%	-149 -48%	-146 -28%	-4 -1%	-287 -66%	123 100%	-479 -100%	-179 -52%	-129 -24%	-25 -8%	-232 -68%	-167 -39%	-123 -40%	-113 -43%	-171 -36%
Mean	-0.54	-0.89	-0.37	0.54	-0.63	-0.31	-0.82	-0.72	-0.47	-0.06	-1.06	1.19	-1.45	-0.81	-0.41	-0.16	-1.14	-0.61	-0.66	-0.63	-0.61

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

Ipsos MORI January 2021 Political Pulse
PUBLIC
 Fieldwork: 8-11 January 2021
 Adults online aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

All Adults 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 (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)
Unweighted base	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457
Very positive	133 12%	73 14%	59 11%	25 8%	25 7%	83 19% DEGHU	11 9%	14 8%	12 7%	13 7%	28 21% DEHU	56 19% DEGHU	40 13%	32 10%	30 13%	32 12%	23 9%	32 11%	45 18%	21 14%	8 4% QRV	5 5% V	109 12%	24 12%	78 12% z	23 8%	33 18% z	26 10%	108 13%	28 8%	105 14% d	71 11%	63 14%
Fairly positive	181 16%	97 18%	83 15%	47 15%	48 13%	86 20% EI	17 14%	29 16%	18 10%	30 16%	37 22% EI	49 19% I	47 16%	53 16%	39 17%	42 16%	54 21% V	54 18% V	36 14%	22 14%	7 4% *	7 8% *	137 15%	43 22% w	112 18%	43 14%	26 14%	38 14%	142 17%	41 12% d	140 18% d	110 17%	71 15%
Made no difference	192 17%	99 19%	87 16%	62 20% FL	76 20% FL	54 12% FL	23 19%	39 21% FL	37 20% FL	39 20% FL	24 14% FL	30 11% FL	43 14%	62 19%	30 13%	57 22% MO	46 17%	53 18%	42 16%	24 16%	9 4% *	17 18% *	161 18%	31 16% a	109 17% a	64 21% a	19 10%	56 21%	136 16%	52 15% e	140 18% e	116 18%	76 17%
Fairly negative	241 22%	111 21%	123 22%	78 25% FK	90 24% FK	73 17% FKL	37 30% FKL	41 22% FKL	50 27% FKL	40 21% FKL	28 16% FKL	46 18% FKL	68 23%	71 22%	52 23%	51 19%	53 20%	64 22%	52 20%	28 18%	17 30% *	28 30% T*	202 22%	39 20% a	138 22%	68 23%	36 20%	66 25%	175 21%	78 22% e	163 21% e	148 23%	93 20%
Very negative	258 23%	124 23%	119 21%	77 25% B	84 23% DG	97 22% DG	29 24%	47 25%	46 25%	39 20%	40 23%	57 22% O	85 28% O	77 24%	41 18%	55 21%	58 22%	49 17%	63 24%	48 31% R	13 23% R	28 29% R*	213 23%	45 23% R	134 21%	78 26%	46 25%	54 20%	204 24% e	123 36% e	134 17% e	153 23%	105 23%
Don't know	110 10%	27 5%	83 15% B	21 7% DG	51 14% DG	39 9% DG	6 5%	15 8%	19 11%	32 17% DFGHKL	16 9% DFGHKL	22 9% DFGHKL	19 6% MN	29 9% MN	35 15% MN	27 10%	29 11%	40 14% S	19 7%	11 7%	2 4% *	10 10% *	94 10%	16 8% R	61 10% R	26 9% R	23 13% R	26 10% R	84 10% R	24 7% R	87 11% R	60 9% R	51 11% R
Net: Positive	314 28%	170 32% C	142 26% C	72 23% C	73 20% C	169 39% DEGHU	28 23%	43 23%	30 17%	43 22%	65 22% DEGHU	105 40% DEGHU	87 29%	85 26%	68 30%	74 28%	77 29% V	86 32% V	82 28% V	43 26% V	15 4% V*	12 13% *	247 27%	67 34% z	190 30% z	65 22% z	59 32% z	64 24% z	250 29% z	69 20% z	245 32% z	181 27% z	133 29% z
Net: Negative	499 45%	235 44%	242 44%	155 50% FKL	174 47% J	170 39% FKL	66 54% FKL	89 48% FKL	96 52% EFJKL	78 41% EFJKL	67 39% P	103 40% P	153 51% P	148 46% P	93 41%	106 40%	111 42%	112 39%	115 45%	75 49% R	29 53% *	56 59% QRS*	415 45%	84 42% R	271 43% R	146 48% R	82 45% R	120 45% R	379 45% R	201 58% e	298 39% e	301 46% e	198 43% e
Net Difference	-185 -17%	-65 -12% B	-100 -18% B	-83 -27% DG	-101 -27% DG	-1 *	-38 -31% DG	-45 -24% DG	-65 -36% DG	-36 -19% DG	-2 -1% DG	2 1% DG	-66 -22% MN	-63 -19% MN	-24 -11% MN	-32 -12% MN	-34 -13% MN	-27 -9% MN	-33 -13% MN	-32 -21% MN	-15 -26% MN	-44 -46% MN	-169 -18% MN	-17 -8% MN	-81 -13% MN	-80 -27% MN	-23 -13% MN	-56 -21% MN	-129 -15% MN	-132 -38% MN	-53 -7% MN	-121 -18% MN	-65 -14% MN

