

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 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?							
	Boris Johnson, Leader of the Conservative Party (A)	Keir Starmer, Leader of the Labour party (B)	Rishi Sunak, Chancellor of the Exchequer (C)	Matt Hancock, Secretary of State for Health and Social Care (D)	The Labour Party (E)	The Conservative Party (F)	The Liberal Democrats (G)	The Green Party (H)
Unweighted base	1128	1128	1128	1128	1128	1128	1128	1128
Weighted base	1128	1128	1128	1128	1128	1128	1128	1128
Very favourable (2)	72 6% G	159 14% ADEFGH	170 15% ADEFGH	90 8% G	91 8% G	116 10% ADGH	31 3% G	69 6% G
Fairly favourable (1)	221 20% G	275 24% AEGH	322 29% ABDEGH	258 23% EGH	202 18% G	291 26% AEGH	121 11% G	191 17% G
Neither favourable nor unfavourable (0)	351 31% BCDEF	215 19% BCDEF	285 25% BF	293 26% BF	294 26% BF	201 18% BCDEF	393 35% BCDEF	414 37% ABCEDEF
Fairly unfavourable (-1)	225 20% BCH	175 15% BCH	154 14% C	192 17% C	271 24% ABCDPH	170 15% ABCDPH	264 23% ABCDPH	172 15% ABCDPH
Very unfavourable (-2)	191 17% C	276 24% ACDEGH	132 12% ACH	245 22% ACH	210 19% C	294 26% ACDEGH	229 20% ACH	186 16% C
Don't know	69 6% BD	29 3% BD	64 6% BD	50 4% B	61 5% B	57 5% B	90 8% ABCEDEF	96 8% ABCEDEF

Net: Favourable	292 26% G	434 38% ADEGH	492 44% ABDEFGH	348 31% AEGH	292 26% G	407 36% ADEGH	152 13% G	261 23% G
Net: Unfavourable	415 37% CH	450 40% CH	286 25% CH	437 39% CH	481 43% ACH	464 41% CH	493 44% ACDH	358 32% C
Net Difference	-123 -11%	-16 -1%	206 18%	-89 -8%	-189 -17%	-57 -5%	-341 -30%	-98 -9%

Mean	-0.23 G	-0.12 DEFG	0.23 ABDEFGH	-0.23 G	-0.29 G	-0.22 G	-0.52 G	-0.21 G
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rdance 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 Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	72 6%	33 6%	38 7%	31 10% FJL	22 6%	19 4%	14 12% EFJL	17 9%	13 7%	9 5%	10 6%	9 3%	15 11%	14 5%	13 4%	5 7% *	18 6%	24 7%	14 6%	16 6%	21 8%	14 5%	10 4%	14 9% W	4 7% *	8 9% *	63 7%	8 4%	37 5%	23 8%	12 7%	31 11% g	41 5%	25 7%	46 6%	48 7%	23 5%
Fairly favourable (1)	221 20%	123 23% C	95 17%	60 19%	64 17%	96 22% K	23 19%	37 19%	26 14%	38 20%	30 17%	66 25% EI	27 20%	51 18%	70 19%	25 37% MNO*	59 20%	74 22%	36 15%	52 20%	66 24% W	52 18%	41 16%	36 23%	13 23% *	13 14% *	189 21%	31 14%	145 21%	44 15%	32 20%	64 22%	156 19%	86 25% i	135 17%	131 20%	90 20%
Neither favourable nor unfavourable (0)	351 31%	154 28%	196 34% B	108 34%	116 31%	127 29%	43 36%	64 33%	55 30%	61 31%	45 26%	82 31%	49 36% P	95 33% P	115 32% P	9 14% *	88 30%	106 32%	76 32%	81 31%	81 30%	96 33%	85 33%	43 28%	15 28% *	31 31% *	280 31%	71 32%	197 29%	99 35%	55 34%	92 32%	259 31%	103 30%	248 32%	216 32%	135 29%
Fairly unfavourable (-1)	225 20%	113 21%	109 19%	47 15%	80 21% D	97 22% DH	19 16%	28 14%	39 21%	42 22%	36 21%	61 25% DH	21 16%	65 23%	81 22%	14 21% *	62 21%	60 18%	37 16%	66 25% S	34 13%	62 21% U	68 26% UX	25 16%	13 24% *	23 24% U*	172 19%	53 24%	145 21%	46 16%	34 21%	44 15%	181 22% f	62 18%	163 21%	128 19%	97 21%
Very unfavourable (-2)	191 17%	100 18%	88 15%	40 13%	61 16%	90 21% DG	11 9%	29 15%	26 14%	35 18% G	47 27% DEFGHJL	43 16%	14 11%	49 17%	75 21% M	14 21% *	51 17%	57 17%	48 21% T	34 13%	48 18%	53 18%	43 17%	22 15%	6 12% *	18 19% *	149 16%	42 19%	126 19%	39 13%	26 16%	38 13%	152 18%	50 14%	141 18%	106 16%	85 18%
Don't know	69 6%	23 4%	45 8% B	27 9% FKL	34 9% FJKL	8 2% FL	9 8% FL	18 9% FKL	24 13% EFJKL	10 5% FL	5 3%	3 1%	11 8% O	13 4%	8 2%	- - *	18 6%	13 4%	23 10% R	16 6%	20 7%	16 6%	13 5%	13 8%	4 7% *	4 4% *	55 6%	14 7%	29 4%	37 13% ce	4 2%	21 7%	48 6%	23 7%	46 6%	40 6%	29 6%
Net: Favourable	292 26%	156 28%	134 23%	92 29%	86 23%	115 26%	37 31%	55 28%	39 21%	47 24%	40 23%	75 29%	42 30%	65 23%	83 23%	29 45% NO*	77 26%	97 29%	50 21%	69 26%	87 32% VW	66 22%	51 20%	50 33% VW	16 30% *	22 22% *	253 28% b	40 18%	181 27%	67 23%	44 27%	95 33% g	197 24%	112 32% i	181 23%	180 27%	113 25%
Net: Unfavourable	415 37%	214 39%	197 34%	87 28%	141 37% DG	187 43% DGH	30 25%	57 30%	65 35%	77 39% DG	83 48% DEFGHJL	104 39% DG	36 26%	114 40% M	157 43% M	27 41% *	113 38%	117 35%	86 37%	99 38%	81 30%	115 39%	110 43% UX	47 31%	19 35% *	42 43% *	321 35% d	95 43%	271 40% d	84 29%	60 37%	83 28%	333 40% f	111 32% h	304 39% h	234 35%	181 40%
Net Difference	-123 -11%	-58 -11%	-64 -11%	4 1%	-55 -15%	-72 -16%	7 6%	-3 -1%	-26 -14%	-29 -15%	-44 -25%	-28 -11%	6 4%	-50 -17%	-74 -20%	2 3%	-36 -12%	-19 -6%	-36 -15%	-31 -12%	5 2%	-49 -17%	-59 -23%	3 2%	-3 -5%	-20 -20%	-68 -8%	-55 -25%	-90 -13%	-17 -6%	-16 -10%	13 4%	-135 -16%	* *	-123 -16%	-54 -8%	-69 -15%
Mean	-0.23	-0.24	-0.22	-0.02 fjk	-0.27	-0.33 k	0.09 efjkl	-0.09 fk	-0.25	-0.30	-0.48	-0.24	0.05 no	-0.31	-0.38	-0.10 *	-0.25	-0.17	-0.33	-0.19	-0.09 vw	-0.32	-0.37	-0.03 vw	-0.10 *	-0.32 *	-0.18 b	-0.43	-0.28	-0.13	-0.19	0.02 g	-0.31	-0.07 i	-0.30	-0.18	-0.30

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

Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)								
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446								
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437								
Very favourable (2)	72 6%	4 1%	44 17%	7 9%	10 7%	36 9%	21 4%	18 4%	43 9%	66 22%	2 *	26 17%	21 4%	39 15%	15 4%	30 7%	38 8%	72 25%	- -	36 7%	25 9%	29 8%	29 7%								
Fairly favourable (1)	221 20%	52 13%	86 33%	20 28%	20 14%	105 26%	79 16%	69 17%	125 27%	131 45%	33 7%	52 34%	66 13%	81 29%	53 15%	70 16%	120 27%	221 75%	- -	106 21%	63 22%	80 23%	97 22%								
Neither favourable nor unfavourable (0)	351 31%	114 28%	62 24%	28 39%	50 36%	131 32%	130 26%	111 27%	123 27%	52 18%	101 21%	48 32%	106 22%	76 29%	71 20%	107 25%	132 29%	- -	- -	137 28%	65 23%	91 26%	114 26%								
Fairly unfavourable (-1)	225 20%	115 29%	42 16%	12 17%	22 15%	66 16%	128 26%	111 27%	86 18%	30 10%	167 35%	16 11%	145 29%	41 16%	93 26%	115 26%	74 16%	- -	225 54%	114 23%	69 24%	81 23%	84 19%								
Very unfavourable (-2)	191 17%	114 28%	16 6%	5 7%	34 24%	52 13%	118 24%	92 23%	71 15%	6 2%	170 35%	7 5%	144 29%	18 7%	118 33%	101 23%	64 14%	- -	191 46%	92 19%	58 20%	66 19%	97 22%								
Don't know	69 6%	4 1%	12 4%	* *	5 3%	13 3%	19 4%	6 1%	16 3%	7 2%	8 2%	3 2%	11 2%	6 2%	7 2%	12 3%	23 5%	- -	- -	8 2%	6 2%	* *	16 4%								