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

Adults online aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

All Adults 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	Favourable to Hancock	Unfavourable to Hancock
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495	
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481	
Very positive	133 12%	99 28% CDE	8 3%	3 4% *	11 8% C	5 1%	120 27% F	102 33% UKLM	13 3%	21 7% I	95 22% U	19 16% U	94 20% U	110 32% OPQRSU	14 3%	22 7% O	83 25% OPSU	103 24% OPSU	18 6% O	73 28% OPSU	26 5% O	
Fairly positive	181 16%	99 28% CDE	21 7%	2 3% *	21 17% CD	32 7%	121 27% F	96 31% UKLM	33 6%	26 8% U	99 23% ULM	12 10% UL	89 19% UL	107 31% OPQRSU	37 7%	36 11% O	77 23% OPSU	108 25% OPSU	25 8%	71 27% OPSU	47 10% O	
Made no difference	192 17%	64 18%	36 13%	5 8% *	23 18%	46 10%	99 22% F	45 15% J	78 15% J	37 12% H	83 19% H	13 11% H	81 17% H	54 16% J	78 14% NQR	41 13% NQR	57 17% N	70 16% N	41 14% NQ	43 16% N	77 16% NQ	
Fairly negative	241 22%	56 16%	78 27% B	21 30% B*	32 24% B	140 32% G	50 11% G	42 13% HKM	141 27% HKM	76 24% H	77 18% H	26 21% H	96 20% H	45 13% NQR	150 28% NQR	77 24% NQR	55 16% N	79 18% N	73 24% NQ	48 18% N	118 25% NQR	
Very negative	258 23%	15 4%	123 43% BE	36 53% BE*	35 27% B	197 45% G	11 3% G	10 3% HKM	212 41% HKM	140 44% HKM	49 11% H	52 42% HKM	86 18% HK	12 4% NQR	229 42% NQR	127 40% NQR	48 14% NT	48 11% NT	136 45% NQRTU	13 5% NQRT	184 38% NQRT	
Don't know	110 10%	25 7%	21 7%	1 2% *	8 6%	18 4%	41 9% F	15 5% L	42 8% L	19 6% L	30 7% L	1 1% L	34 7% L	15 4% S	38 7% S	18 6% S	20 6% S	25 6% S	12 4% S	17 6% S	29 6% S	

Net: Positive	314 28%	198 55% CDE	30 10%	5 7% *	32 25% CD	37 8%	241 55% F	199 64% UKLM	47 9%	47 15% I	194 45% ULM	31 25% U	183 38% UL	217 63% OPQRSTU	51 9%	58 18% O	160 47% OPSU	211 49% OPSU	43 14% O	144 54% OPRSU	73 15% O
Net: Negative	499 45%	71 20% BE	201 70% BE	56 83% BCE*	66 51% B	337 77% G	61 14% G	52 17% HKM	353 68% HKM	216 68% HKM	126 29% H	77 63% HKM	182 38% HK	58 17% NQR	380 69% NQR	205 64% NQR	102 30% NT	127 29% NT	209 68% NQRTU	61 23% N	303 63% NQRT
Net Difference	-185 -17%	127 35%	-172 -60%	-51 -76%	-34 -26%	-300 -69%	181 41%	147 47%	-307 -59%	-168 -53%	68 16%	-46 -38%	1 *	159 46%	-329 -60%	-146 -46%	58 17%	84 19%	-166 -54%	83 31%	-230 -48%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M,N/O/P/Q/R/S/T/U Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI January 2021 Political Pulse**PUBLIC****Fieldwork: 8-11 January 2021****Adults online aged 18+ in GB**

Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union? - Summary

All Adults aged 18+ in Great Britain

	Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union?	
	Boris Johnson (A)	Keir Starmer (B)
Unweighted base	1115	1115
Weighted base	1115	1115
Satisfied	422 38% B	272 24%
Dissatisfied	527 47% B	423 38%
Don't know	166 15%	420 38% A

Net Difference 1-2	-105 -9%	-151 -14%
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: 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 Minimum Base: 30(**) Small Base: 100(*)**ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

Ipsos MORI January 2021 Political Pulse
 PUBLIC
 Fieldwork: 8-11 January 2021
 Adults online aged 18+ in GB

Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union? - Boris Johnson
 All Adults 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 (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)
Unweighted base	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457
Satisfied	422 38%	222 42% C	194 35%	85 27%	118 32% I	219 51% DEGHJ	24%	30%	47 26%	72 37% DEGI	83 48% DEGHJ	135 52% DEGHJ	120 40%	112 35%	94 41%	96 36%	96 37% V	127 44% V	96 37% V	58 38% V	22 39% *	23 24% *	342 37%	80 40%	261 41% Z	86 29% Z	74 40% Z	91 34% Z	330 39% Z	103 30% Z	318 41% d	247 38% d	174 38% d
Dissatisfied	527 47%	252 47%	253 46%	179 27% EFJKL	182 58% FKL	166 49% FKL	38%	106 60% EFJKL	98 57% FKL	84 44% FKL	66 38% FKL	100 39% O	153 51% OP	172 53% OP	91 40%	111 42%	130 50%	119 41%	112 44%	84 55% RS	26 46% *	55 58% RS*	439 48%	88 44%	271 43% Ya	173 58% Ya	83 45% Ya	127 48% Ya	400 47% e	205 59% e	322 42% e	317 48% e	210 46% e
Don't know	166 15%	56 11% B	107 19%	46 15% FL	73 20% FL	47 11%	20 16%	25 14%	38 21% FL	36 19% FL	23 13% FL	24 9%	28 9%	40 12%	41 18% M	57 22% MN	36 14%	44 15% T	49 19% T	11 7% *	8 15% *	17 18% T*	136 15%	30 15%	99 16%	40 13%	26 14%	48 18%	118 14% d	38 11% d	129 17% d	94 14% d	73 16% d
Net Difference 1-2	-105 -9%	-29 -6%	-59 -11%	-94 -30%	-64 -17%	53 12%	-44 -36%	-50 -27%	-52 -28%	-12 -6%	17 10%	35 14%	-33 -11%	-60 -18%	3 1%	-15 -6%	-34 -13%	8 3%	-16 -6%	-27 -17%	-4 -7%	-33 -35%	-97 -11%	-8 -4%	-10 -2%	-87 -29%	-8 -5%	-35 -13%	-70 -8%	-102 -29%	-4 *	-70 -11%	-36 -8%

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

Overlap formulae used
 ColumnProportions (5%): A,B/C,D/E,F/G/H/I/J,K/L,M/N/O/P,Q/R/S/T/U/V,W/X/Y/Z/a,b/c,d/e,f/g 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 January 2021 Political Pulse
PUBLIC
Fieldwork: 8-11 January 2021
Adults online aged 18+ in GB

Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union? - Boris Johnson

All Adults aged 18+ in Great Britain

	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	Favourable to Hancock	Unfavourable to Hancock
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481
Satisfied	422 38%	268 75% CDE	36 12%	11 16% *	32 25% C	75 17%	284 64% F	264 85% IJKLM	52 10%	64 20% I	262 60% IILM	37 30% II	239 50% IIL	295 86% OPQRSTU	45 8% OSU	81 25% OSU	199 58% OPSU	286 66% OPQSU	45 15% O	202 76% OPQRSU	82 17% O
Dissatisfied	527 47%	59 16%	223 77% BE	52 76% BE*	78 60% B	309 71% G	108 24%	33 10%	408 79% HIJKLM	231 73% HKM	135 31% H	81 66% HKM	207 43% HK	31 9%	445 81% NPQRSTU	219 68% NQRT	113 33% NRT	114 26% NT	232 76% NPQRT	42 16% N	354 74% NPQRT
Don't know	166 15%	32 9%	29 10%	5 8% *	19 15%	54 12%	50 11%	14 4%	59 11% HJLM	24 7%	37 9% H	5 4%	33 7%	17 5%	57 10% NP	20 6%	28 8% N	34 8% N	29 10% N	21 8% N	45 9% NP
Net Difference 1-2	-105 -9%	209 58%	-187 -65%	-41 -60%	-46 -35%	-234 -53%	176 40%	232 75%	-356 -68%	-167 -52%	127 29%	-44 -36%	32 7%	264 77%	-400 -73%	-138 -43%	86 25%	173 40%	-187 -61%	159 60%	-273 -57%