Net: Favourable	292 26%	56 14%	131 50%	27 37%	30 22%	142 35%	100 20%	87 21%	168 36%	197 67%	35 7%	78 51%	87 18%	120 46%	69 19%	99 23%	157 35%	292 100%	- -	142 29%	89 31%	109 31%	126 29%								
Net: Unfavourable	415 37%	229 57%	58 22%	17 24%	56 40%	118 29%	246 50%	203 50%	157 34%	36 12%	337 70%	23 15%	289 59%	59 23%	212 59%	216 50%	138 31%	- -	415 100%	206 42%	127 44%	148 42%	181 41%								
Net Difference	-123 -11%	-173 -43%	73 28%	10 14%	-25 -18%	24 6%	-146 -30%	-116 -29%	11 2%	160 55%	-302 -63%	55 36%	-202 -41%	61 24%	-143 -40%	-117 -27%	19 4%	292 100%	-415 -100%	-64 -13%	-38 -13%	-39 -11%	-55 -12%								

Mean	-0.23	-0.71	0.40 BE	0.16 BE*	-0.36 B	0.02 G	-0.51	-0.47 KMO	-0.04 HKMO	0.77 HKLMMNO	-1.00	0.49 HKMO	-0.67 K	0.33 HKMO	-0.70 K	-0.45 S	-0.02 PSTUVW	1.25 PGSTUVW	-1.46	-0.25 PS	-0.25 S	-0.22 PS	-0.29 S								
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	320	460	380	485	164	472	294	324
Weighted base	1128	292	481	407	464	152	493	261	358
Very favourable (2)	72 6%	66 22% C	2 *	18 4%	43 9%	26 17% D	21 4%	39 15% I	15 4%
Fairly favourable (1)	221 20%	131 45% C	33 7%	69 17%	125 27% D	52 34% G	66 13%	81 31% I	53 15%
Neither favourable nor unfavourable (0)	351 31%	52 18%	101 21%	111 27%	123 27%	48 32% G	106 22%	76 29% I	71 20%
Fairly unfavourable (-1)	225 20%	30 10%	167 35% B	111 27% E	86 18%	16 11%	145 29% F	41 16%	93 26% H
Very unfavourable (-2)	191 17%	6 2%	170 35% B	92 23% E	71 15%	7 5%	144 29% F	18 7%	118 33% H
Don't know	69 6%	7 2%	8 2%	6 1%	16 3%	3 2%	11 2%	6 2%	7 2%

Net: Favourable	292 26%	197 67% C	35 7%	87 21%	168 36% D	78 51% G	87 18%	120 46% I	69 19%
Net: Unfavourable	415 37%	36 12%	337 70% B	203 50% E	157 34%	23 15%	289 59% F	59 23%	212 59% H
Net Difference	-123 -11%	160 55%	-302 -63%	-116 -29%	11 2%	55 36%	-202 -41%	61 24%	-143 -40%

Mean	-0.23	0.77 C	-1.00	-0.47	-0.04 D	0.49 G	-0.67	0.33 I	-0.70
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 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	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	159 14%	81 15%	78 14%	33 11%	38 10%	88 20% DEHU	16 13%	17 9%	18 10%	20 10%	30 22% DEH	58 17% DEHU	20 14%	30 10%	67 18% N	20 30% MN*	51 17% S	41 12%	22 10%	45 17% S	28 10% Z	44 15% Z	46 18% UZ	33 22% UZ	6 12% Z*	2 2% *	126 14%	33 15%	115 17% d	23 8%	22 14%	33 11%	126 15%	43 12%	117 15%	83 12%	76 17%
Fairly favourable (1)	275 24%	137 25%	137 24%	44 14% H	100 26% DH	131 30% DGHK	24 20% DH	20 10%	49 27% DH	51 26% DH	38 22% DH	93 35% DFGHE	25 18%	64 22%	111 31% MN	19 29% *	73 25%	77 23%	52 22%	73 27%	62 23% Z	93 32% UKZ	73 28% XZ	27 18%	10 18% *	10 10% *	210 23%	65 29%	187 28% d	47 16% d	41 25% d	71 24%	204 24%	66 19%	209 27% h	148 22%	127 28%
Neither favourable nor unfavourable (0)	215 19%	90 16%	125 22% B	78 25% FL	70 19%	67 15%	26 22% L	52 27% EFL	33 18%	37 19%	36 21% FL	31 12%	28 21%	65 23%	58 16%	7 10% *	53 18%	65 20%	52 22%	46 17%	44 17%	51 23%	61 20%	31 20%	8 14% *	20 20% *	176 19%	39 18%	132 19% e	62 22% g	21 24% g	70 17%	145 17%	59 17%	156 20% k	144 21%	71 16%
Fairly unfavourable (-1)	175 15%	82 15%	89 16%	68 22% EFJKL	56 15%	51 12%	27 23% FJKL	41 21% FK	16% 14%	26 14%	17 10%	34 13%	32 23% NO	42 15%	38 11%	12 17% *	48 16%	54 16%	39 17%	33 13%	50 19%	44 15%	33 13%	21 13%	12 22% *	14 15% *	140 15%	34 16%	85 13%	53 19% c	36 22% c	49 17%	126 15%	57 16%	118 15%	107 16%	67 15%
Very unfavourable (-2)	276 24%	147 27%	126 22%	83 26% GL	98 26% L	95 22%	23 19%	60 31% DFGL	46 25%	52 27% L	49 28% FL	45 17%	28 21%	78 27%	83 23%	9 13% *	66 22%	89 27%	59 25%	61 23%	70 26% W	56 19%	44 17%	37 24%	18 34% VWX*	51 52% UVWX*	234 26%	42 19%	147 22%	90 31% c	39 24%	61 21%	215 26%	113 32% i	162 21%	169 25%	107 23%
Don't know	29 3%	10 2%	17 3%	8 3% FL	15 4% FL	5 1%	4 3%	5 3%	8 4% L	8 4% FL	4 2%	2 1%	4 3%	8 3%	5 1%	- - *	5 2%	6 2%	10 4%	8 3%	14 5% W	6 2%	3 1%	4 3%	- - *	2 2% *	22 2%	6 3%	12 2%	13 4% c	4 2%	6 2%	23 3%	11 3%	17 2%	19 3%	10 2%

Net: Favourable	434 38%	218 40%	215 38%	77 25% H	138 37% DH	219 50% DEGHJK	40 33% DH	37 19%	67 37% DH	71 36% DH	68 39% DH	151 58% DEFGHIJK	44 32%	94 33%	178 49% MN	39 60% MN*	124 42% S	118 36%	74 32%	118 45% RS	90 34% Z	137 47% UYZ	119 46% UZ	60 39% Z	16 30% Z*	12 12% *	336 37%	98 45%	302 44% d	70 24% d	63 39% d	104 36%	330 39%	109 31%	326 42% h	231 34%	203 44% j
Net: Unfavourable	450 40%	228 42%	215 38%	151 48% FKL	154 41% L	145 33% L	50 42% L	101 52% EFJKL	75 41%	79 41%	66 38%	80 30% O	60 44% O	120 42%	122 34%	20 30% *	114 39%	144 43%	99 42%	94 35%	120 45% VW	100 34% VW	77 30% VW	58 38%	30 56% VWX*	65 66% UVWX*	374 41%	76 35%	232 50% c	143 50% c	75 46% c	110 38%	340 41%	170 49% i	280 36%	276 41%	174 38%
Net Difference	-16 -1%	-10 -2%	* *	-74 -23%	-16 -4%	74 17%	-10 -8%	-63 -33%	-8 -5%	-8 -4%	2 1%	72 27%	-16 -12%	-26 -9%	56 15%	19 29%	10 3%	-25 -8%	-25 -11%	24 9%	-30 -11%	37 12%	42 16%	2 2%	-14 -26%	-53 -54%	-38 -4%	21 10%	70 10%	-74 -26% c	-12 -8% c	-6 -2%	-11 -1%	-62 -18%	46 6%	-45 -7%	29 6%

Mean	-0.12	-0.14	-0.09	-0.40	-0.21	0.16	-0.15	-0.56	-0.21	-0.21	-0.10	0.32	-0.19	-0.27	0.11	0.47	-0.02	-0.23	-0.27	0.03	-0.28	0.09	0.17	-0.01	-0.48	-1.05	-0.16	0.06	0.06	-0.51	-0.18	-0.12	-0.12	-0.39	* *	-0.20	* *
				H	H	DEGHJK	DH		H	H	DH	DEFGHIJK			N	MN*				RS	Z	UYZ	UYZ	Z	Z*	*			d		d				h		*

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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/f,g,h/U/J/k Minimum Base: 30(\*\*) Small Base: 100(\*\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Very favourable (2)	159 14%	131 32% CDE	9 3%	2 3% *	6 4%	28 7%	117 24% F	145 36% IJKLMNOP	7 1%	22 7% I	117 24% IUMN	24 16% IUN	92 19% IUN	20 8% I	87 24% IUMN	159 37% QRSTUW	- -	30 10% QUW	95 23% QRUW	132 27% QRUW	4 1% Q	127 37% QRSTUW	13 3% QU
Fairly favourable (1)	275 24%	172 43% CDE	25 10%	9 12% *	17 12%	56 14%	166 33% F	188 46% IJKLMNOP	27 6%	45 15% I	149 31% IUMN	32 21% I	132 27% IUN	42 16% IUN	102 28% IUN	275 63% QRSTUWV	- -	69 24% QUW	121 29% QRUW	189 38% QRUW	24 8% Q	139 40% QRSTUW	46 10% Q
Neither favourable nor unfavourable (0)	215 19%	62 15%	35 13%	18 25% C*	30 21%	68 17%	92 19%	49 12%	46 10%	42 14% I	72 15% IHN	29 19% I	66 13% I	33 13% I	55 15% I	- -	- -	36 12% PQU	58 14% PQU	75 15% PQUV	21 7% PQ	41 12% PQ	50 12% PQU
Fairly unfavourable (-1)	175 15%	28 7%	54 21% B	18 26% B*	20 14% B	68 17%	64 13%	17 4%	125 27% HIJKLMNOP	59 20% HKMO	53 11% H	27 18% HK	71 14% HK	50 19% HKLMO	47 13% H	- -	175 39% PRSTUVW	60 21% PSTV	46 11% PV	59 12% P	60 21% PSTV	31 9% P	97 22% PSTV
Very unfavourable (-2)	276 24%	11 3%	137 52% BD	24 34% B*	65 46% B	181 G	53 11%	6 2%	257 55% HIJKLMNOP	125 43% HKMO	89 18% H	40 26% HK	132 27% HKD	115 44% HKLMO	67 19% H	- -	276 61% PRSTVW	97 33% PSTV	92 22% PTV	37 8% PV	178 62% PRSTVW	9 3% P	230 53% PRSTV
Don't know	29 3%	1 *	2 1%	- 1% *	2 1%	4 1%	4 1%	1 *	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	2 1%	- -	- -	- -	1 *

Net: Favourable	434 38%	302 75% CDE	34 13%	11 16% *	24 17%	84 21%	283 57% F	333 82% IJKLMNOP	34 7%	66 23% I	266 55% IUMN	57 37% IUN	224 45% IUN	62 24% I	189 53% IUMN	434 100% QRSTUWV	- -	99 34% QUW	216 52% QRUW	321 65% QRUW	27 10% Q	266 77% QRSTUW	58 13% QU
Net: Unfavourable	450 40%	39 10% BDE	192 73% B	42 59% B*	86 61% B	249 62% G	116 24% F	24 6% HIJKLMNOP	382 82% HKMO	184 63% H	141 29% H	67 44% HKD	204 41% HKD	165 63% HKLMO	113 32% H	- -	450 100% PRSTUVW	157 54% PSTV	138 33% PTV	96 20% PV	238 83% PRSTVW	40 12% P	327 75% PRSTV
Net Difference	-16 -1%	264 65%	-158 -60%	-31 -44%	-62 -44%	-165 -41%	166 34%	310 76%	-348 -75%	-117 -40%	125 26%	-10 -7%	20 4%	-103 -40%	76 21%	434 100%	-450 -100%	-58 -20%	78 19%	225 46%	-211 -74%	226 65%	-269 -62%

Mean	-0.12	0.95 CDE	-1.10	-0.74 C*	-0.87	-0.79	0.47 F	1.10 IJKLMNOP	-1.29	-0.75 I	0.32 IUMN	-0.17 IUN	-0.04 IUN	-0.76 I	0.27 IUMN	1.37 QRSTUWV	-1.61	-0.43 QUW	0.20 QRUW	0.65 QRUW	-1.34 Q	0.99 QRSTUW	-1.11 QU
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	320	460	380	485	164	472	294	324
Weighted base	1128	292	481	407	464	152	493	261	358
Very favourable (2)	159 14%	22 7%	117 24% B	145 36% E	7 1%	24 16%	92 19%	20 8%	87 24% H
Fairly favourable (1)	275 24%	45 15%	149 31% B	188 46% E	27 6%	32 21%	132 27%	42 16%	102 28% H
Neither favourable nor unfavourable (0)	215 19%	42 14%	72 15%	49 12%	46 10%	29 19%	66 13%	33 13%	55 15%
Fairly unfavourable (-1)	175 15%	59 20% C	53 11%	17 4%	125 27% D	27 18%	71 14%	50 19%	47 13%
Very unfavourable (-2)	276 24%	125 43% C	89 18%	6 2%	257 55% D	40 26%	132 27%	115 44% I	67 19%
Don't know	29 3%	- -	1 *	1 *	1 *	- -	- -	1 *	1 *

Net: Favourable	434 38%	66 23%	266 55% B	333 82% E	34 7%	57 37%	224 45%	62 24%	189 53% H
Net: Unfavourable	450 40%	184 63% C	141 29%	24 6%	382 82% D	67 44%	204 41%	165 63% I	113 32%
Net Difference	-16 -1%	-117 -40%	125 26%	310 76%	-348 -75%	-10 -7%	20 4%	-103 -40%	76 21%

Mean	-0.12	-0.75	0.32 B	1.10 E	-1.29	-0.17	-0.04	-0.76	0.27 H
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

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Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	170	92	78	29	44	97	12	17	18	26	27	70	12	34	66	29	56	50	20	44	33	44	54	29	5	4	144	26	113	31	26	33	137	44	126	87	83
	15%	17%	14%	9%	12%	22% DEGHIJK	10%	9%	10%	13%	15% D	27% DEGHIJK	9%	12%	18% MN	44% MNO*	19% S	15%	9%	17% S	12% Z	15% Z	21% UZ	19% Z	10% +	4% +	16%	12%	17% d	11%	16%	11%	16%	13%	16%	13%	18% j
Fairly favourable (1)	322	156	166	69	102	151	25	44	48	54	46	105	29	76	121	27	85	98	68	72	67	105	69	43	19	18	239	83	211	52	59	85	237	95	227	189	133
	29%	29%	29%	22%	27%	35% DEGHIK	21%	23%	26%	28%	26%	40% DEGHIJK	21%	27%	33% M	40% M*	29%	29%	29%	27%	25%	36% UWZ	27%	28%	36% Z*	18% +	26%	38% a	31% d	18%	36% d	29%	28%	27%	29%	28%	29%
Neither favourable nor unfavourable (0)	285	121	164	93	87	105	34	59	46	41	52	53	39	68	98	5	65	80	63	77	72	68	69	30	16	29	230	56	171	83	31	71	215	82	203	164	121
	25%	22%	29% B	30% JL	23%	24%	28%	31% JL	25%	21%	30% FL	20%	28% P	24% P	27% P	8% +	22%	24%	27%	29%	27%	23%	27%	20%	30% +	29% +	25%	25%	25%	29% e	19%	24%	26%	23%	26%	24%	26%
Fairly unfavourable (-1)	154	77	76	52	64	38	21	31	31	33	22	16	24	56	35	2	40	44	33	36	41	35	32	21	5	21	126	28	85	48	21	48	107	62	92	105	49
	14%	14%	13%	17% FL	17% FL	9%	18% FL	16% FL	17% FL	17% FL	13% FL	6% FL	17% OP	20% OP	10% OP	3% +	14%	13%	14%	14%	15%	12%	12%	14%	8% +	22% V*	14%	13%	13%	17%	13%	16%	13%	18% i	12% k	16%	10% k
Very unfavourable (-2)	132	81	47	46	48	38	17	30	19	29	21	17	18	37	34	3	33	49	29	22	33	28	27	16	6	23	118	14	73	40	19	34	98	44	89	89	43
	12%	15% C	8%	15% FL	13% L	9%	14% L	15% FL	10% FL	15% FL	12% F	6% FL	13%	13%	9%	5% +	11%	15% Y	12% T	8%	12%	9%	10%	10%	12% +	23% UVWX*	13% b	6%	11%	14%	12%	12%	12%	12%	11%	13%	9%
Don't know	64	21	42	24	32	8	11	13	22	10	6	2	15	14	8	-	16	13	21	14	23	14	8	14	2	3	52	12	24	34	6	20	44	23	41	35	29
	6%	4%	7% B	8% FL	9% FJKL	2%	9% FKL	7% FL	12% FJKL	5% FL	3% FL	1% FL	11% NOP	5%	2%	- +	6%	4%	9% R	5% R	8% W	5%	3%	9% W	4% +	3% +	6%	6%	4% ce	4%	7%	5%	7%	5%	5%	6%	
Net: Favourable	492 44%	248 45%	244 43%	99 31%	146 39%	248 57%	38 31%	61 31%	66 36%	80 41%	72 42%	175 67%	41 30%	110 39%	188 52%	55 84%	141 47%	148 44%	88 38%	116 44%	100 37%	149 51%	123 48%	73 47%	25 46%	22 22%	383 42%	110 50%	324 48%	83 29%	85 52%	118 41%	374 45%	139 40%	353 45%	276 41%	216 47%
Net: Unfavourable	286 25%	158 29% C	123 21%	99 31% FL	112 30% FL	76 17% L	38 32% FL	61 31% FL	50 27% FL	63 32% FL	43 25% FL	32 12% FL	42 31% OP	93 33% OP	68 19%	6 8% +	74 25%	92 28%	62 26%	58 22%	74 27%	62 21%	59 23%	37 24%	11 20% +	44 45% UVWXYZ*	244 27% b	42 19%	158 23%	88 31% c	40 25%	82 28%	204 24%	106 30% i	181 23%	194 29% k	92 20%
Net Difference	206 18%	91 17%	121 21%	* *	34 9%	172 39%	* *	* *	16 9%	18 9%	29 17%	143 54%	-1 -1%	17 6%	120 33%	50 75%	67 23%	55 17%	26 11%	58 22%	26 10%	87 30%	65 25%	36 23%	14 26%	-22 -23%	138 15%	67 31%	166 24%	-5 -2%	45 28%	36 12%	170 20%	33 10%	172 22%	82 12%	124 27%
Mean	0.23	0.19	0.29	-0.06	0.09	0.54 DEGHIJK	-0.04	-0.07	0.10	0.08	0.21 DH	0.75 DEFGHIJK	-0.05	0.05	0.43 MN	1.14 MNO*	0.32	0.18	0.08	0.32	0.11 Z	0.37 UZ	0.37 UZ	0.36 Z	0.25 Z*	-0.44 +	0.19	0.39	0.31 d	-0.05	0.33 d	0.13	0.26	0.10	0.28 h	0.12	0.38 j