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

Ipsos MORI January 2021 Political Pulse
 PUBLIC
 Fieldwork: 8-11 January 2021
 Adults online aged 18+ in GB

Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union? - Keir Starmer
 All Adults 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 (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	1115	509	576	360	380	375	158	202	187	193	184	191	270	366	185	294	263	297	245	156	54	100	930	185	620	338	157	274	841	443	672	754	361
Weighted base	1115	530	555	310	374	432	123	186	182	192	172	260	301	324	226	264	263	291	258	153	56	95	916	199	631	300	183	266	849	346	769	658	457
Satisfied	272 24%	149 28% C	121 22%	101 33% EFU	63 17%	108 25% EI	37 30% EU	64 34% EFU	28 15%	35 18%	43 25% EI	65 25% EI	91 30% OP	80 25%	44 20%	57 22%	71 27% V	72 25% V	55 21%	39 25% V	21 38% SV*	13 14% *	225 25%	47 24%	152 24%	80 27%	40 22%	81 30% c	191 23%	110 32% e	162 21%	173 26%	99 22%
Dissatisfied	423 38%	225 43% C	182 33%	98 32%	141 38%	183 42% DH	42 34%	56 30%	72 39%	70 36%	71 41% DH	113 43% DH	126 42%	126 39%	82 36%	89 34%	96 37%	119 41%	95 37%	54 35%	21 37% *	38 40% *	346 38%	77 39%	243 38%	104 35%	76 42%	93 35%	330 39%	126 36%	297 39%	253 38%	170 37%
Don't know	420 38%	156 29% B	251 45%	110 36% DFHKL	169 45% DFHKL	141 33%	44 36%	66 35%	83 45% DFKL	86 45% DFKL	59 34%	82 32%	85 28% M	118 37% M	100 44% M	117 44% M	95 36%	100 34%	108 42% U	60 39%	14 24% *	43 45% U*	346 38%	74 37%	237 38%	116 39%	67 37%	92 35%	328 39%	111 32%	310 40% d	232 35%	188 41%
Net Difference 1-2	-151 -14%	-77 -15%	-61 -11%	3 1%	-78 -21%	-76 -18%	-4 -3%	7 4%	-44 -24%	-35 -18%	-28 -16%	-48 -18%	-35 -12%	-47 -14%	-37 -16%	-32 -12%	-25 -10%	-46 -16%	-40 -15%	-15 -10%	1 1%	-25 -26%	-121 -13%	-30 -15%	-91 -14%	-24 -8%	-36 -20%	-13 -5%	-138 -16%	-16 -5%	-135 -18%	-81 -12%	-70 -15%

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 January 2021 Political Pulse

PUBLIC

Fieldwork: 8-11 January 2021

Adults online aged 18+ in GB

Q4. Are you satisfied or dissatisfied with the way ... has handled Britain's exit from the European Union? - Keir Starmer

All Adults aged 18+ in Great Britain

	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	Favourable to Hancock	Unfavourable to Hancock
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1115	327	305	66	139	462	406	282	536	336	407	133	456	321	565	330	326	407	320	245	495
Weighted base	1115	359	289	68	130	438	442	311	519	318	433	123	479	344	547	321	340	434	306	265	481
Satisfied	272 24%	80 22%	106 37%	19 28% *	31 24%	128 29%	104 23%	77 25% K	144 28% KM	140 44% HIKM	63 15%	63 51% HIKM	98 20% K	82 24% Q	150 27% Q	164 51% NOQRSTU	32 9%	123 28% NQ	82 27% Q	77 29% NQ	135 28% Q
Dissatisfied	423 38%	174 49% CD	91 31%	19 29% *	54 42% C	164 37%	191 43%	147 47% IUL	188 36% JL	84 26%	247 57% HIJLM	28 22%	251 52% IUL	162 47% OPRT	203 37% P	70 22%	234 69% NOPRSTU	176 41% P	134 44% OP	108 41% P	199 41% OP
Don't know	420 38%	104 29%	92 32%	30 44% B*	45 34%	146 33%	148 33%	87 28%	187 36% HIJKLM	95 30%	123 28%	33 27%	130 27%	101 29% Q	194 35% POSU	88 27%	74 22%	134 31% Q	90 29% Q	80 30% Q	146 30% Q
Net Difference 1-2	-151 -14%	-94 -26%	15 5%	-1 -1%	-24 -18%	-35 -8%	-87 -20%	-69 -22%	-44 -8%	56 18%	-184 -42%	35 29%	-154 -32%	-80 -23%	-54 -10%	94 29%	-202 -59%	-53 -12%	-52 -17%	-31 -12%	-64 -13%

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

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