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Overlap formulae used

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



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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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							
	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 Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Hancock (V)	Unfavourable to Hancock (W)					
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446					
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437					
Very favourable (2)	170	129	11	6	12	39	112	144	11	27	110	30	96	32	86	146	8	53	80	170	-	128	27					
	15%	32% CDE	4%	8% *	8%	10%	23% F	35% IJKLMNOP	2%	9% I	23% IUN	20% IUN	19% IUN	12% I	24% IUMN	34% QRSUW	2% U	18% QUW	19% QUW	35% QRSUW	-	37% QRSUW	6% QU					
Fairly favourable (1)	322	178	55	19	22	92	183	176	81	73	161	26	151	51	123	176	88	89	125	322	-	156	80					
	29%	44% CDE	21%	27% *	16%	23%	37% F	43% IJKLMNOP	17%	25% IL	33% IULN	17% ILN	31% ILN	20%	34% IULN	40% QRSUW	20% U	31% QUW	30% QUW	65% PQRSUWVW	-	45% QRSUW	18% U					
Neither favourable nor unfavourable (0)	285	76	65	22	34	95	118	68	103	66	87	44	89	55	53	76	93	54	81	-	-	42	92					
	25%	19%	25%	31% B*	24%	23%	24%	17%	22% O	23% HO	18%	29% HKMMNO	18%	21%	15%	18% TUV	21% TUV	19% TUV	19% TUV	-	-	12% TU	21% TUV					
Fairly unfavourable (-1)	154	10	57	14	32	82	37	10	127	59	59	22	80	51	43	20	121	47	65	-	154	11	119					
	14%	3%	22% B	20% B*	23% B	20% G	7%	2%	27% HJKLMNOP	20% HKO	12% H	14% H	16% HKO	19% HKO	12% H	5% T	27% PRSTV	16% PTV	16% PTV	-	54% PQRSTVW	3% T	27% PRSTV					
Very unfavourable (-2)	132	9	63	10	33	79	32	6	120	53	59	20	71	58	49	7	117	42	61	-	132	10	109					
	12%	2%	24% B	14% B*	23% B	20% G	7%	2%	26% HUKLMO	18% HK	12% H	13% H	14% H	22% HUKLMO	14% H	2% T	26% PRSTV	14% PTV	15% PTV	-	46% PQRSTVW	3% T	25% PRSTV					
Don't know	64	1	11	-	8	18	13	3	22	14	4	11	6	14	4	9	23	8	2	-	-	2	11					
	6%	* B	4% B	- 6% *	6% B	4%	3%	1%	5% HKMO	5% HKMO	1% H	7% HKMO	1%	5% HKMO	1%	2% STUV	5% PRSTUVW	3% STUV	1% -	-	-	* T	2% STU					
Net: Favourable	492 44%	307 76% CDE	67 25%	25 35% *	34 24%	131 32%	295 60% F	320 79% IJKLMNOP	92 20%	100 34% I	271 56% IULMN	55 36% I	247 50% IULN	83 32% I	209 58% IULMN	321 74% QRSUW	96 21% U	142 49% QUW	206 50% QUW	492 100% QRSUWVW	-	284 82% PQRSUW	107 24% QU					
Net: Unfavourable	286 25%	19 5%	120 46% B	24 34% B*	65 46% B	161 40% G	69 14%	16 4%	246 53% HJKLMNOP	112 38% HKLMO	119 25% H	42 28% H	151 31% HKO	109 42% HUKLMO	92 26% H	27 6% T	238 53% PRSTV	89 30% PTV	127 30% PTV	- -	286 100% PQRSTVW	20 6% T	227 52% PRSTV					
Net Difference	206 18%	288 71%	-54 -20%	* 1%	-31 -22%	-30 -7%	227 46%	303 75%	-154 -33%	-12 -4%	153 32%	13 9%	96 19%	-26 -10%	117 33%	294 68%	-142 -32%	53 18%	79 19%	492 100%	-286 -100%	264 76%	-121 -28%					
Mean	0.23	1.01 CDE	-0.42	-0.06 C*	-0.40	-0.18	0.64 F	1.09 IJKLMNOP	-0.59	-0.13 I	0.43 IULMN	0.16 IUN	0.25 IUN	-0.21 I	0.43 IUMN	1.02 QRSUW	-0.59 U	0.22 QUW	0.24 QUW	1.35 PQRSUWVW	-1.46	1.10 QRSUW	-0.47 QU					

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	320	460	380	485	164	472	294	324
Weighted base	1128	292	481	407	464	152	493	261	358
Very favourable (2)	170 15%	27 9%	110 23% B	144 35% E	11 2%	30 20%	96 19%	32 12%	86 24% H
Fairly favourable (1)	322 29%	73 25%	161 33% B	176 43% E	81 17%	26 17%	151 31% F	51 20%	123 34% H
Neither favourable nor unfavourable (0)	285 25%	66 23%	87 18%	68 17%	103 22%	44 29% G	89 18%	55 21%	53 15%
Fairly unfavourable (-1)	154 14%	59 20% C	59 12%	10 2%	127 27% D	22 14%	80 16%	51 19% I	43 12%
Very unfavourable (-2)	132 12%	53 18% C	59 12%	6 2%	120 26% D	20 13%	71 14%	58 22% I	49 14%
Don't know	64 6%	14 5% C	4 1%	3 1%	22 5% D	11 7% G	6 1%	14 5% I	4 1%

Net: Favourable	492 44%	100 34%	271 56% B	320 79% E	92 20%	55 36%	247 50% F	83 32%	209 58% H
Net: Unfavourable	286 25%	112 38% C	119 25%	16 4%	246 53% D	42 28%	151 31%	109 42% I	92 26%
Net Difference	206 18%	-12 -4%	153 32%	303 75%	-154 -33%	13 9%	96 19%	-26 -10%	117 33%

Mean	0.23	-0.13	0.43 B	1.09 E	-0.59	0.16	0.25	-0.21	0.43 H
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	90 8%	49 9%	42 7%	19 6%	19 5%	52 12% DEHIK	10 8%	9 4%	12 7%	7 4%	15 8%	38 14% DEHEJ	10 7%	13 5%	36 10% N	16 25% MNO*	36 12% RS	20 6%	12 5%	22 8%	14 5%	20 7%	35 13% UVYZ	20 13% UVYZ	1 1% +	1 1% +	73 8%	17 8%	61 9%	17 6%	12 7%	16 5%	74 9%	26 7%	64 8%	45 7%	45 10%
Fairly favourable (1)	258 23%	132 24%	125 22%	61 19% I	63 17% I	134 31% DEHIK	26 21% I	35 18%	21 11%	43 22% EI	42 25% EI	91 35% DEGHI	28 20%	51 18%	109 30% MN	23 34% N*	64 22%	70 21%	48 20%	76 29% R	56 21%	86 29% UWZ	48 19%	37 24%	15 27% +	17 17% +	202 22%	55 25%	171 25% d	47 16%	40 25%	66 23%	192 23%	71 20%	187 24%	146 22%	112 24%
Neither favourable nor unfavourable (0)	293 26%	123 22%	169 30% B	82 26%	99 26%	111 26%	32 27%	50 26%	52 29%	47 24%	46 27%	65 25%	34 25%	82 28%	95 26%	13 20% +	81 27%	89 27%	54 23%	69 26%	58 22%	76 26%	95 36% UVXZ	32 21%	13 23% +	20 20% +	233 26%	60 27%	178 26%	71 25%	44 27%	75 26%	218 26%	85 24%	208 27%	170 25%	123 27%
Fairly unfavourable (-1)	192 17%	81 15%	109 19%	61 20% FK	78 21% FKL	53 12% L	23 19%	39 20% FK	37 20% F	41 21% FKL	20 12% L	33 12%	26 19%	61 21% O	44 12% O	7 10% +	49 17%	57 17%	50 21%	36 14% W	56 21%	46 16%	36 14%	28 18%	12 21% +	14 14% +	153 17%	39 18%	113 17%	54 19%	25 16%	61 21%	131 16%	56 16%	135 17%	116 17%	76 16%
Very unfavourable (-2)	245 22%	146 27% C	95 17%	73 23% GL	92 24% L	79 18% L	21 18%	52 27% FL	46 25% L	47 24% L	45 26% FL	34 13%	29 21%	68 24%	71 20% FL	7 10% +	56 19%	89 27% QT	51 22%	50 19%	64 24% W	56 19%	38 15%	27 17%	15 27% W*	45 45% UVWX*	206 23%	39 18%	136 20%	73 25%	36 22%	62 21%	183 22%	90 26% i	155 20%	164 24% k	82 18%
Don't know	50 4%	17 3%	33 6%	18 6% FL	25 7% FL	7 2% FL	8 7% FL	10 5% FL	15 8% FKL	10 5% FL	4 3%	2 1%	10 7% O	11 4%	7 2%	- 7% +	11 4%	9 3%	19 8% R	11 4%	21 8% W	11 4%	7 3%	10 6%	- 2% +	2 2% +	41 3%	9 4%	20 3%	26 9% ce	5 3%	11 4%	39 5%	21 6%	29 4%	28 4%	22 5%
Net: Favourable	348 31%	180 33%	167 29%	79 25%	82 22%	186 43% DEGHIK	36 30% I	43 22%	33 18%	50 25%	57 33% EHI	129 49% DEFGHIK	38 28%	64 22%	145 40% MN	39 59% MNO*	99 34%	90 27%	60 26%	99 37% RS	69 26%	105 36% UZ	83 32% Z	57 37% UZ	15 28% +	18 18% +	276 30%	72 33%	232 34% d	63 22%	52 32% d	82 28%	266 32%	97 28%	251 32%	191 29%	157 34%
Net: Unfavourable	437 39%	228 42%	203 36%	135 43% FL	170 45% FL	132 30% L	44 37% L	91 47% FL	82 45% FL	88 45% FL	66 38% FL	67 25% FL	55 40% P	130 45% OP	115 32% +	14 21% +	105 35%	146 44% T	100 43% T	86 45% VW	120 35%	102 43% VW	75 29%	55 36%	26 49% W*	58 60% UVWX*	359 40%	78 36%	249 37%	127 44% e	61 38%	123 42%	314 38%	146 42%	291 37%	280 42% k	157 34%
Net Difference	-89 -8%	-47 -9%	-37 -6%	-56 -18% FL	-88 -23% FL	54 12% L	-8 -7% L	-48 -25% FL	-49 -27% FL	-38 -20% FL	-9 -5% FL	63 24%	-17 -12%	-66 -23%	30 8%	25 38%	-5 -2%	-56 -17%	-40 -17%	12 5%	-51 -19%	3 1%	8 3%	2 1%	-11 -21%	-40 -41%	-83 -9%	-6 -3%	-16 -2%	-64 -22%	-9 -6%	-41 -14%	-48 -6%	-49 -14%	-40 -5%	-89 -13%	* *
Mean	-0.23	-0.27	-0.17	-0.37 H	-0.46	0.06 DEHIK	-0.17 DEHI	-0.49	-0.49	-0.42	-0.23	0.25 DEFGHIK	-0.28	-0.44	-0.01 N	0.52 MNO*	-0.09 RS	-0.39	-0.36	-0.06 RS	-0.41 Z	-0.12 UZ	0.02 UZ	-0.03 UZ	-0.47 +	-0.87 +	-0.25	-0.14	-0.14 d	-0.46	-0.21	-0.31	-0.20	-0.34	-0.18	-0.32	-0.08 J

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Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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							
	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 Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Hancock (V)	Unfavourable to Hancock (W)					
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446					
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437					
Very favourable (2)	90 8%	71 18% CDE	3 1%	3 5% *	6 5% C	15 4%	66 13% F	84 21% IJKLMNOP	1 *	17 6% I	60 13% IUN	20 13% IUN	52 10% II	19 7% I	52 14% IMN	85 20% QRSTUW	1 *	23 8% QUW	46 11% QUW	79 16% QRSUW	5 2% QW	90 26% PQRSTUW	- -					
Fairly favourable (1)	258 23%	154 38% CDE	42 16%	12 17% *	19 14%	69 17%	148 30% F	171 42% IJKLMNOP	41 9%	68 23% I	133 28% IN	35 23% I	118 24% I	49 19% I	94 26% I	181 42% QRSUW	39 9% UW	86 29% QUW	101 24% QUW	205 42% QRSUW	15 5% W	258 74% PQRSTUW	- -					
Neither favourable nor unfavourable (0)	293 26%	106 26% E	49 19%	29 41% BCE*	23 16%	99 24%	116 23%	98 24% IMNO	72 16%	56 19%	114 24% IMNO	34 23% I	96 19%	46 18%	66 18%	103 24% QUVW	69 15% VW	55 19% UVW	86 21% QUVW	102 21% QUVW	37 13% VW	- -	- -					
Fairly unfavourable (-1)	192 17%	41 10%	54 21% B	14 19% *	28 20% B	76 19%	74 15%	38 9%	119 26% HIJKLMNOP	60 20% H	73 15% H	24 16% H	91 18% H	44 17% H	66 18% H	41 10% V	114 25% PRSTV	50 17% PTV	64 15% PV	59 12% V	70 24% PRSTV	- -	192 44% PQRSTUV					
Very unfavourable (-2)	245 22%	30 7%	107 41% BD	13 18% B*	57 41% BD	133 33% G	79 16%	14 3% HIJKLMNOP	214 46% HKMO	85 29% HKO	98 20% H	33 22% H	131 27% HKO	94 36% HKMO	78 22% H	17 4% V	214 47% PRSTV	76 26% PTV	117 28% PTV	48 10% PV	158 55% PQRSTV	- -	245 56% PQRSTV					
Don't know	50 4%	1 *	7 3% B	- - *	7 5% B	12 3%	10 2%	2 *	17 4% HKMO	8 3% HKO	3 1%	6 4% HKMO	6 1%	9 4% HKMO	2 1%	7 2% STVW	13 3% RSTUVW	2 1% TW	1 * -	- - W	2 1% -	- -	- -					
Net: Favourable	348 31%	225 56% CDE	44 17%	16 22% *	26 18%	84 21%	215 43% F	255 63% IJKLMNOP	42 9%	84 29% I	193 40% IMN	54 36% IN	170 34% IN	68 26% I	146 41% IMN	266 61% QRSUW	40 9% W	109 37% QUW	148 36% QUW	284 58% QRSUW	20 7% W	348 100% PQRSTUW	- -					
Net: Unfavourable	437 39%	71 18% BD	161 61% BD	27 37% B*	85 60% BD	209 52% G	154 31%	52 13% HIJKLMNOP	333 72% HKLO	144 49% H	171 36% H	57 38% H	222 45% HK	138 53% HKMO	144 40% H	58 13% V	327 73% PRSTV	126 43% PTV	181 43% PTV	107 22% PV	227 79% PQRSTV	- -	437 100% PQRSTUV					
Net Difference	-89 -8%	155 38%	-117 -45%	-11 -16%	-59 -42%	-125 -31%	61 12%	203 50%	-290 -63%	-60 -21%	21 4%	-3 -2%	-52 -11%	-70 -27%	2 1%	208 48%	-287 -64%	-17 -6%	-33 -8%	177 36%	-207 -72%	348 100%	-437 -100%					
Mean	-0.23	0.49 CDE	-0.87	-0.29 CE*	-0.82	-0.62	0.10 F	0.68 IJKLMNOP	-1.13	-0.45 I	-0.04 IMN	-0.11 IUN	-0.27 IN	-0.58 I	-0.07 IMN	0.64 QRSTUW	-1.14 UW	-0.24 QUW	-0.25 QUW	0.42 QRSUW	-1.26 W	1.26 PQRSTUW	-1.56					

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	320	460	380	485	164	472	294	324
Weighted base	1128	292	481	407	464	152	493	261	358
Very favourable (2)	90 8%	17 6%	60 13% B	84 21% E	1 * 42%	20 13%	52 10%	19 7%	52 14% H
Fairly favourable (1)	258 23%	68 23%	133 28%	171 42% E	41 9%	35 23%	118 24%	49 19%	94 26%
Neither favourable nor unfavourable (0)	293 26%	56 19%	114 24%	98 24% E	72 16%	34 23%	96 19%	46 18%	66 18%
Fairly unfavourable (-1)	192 17%	60 20%	73 15%	38 9%	119 26% D	24 16%	91 18%	44 17%	66 18%
Very unfavourable (-2)	245 22%	85 29% C	98 20%	14 3%	214 46% D	33 22%	131 27%	94 36% I	78 22%
Don't know	50 4%	8 3% C	3 1%	2 *	17 4% D	6 4% G	6 1%	9 4% I	2 1%

Net: Favourable	348 31%	84 29%	193 40% B	255 63% E	42 9%	54 36%	170 34%	68 26%	146 41% H
Net: Unfavourable	437 39%	144 49% C	171 36%	52 13%	333 72% D	57 38%	222 45%	138 53% I	144 40%
Net Difference	-89 -8%	-60 -21%	21 4%	203 50%	-290 -63%	-3 -2%	-52 -11%	-70 -27%	2 1%

Mean	-0.23	-0.45	-0.04 B	0.68 E	-1.13	-0.11	-0.27	-0.58	-0.07 H
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	91 8%	43 8%	45 8%	51 16% EFUKL	19 5%	20 5%	23 19% EFUKL	28 15% EFUL	11 6%	9 4%	14 8% FL	7 3%	24 17% NOP	11 4%	20 6%	- - *	25 9%	34 10%	14 6%	18 7%	33 12% WZ	21 7%	8 3%	19 12% W	6 11% W*	4 4% +	80 9%	11 5%	52 8%	29 10%	10 6%	41 14% g	50 6%	30 9%	60 8%	63 9%	28 6%
Fairly favourable (1)	202 18%	96 17%	104 18%	82 26% EFUKL	65 17%	55 13%	39 32% DEFHUKL	43 22% FL	31 17%	34 18%	28 16%	27 10%	44 32% NOP	52 18%	45 12%	9 13% +	50 17%	75 23%	34 14%	43 16%	48 18%	44 15%	44 17%	34 22%	13 23% +	19 20% +	174 19% b	28 13%	107 16%	67 23% c	27 17%	65 22% g	136 16%	83 24% i	119 15%	130 19%	72 16%
Neither favourable nor unfavourable (0)	294 26%	141 26%	152 27%	83 27%	101 27%	110 25%	26 22%	58 30%	48 26%	52 27%	38 22%	71 27%	30 22%	81 28%	89 25%	18 27% +	81 27%	88 27%	58 25%	66 25%	66 24%	80 27%	67 26%	42 27%	14 25% +	26 27% +	237 26%	57 26%	189 28%	68 24%	37 23%	69 24%	224 27%	88 25%	206 26%	169 25%	125 27%
Fairly unfavourable (-1)	271 24%	136 25%	134 23%	52 17%	92 25% DG	127 29% DGHK	16 13%	36 19%	44 24% G	49 25% G	39 23% G	87 33% DGHK	21 15%	71 25% M	107 29% M	19 28% +	72 24%	74 22%	46 20%	78 30% S	56 21%	81 27% X	74 29% X	26 17%	9 16% +	25 26% +	204 22%	67 30% a	174 26% d	50 18%	46 28% d	64 22%	207 25%	76 22%	195 25%	166 25%	105 23%
Very unfavourable (-2)	210 19%	116 21%	92 16%	27 9%	68 18% DGH	115 26% DEGHI	8 7%	19 10%	28 15% G	40 21% DGH	46 26% DGH	69 26% DGH	8 6%	58 20% M	92 25% M	21 32% M*	53 18%	53 16%	56 24%	48 18%	46 17%	53 18%	58 22%	23 15%	10 18% +	21 21% +	163 18%	47 21%	130 19%	48 17%	33 20%	29 10%	181 22% f	55 16%	155 20%	105 16%	106 23% j
Don't know	61 5%	15 3%	45 8% B	18 6% FL	32 9% FL	10 2%	8 7% FL	10 5% L	22 12% DFHUKL	10 5% L	8 5% FL	2 1%	9 7% O	14 5%	9 3%	- - *	14 5%	8 3%	26 11% QRT	12 5%	20 7%	15 5%	9 3%	11 7%	4 7% +	2 2% +	51 6%	10 5%	27 4%	25 9% c	9 6%	22 8%	39 5%	18 5%	43 6%	37 6%	24 5%
Net: Favourable	292 26%	139 25%	149 26%	133 42% EFHUKL	84 22% L	75 17% L	62 51% DEFHUKL	71 37% EFUKL	41 23% L	43 22% L	41 24% FL	34 13%	68 50% NOP	63 22%	65 18%	9 13% +	75 25%	109 33% ST	48 20%	60 23%	81 30% W	65 22%	52 20%	52 34% VW	18 34% W*	23 24% +	254 28% b	38 18%	96 33% ce	37 23%	106 37% g	186 22%	113 32% i	179 23%	192 29% k	100 22%	
Net: Unfavourable	481 43%	252 46%	226 40%	79 25% DGH	161 43% DGH	241 55% DEGHUK	24 20%	55 28%	71 39% DG	89 46% DGH	86 49% DGH	156 59% DEGHU	29 21%	128 45% M	199 55% MN	40 60% M*	126 42%	127 38%	102 44%	127 48% R	102 38%	134 46% X	132 51% URY	48 32%	19 34% +	46 47% X*	367 40% a	114 52% d	304 45% d	98 34%	79 49% d	93 32%	388 46% f	131 38%	350 45% h	271 40%	210 46%
Net Difference	-189 -17%	-113 -21%	-77 -13%	54 17% -20%	-77 -38% -20%	-166 -38% -32%	38 8%	16 8%	-30 -16% -24%	-46 -24% -26%	-45 -26% -46%	-122 -46% -28%	39 28%	-66 -23%	-134 -37%	-31 -47%	-50 -17%	-18 -5%	-54 -23%	-66 -25%	-69 -8%	-22 -23%	-80 -31%	4 2%	* -1%	-23 -23%	-113 -12%	-75 -34%	-145 -21%	-2 -1%	-42 -26%	14 5%	-202 -24%	-18 -5%	-171 -22%	-78 -12%	-111 -24%
Mean	-0.29	-0.35	-0.23	0.26 EFHUKL	-0.36 FL	-0.61	0.47 DEFHUKL	0.14 EFUKL	-0.29 FL	-0.43 L	-0.47 F	-0.70	0.43 NOP	-0.41	-0.58	-0.79 +	-0.28	-0.11 ST	-0.46	-0.38	-0.14 W	-0.36	-0.51	* VWZ	-0.09 W*	-0.41 +	-0.23 b	-0.53	-0.34	-0.08 ce	-0.42	0.10 g	-0.42	-0.13 i	-0.36	-0.19 k	-0.43

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Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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									
	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)					
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446					
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437					
Very favourable (2)	91 8%	7 2%	66 25% BDE	6 9% B*	7 5%	45 11% G	29 6%	21 5% K	60 13% HKMO	91 31% HIKLMNO	- -	26 17% HKMO	35 7% K	42 16% HKMO	20 6% K	23 5% S	59 13% PSTW	70 24% PQSTUVW	11 3% S	35 7% PS	33 12% PS	37 11% PST	41 9% PS					
Fairly favourable (1)	202 18%	20 5%	99 38% BDE	13 18% B*	28 20% B	105 26% G	53 11%	40 10% K	130 28% HKMO	202 69% HIKLMNO	- -	51 33% HKMO	53 11% KO	91 35% HKMO	24 7% K	44 10% S	124 28% PSTVW	127 43% PQSTUVW	25 6% PS	65 13% PSTV	79 27% PS	47 14% PSTV	104 24% PSTV					
Neither favourable nor unfavourable (0)	294 26%	80 20%	57 22%	25 35% BC*	39 28%	110 27%	113 23%	73 18% JK	109 24% JKMO	- -	- -	43 28% HKMO	77 16% JK	64 25% HKMO	56 16% JK	92 21% S	109 24% SU	60 21% S	41 10% S	106 22% S	56 20% S	68 20% SU	107 24% SU					
Fairly unfavourable (-1)	271 24%	160 40% CDE	30 11%	15 21% *	28 20% C	88 22%	145 29% F	148 36% IULMN	90 19% J	- -	271 56% HULMNO	25 16% J	152 31% IULN	43 17% J	115 32% IULN	141 32% QRUW	82 18% R	26 9% PQRTUVW	161 39% PQRTUVW	147 30% QRW	67 23% QR	108 31% QRW	95 22% QR					
Very unfavourable (-2)	210 19%	135 33% CD	7 3%	12 17% C*	34 24% C	49 12%	143 29% F	122 30% IULN	68 15% JLN	- -	210 44% HULMN	8 5% J	170 34% IULN	17 7% J	141 39% HULMN	126 29% QRUVW	59 13% R	9 3% PQRTUVW	176 42% PQRTUVW	125 25% QRW	51 18% QR	85 24% QRW	77 18% QR					
Don't know	61 5%	1 *	4 2%	- 4% *	5 2% B	7 3%	13 3%	3 1% K	6 1% JK	- -	- -	- -	8 2% JK	2 1% JK	2 1% K	9 2% RSUV	16 4% RSUV	1 *	1 3% RSUV	15 - RSUV	- 1% -	3 1% -	14 3% RSU					
Net: Favourable	292 26%	28 7%	165 63% BDE	19 27% B*	35 25% B	150 37% G	82 16%	61 15% K	190 41% HKMO	292 100% HIKLMNO	- -	76 50% HKMO	87 18% KO	133 51% HKMO	44 12% K	66 15% S	184 41% PSTVW	197 67% PQSTUVW	36 9% PS	100 20% PS	112 39% PSTVW	84 24% PS	144 33% PSTV					
Net: Unfavourable	481 43%	295 73% CDE	36 14%	27 38% C*	62 44% C	137 34%	288 58% F	269 66% IULN	158 34% JLN	- -	481 100% HULMNO	33 22% J	322 65% IULN	61 23% J	256 72% IULMN	266 61% QRUVW	141 31% R	35 12% PQRTUVW	337 81% PQRTUVW	271 55% QRW	119 41% QR	193 55% QRW	171 39% QR					
Net Difference	-189 -17%	-267 -66%	129 49%	-8 -11%	-27 -19%	13 3%	-206 -42%	-209 -51%	32 7%	292 100%	-481 -100%	43 28%	-235 -48%	73 28%	-213 -59%	-200 -46%	42 9%	162 55%	-301 -72%	-171 -35%	-7 -2%	-109 -31%	-27 -6%					
Mean	-0.29	-0.98	0.73 BDE	-0.19 B*	-0.39 B	0.02 G	-0.66	-0.77 KO	0.05 HKMO	1.31 HIKLMNO	-1.44	0.40 HKMO	-0.76 KO	0.38 HKMO	-0.94 K	-0.71 S	0.10 PSTUVW	0.76 PQSTUVW	-1.13	-0.55 PS	-0.09 PSTV	-0.45 PS	-0.15 PSTV					

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		'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' :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	294	408	402	473	455	304	324	446
Weighted base	1128	292	415	434	450	492	286	348	437
Very favourable (2)	91 8%	70 24% c	11 3%	23 5%	59 13% d	35 7%	33 12%	37 11%	41 9%
Fairly favourable (1)	202 18%	127 43% c	25 6%	44 10%	124 28% d	65 13%	79 27% f	47 14%	104 24% h
Neither favourable nor unfavourable (0)	294 26%	60 21% c	41 10%	92 21%	109 24%	106 22%	56 20%	68 20%	107 24%
Fairly unfavourable (-1)	271 24%	26 9%	161 39% b	141 32% e	82 18%	147 30%	67 23%	108 31% i	95 22%
Very unfavourable (-2)	210 19%	9 3%	176 42% b	126 29% e	59 13%	125 25% g	51 18%	85 24% i	77 18%
Don't know	61 5%	1 *	1 *	9 2%	16 4%	15 3% g	- - -	3 1%	14 3%

Net: Favourable	292 26%	197 67% c	36 9%	66 15%	184 41% d	100 20%	112 39% f	84 24%	144 33% h
Net: Unfavourable	481 43%	35 12%	337 81% b	266 61% e	141 31%	271 55% g	119 41%	193 55% i	171 39%
Net Difference	-189 -17%	162 55%	-301 -72%	-200 -46%	42 9%	-171 -35%	-7 -2%	-109 -31%	-27 -6%

Mean	-0.29	0.76 c	-1.13	-0.71	0.10 d	-0.55	-0.09 f	-0.45	-0.15 h
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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



Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	116 10%	57 10%	59 10%	26 8%	25 7%	64 15% DEHIJK	11 9%	15 8%	12 7%	13 7%	17 10%	47 18% DEHIJK	12 9%	17 6%	41 11% N	22 33% MNO*	46 16% RST	28 8%	17 7%	25 9%	23 9%	29 10% Z	40 15% UZ	20 13%	3 6% +	1 1% +	94 10%	22 10%	81 12% d	20 7%	15 9%	23 8%	93 11%	33 9%	83 11%	55 8%	60 13% J
Fairly favourable (1)	291 26%	148 27%	141 25%	57 18%	86 23% I	148 34% DEGHIK	27 22%	30 16%	31 17%	55 28% DEHI	48 28% DHI	100 38% DEGHI	29 21%	71 25%	128 35% MN	19 29% +	81 27%	78 23%	51 22%	81 30%	58 22%	93 32% UZ	81 31% UZ	37 24%	10 18% +	11 12% +	221 24%	70 32%	199 29% d	47 16%	45 28% d	73 25%	218 26%	83 24%	208 27%	178 27%	113 25%
Neither favourable nor unfavourable (0)	201 18%	96 17%	105 18%	74 17% EFIL	60 16%	67 15%	26 22% L	48 25% EFIL	33 18%	27 14%	33 19% F	34 13%	31 22%	47 17%	57 16%	8 12% +	43 15%	71 21%	47 20%	41 15%	40 15% W	56 19%	46 18%	31 20%	10 19% +	17 18% +	160 18%	41 19%	124 18%	59 20% e	18 11%	53 18%	148 18%	54 15%	147 19%	126 19%	75 16%
Fairly unfavourable (-1)	170 15%	74 14%	92 16%	54 17% FK	65 17% FK	50 11%	22 19% FK	32 17% FL	35 19% FK	30 15%	17 10%	33 12%	25 18%	50 18%	45 12% O	4 6% +	42 14%	54 16%	33 14%	42 16%	50 19% W	49 17%	29 11%	19 12%	11 20% +	12 12% +	131 14%	38 17%	94 14%	48 17%	28 17%	47 16%	123 15%	54 15%	116 15%	96 14%	74 16%
Very unfavourable (-2)	294 26%	153 28%	138 24%	87 28% L	112 30% FL	94 22%	29 24%	59 30% FL	52 29% L	60 31% FL	49 28% FL	45 17%	35 25%	86 30% O	80 22%	12 19% +	72 24%	93 28%	67 28%	62 24%	79 30% VW	55 30% VW	53 20%	36 23%	16 30% +	54 55% UVWXY* b	256 28% b	38 17%	153 23%	96 33% c	46 28%	77 27%	217 26%	107 31% i	187 24%	179 27%	115 25%
Don't know	57 5%	18 3%	37 6% B	16 5% FL	28 8% FL	13 3%	5 4%	10 5% FL	19 10% DFL	10 5%	9 5% F	4 2%	6 4%	14 5%	11 3%	- -	12 4%	9 3%	20 9% R	15 6%	18 7%	12 4%	11 4%	10 7%	4 7% +	2 2% +	46 5%	10 5%	27 4%	19 7%	10 6%	18 5%	39 5%	19 5%	37 5%	35 5%	22 5%

Net: Favourable	407 36%	206 38%	200 35%	83 27%	111 29%	212 49% DEGHIJK	38 32%	45 23%	43 23%	68 35% DEHI	65 38% DHI	147 56% DEFGHIJK	41 30%	89 31%	169 47% MN	41 63% MN*	128 43% RS	106 32%	68 29%	106 40% S	81 41% Z	122 41% UYZ	121 47% UYZ	57 37% Z	13 25% +	12 12% +	315 35%	92 42%	281 41% d	66 23%	60 37% d	95 33%	311 37%	116 33%	291 37%	233 35%	173 38%
Net: Unfavourable	464 41%	227 42%	229 40%	142 45% FL	178 47% FL	144 33%	51 42% L	91 47% FL	88 48% FL	90 46% FL	66 38% F	78 30%	59 43%	136 48% OP	125 34%	17 25% +	113 38%	147 44%	99 42%	104 39%	130 48% VWX	104 36%	81 31%	55 36%	27 50% W*	66 67% UVWXY* a	387 43%	76 35%	247 36%	143 50% c	74 46%	124 43%	340 41%	161 46% i	303 39%	275 41%	189 41%
Net Difference	-57 -5%	-22 -4%	-29 -5%	-58 -19%	-67 -18%	68 16%	-13 -11%	-46 -23%	-45 -24%	-22 -11%	-1 -1%	69 26%	-18 -13%	-48 -17%	44 12%	25 37%	14 5%	-41 -12%	-32 -14%	2 1%	-49 -18%	18 6%	40 15%	2 1%	-14 -25%	-54 -55%	-73 -8%	15 7%	34 5%	-77 -27%	-14 -9%	-29 -10%	-28 -3%	-45 -13%	-12 -2%	-41 -6%	-16 -3%

Mean	-0.22	-0.22	-0.20	-0.40	-0.44	0.09 DEGHIJK	-0.26	-0.48	-0.52	-0.37	-0.20	0.27 DEFGHIJK	-0.31	-0.43	0.02 MN	0.52 MNO*	-0.04 RS	-0.33	-0.38	-0.14	-0.42 Z	-0.03 UYZ	0.11 UYZ	-0.10 UZ	-0.53 Z*	-1.12 +	-0.27	* a	-0.06 d	-0.57	-0.29	-0.31	-0.19	-0.36	-0.16 h	-0.26	-0.16
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ColumnProportions (5%): A,B/C,D,E,F,G,H,I/J,K,L,M,N/O,P,Q,R/S,T,U/V,W/X/Y/Z,a/b,c,d/e,f/g,h,i/j,k Minimum Base: 30(\*\*) Small Base: 100(\*\*)

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

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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 Green Party	Unfavourable to Green Party	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)	(V)	(W)							
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446							
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437							
Very favourable (2)	116 10%	99 25% CDE	4 1%	2 2% *	5 4%	21 5%	84 17% F	116 28% IJKLMNOP	- -	20 7% I	84 17% IUN	18 12% IUN	72 15% IUN	18 7% I	68 19% IUMN	107 25% QRSTUW	5 1%	26 9% QUW	73 18% QRUW	101 20% QRUW	3 1%	95 27% QRSTUW	7 2%							
Fairly favourable (1)	291 26%	220 54% CDE	20 8%	9 12% *	16 12%	75 18%	182 37% F	291 72% IJKLMNOP	- -	41 14% I	185 39% IUN	36 24% IUN	145 29% IUN	43 17% I	119 33% IUN	226 52% QRSTUWV	19 4%	60 21% QUW	130 31% QRUW	219 44% QRUW	13 5%	160 46% QRUW	44 10% QU							
Neither favourable nor unfavourable (0)	201 18%	53 13%	32 12%	17 24% BC*	23 16%	52 13%	86 17%	- -	- -	41 14% HIN	54 11% HI	23 15% HIN	59 12% HI	26 10% HI	51 14% HI	61 14% QU	32 7%	38 13% QU	55 13% QUW	70 14% QUW	24 8%	48 14% QU	41 9% Q							
Fairly unfavourable (-1)	170 15%	21 5% B	55 21% B	22 31% BE*	22 15% B	72 18% G	61 12%	- -	170 37% HIJKLMNOP	55 19% HMO	63 13% H	29 19% HO	67 14% H	44 17% H	43 12% H	22 5% PSTUV	111 25% PSTUV	61 21% PSTV	52 13% P	57 12% PV	56 19% PSTV	30 9% P	99 23% PSTV							
Very unfavourable (-2)	294 26%	9 2% BD	148 56% BD	22 31% B*	73 52% BD	180 44% G	71 14%	- -	294 63% HIJKLMNOP	135 46% HKMO	95 20% H	44 29% HK	151 41% HKD	127 31% HKMO	76 21% H	12 3% PRSTVW	271 60% PRSTVW	107 37% PSTV	105 25% PTV	35 7% PV	191 67% PQRSTVW	12 4%	234 53% PRSTV							
Don't know	57 5%	2 *	4 1%	* 1% *	2 1%	6 1%	11 2%	- -	- -	- -	- -	* *	- -	1 1% I	2 1% KM	6 1% RS	13 3% RSUV	- -	1 2% *	11 2% RSUV	- -	2 1% RSU	12 3% RSU							
Net: Favourable	407 36%	319 79% CDE	24 9%	10 14% *	22 15%	95 24%	266 54% F	407 100% IJKLMNOP	- -	61 21% I	269 56% IUMN	55 36% IUN	217 44% IUN	61 23% I	187 52% IUMN	333 77% QRSTUW	24 5%	87 30% QUW	203 49% QRUW	320 65% QRUW	16 6%	255 73% QRSTUW	52 12% QU							
Net: Unfavourable	464 41%	30 7% BDE	203 77% B	44 62% B*	95 67% B	252 62% G	132 27%	- -	464 100% HIJKLMNOP	190 65% HKMO	158 33% H	74 48% HKD	217 44% HKMO	172 66% HKMO	118 33% H	34 8% PRSTVW	382 85% PSTV	168 57% PTV	157 38% PTV	92 19% PV	246 86% PQRSTVW	42 12% P	333 76% PRSTV							
Net Difference	-57 -5%	289 72%	-179 -68%	-34 -47%	-73 -52%	-156 -39%	135 27%	407 100%	-464 -100%	-129 -44%	111 23%	-19 -12%	-1 *	-111 -42%	69 19%	299 69%	-359 -80%	-81 -28%	46 11%	228 46%	-230 -80%	213 61%	-281 -64%							
Mean	-0.22	0.94 CDE	-1.25	-0.76 C*	-1.01	-0.79	0.31 F	1.28 IJKLMNOP	-1.63	-0.84 I	0.21 IUMN	-0.30 IUN	-0.16 IUN	-0.85 I	0.17 IUMN	0.92 QRSTUW	-1.43	-0.55 QUW	0.03 QRUW	0.61 QRUW	-1.46	0.86 QRSTUW	-1.19 QU							

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		'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' :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	294	408	402	473	455	304	324	446
Weighted base	1128	292	415	434	450	492	286	348	437
Very favourable (2)	116 10%	26 9%	73 18% B	107 25% E	5 1%	101 20% G	3 1%	95 27% I	7 2%
Fairly favourable (1)	291 26%	60 21%	130 31% B	226 52% E	19 4%	219 44% G	13 5%	160 46% I	44 10%
Neither favourable nor unfavourable (0)	201 18%	38 13%	55 13%	61 14% E	32 7%	70 14% G	24 8%	48 14%	41 9%
Fairly unfavourable (-1)	170 15%	61 21% C	52 13%	22 5%	111 25% D	57 12%	56 19% F	30 9%	99 23% H
Very unfavourable (-2)	294 26%	107 37% C	105 25%	12 3%	271 60% D	35 7%	191 67% F	12 4%	234 53% H
Don't know	57 5%	- -	1 *	6 1%	13 3%	11 2% G	- -	2 1%	12 3%

Net: Favourable	407 36%	87 30%	203 49% B	333 77% E	24 5%	320 65% G	16 6%	255 73% I	52 12%
Net: Unfavourable	464 41%	168 57% C	157 38%	34 8%	382 85% D	92 19%	246 86% F	42 12%	333 76% H
Net Difference	-57 -5%	-81 -28%	46 11%	299 69%	-359 -80%	228 46%	-230 -80%	213 61%	-281 -64%

Mean	-0.22	-0.55	0.03 B	0.92 E	-1.43	0.61 G	-1.46	0.86 I	-1.19
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	31 3%	20 4%	12 2%	19 6% EFJKL	5 1%	8 2%	5 4% E	14 7% EFJKL	2 1%	2 1%	2 1%	5 2%	6 4% N	3 1%	6 2%	1 2% +	16 6% ST	9 3%	3 1%	3 1%	7 2%	5 2%	4 2%	13 8% UVWZ	2 4% +	1 1% +	27 3%	4 2%	19 3%	10 4%	2 1%	14 5% g	17 2%	18 5% i	13 2%	22 3%	9 2%
Fairly favourable (1)	121 11%	65 12%	55 10%	46 15% FKL	43 11%	32 7%	21 18% FKL	25 13% F	23 13%	20 10%	11 7%	20 8%	26 19% NO	28 10%	27 7%	5 7% +	30 10%	39 12%	21 9%	31 12%	28 11%	27 9%	24 9%	24 16%	3 5% +	14 14% +	102 11%	19 9%	74 11%	31 11%	16 10%	46 16% g	76 9%	49 14% i	72 9%	78 12%	43 9%
Neither favourable nor unfavourable (0)	393 35%	185 34%	206 36%	115 37%	124 33%	153 35%	49 40%	67 34%	64 35%	60 31%	65 38%	88 34%	53 38%	96 33%	127 35%	24 37% +	104 35%	122 37%	79 34%	88 33%	90 34%	108 37%	98 38%	51 33%	18 33% +	28 28% +	318 35%	74 34%	217 32%	114 40% c	62 38%	97 33%	295 35%	118 34%	275 35%	233 35%	160 35%
Fairly unfavourable (-1)	264 23%	132 24%	130 23%	60 19%	93 25%	111 26% G	20 16%	40 21%	40 22%	53 24% DG	42 24%	70 27% G	22 16%	79 27% M	87 24%	22 33% M*	70 24%	84 25%	44 19%	66 25%	62 23%	73 25%	58 22%	28 19%	17 31% +	26 27% +	212 23%	52 24%	164 24%	61 21%	39 24%	67 23%	198 24%	76 22%	189 24%	156 23%	108 24%
Very unfavourable (-2)	229 20%	122 22%	105 18%	51 16%	72 19%	106 24% DG	16 13%	35 18%	29 16%	43 22%	41 24% DG	64 24% DG	20 14%	60 21%	92 25% M	13 19% +	56 19%	60 18%	57 24%	56 21%	63 23%	57 19%	54 21%	23 15%	10 18% +	23 23% +	173 19%	56 25%	157 23% d	39 14%	33 20%	46 16%	183 22% f	59 17%	170 22%	128 19%	101 22%
Don't know	90 8%	24 4%	65 11% B	23 7%	40 11%	27 6%	9 8%	14 7%	24 13% FL	16 8%	12 7%	15 6%	11 8%	21 7%	24 7%	1 2% +	19 6%	19 13% QR	30 8%	21 8%	19 7%	24 8%	21 8%	14 9%	5 9% +	6 6% +	75 8%	15 7%	48 7%	31 11%	11 7%	21 7%	68 8%	30 8%	60 8%	52 8%	38 8%
Net: Favourable	152 13%	85 15%	67 12%	65 21% EFJKL	48 13%	40 9%	26 22% EFJKL	38 20% EFJKL	25 14%	23 12%	14 8%	26 10%	32 23% NO	31 11%	33 9%	6 9% +	46 16%	49 15%	24 10%	34 13%	35 13%	32 11%	28 11%	37 24% UVWY	5 9% +	15 15% +	129 14%	23 10%	93 14%	41 14%	18 11%	60 21% g	93 11%	67 19% i	85 11%	100 15%	52 11%
Net: Unfavourable	493 44%	254 46%	235 41%	111 35% DG	165 44% DGH	217 50% DGH	36 30%	76 39%	69 38%	96 49% DEG	83 48% DG	134 51% DGH	42 31%	138 48% M	178 49% M	34 52% M*	127 43%	143 43%	101 43%	122 46%	124 46% X	130 44% X	112 43%	51 33%	26 49% +	49 50% X*	385 42%	108 49%	321 47% d	101 35%	72 44%	112 39%	381 46%	135 39% h	359 46%	284 42%	209 46%
Net Difference	-341 -30%	-169 -31%	-168 -29%	-47 -15%	-117 -31%	-177 -41%	-9 -8%	-37 -19%	-44 -24%	-73 -38%	-69 -40%	-108 -41%	-10 -7%	-107 -37%	-145 -40%	-28 -43%	-81 -27%	-95 -28%	-77 -33%	-89 -33%	-89 -33%	-98 -33%	-84 -32%	-14 -9%	-21 -40%	-34 -34%	-256 -28%	-85 -39%	-228 -34%	-59 -21%	-54 -33%	-53 -18%	-288 -34%	-68 -19%	-273 -35%	-184 -28%	-157 -34%
Mean	-0.52	-0.52	-0.52	-0.27 EFJKL	-0.55	-0.67	-0.19 EFJKL	-0.32 EFJKL	-0.45	-0.63	-0.67	-0.67	-0.19 NOP	-0.62	-0.68	-0.61 +	-0.44	-0.46	-0.64	-0.58	-0.58	-0.56	-0.56	-0.18 UVWYZ	-0.60 +	-0.60 +	-0.48	-0.67	-0.58	-0.35 c	-0.56	-0.31 g	-0.59	-0.34 i	-0.60	-0.47	-0.59

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

Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	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)	(V)	(W)						
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446						
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437						
Very favourable (2)	31 3%	4 1%	8 3%	10 14% BCE*	5 3%	14 3%	11 2%	14 4%KMO	11 2%KMO	22 7%HIKMO	3 1%M	31 20%HUKMNO	- -	24 9% HIKMO	2 * M	15 4% S	13 3% S	24 8% PQSTUVW	3 1% S	15 3% S	8 3% S	14 4% S	10 2% S						
Fairly favourable (1)	121 11%	23 6%	34 13% B	19 26% BC*	22 16% B	74 18% G	27 6%	40 10% KMO	62 13% KMO	55 19% HIKMO	31 6% M	121 80% HUKMNO	- -	71 27% HIKMO	17 5% M	41 9% S	54 12% S	54 18% PQSTUVW	21 5% S	34 8% S	40 12% ST	47 11% S							
Neither favourable nor unfavourable (0)	393 35%	122 30%	95 36%	31 43% *	45 32%	144 36%	160 32%	120 29% KLMO	156 34% KLMO	118 41% HIKLMNO	109 23% LMO	- -	- -	88 34% KLMO	57 16% LM	139 32% S	153 34% S	118 40% PQSTUVW	93 22% S	161 33% S	88 31% S	111 32% S	136 31% S						
Fairly unfavourable (-1)	264 23%	119 30% D	69 26% D	10 14% *	31 22%	101 25%	125 25%	110 27% JLN	119 26% JLN	56 19% L	143 30% JLN	- -	264 54% HUKLNO	44 17% L	109 30% JLN	107 25% R	115 26% R	54 18% S	126 30% PRTW	121 25% R	79 27% R	89 26% R	102 23% R						
Very unfavourable (-2)	229 20%	119 29% CD	47 18% D	1 2% *	32 23% D	53 13%	150 30% F	106 26% JLN	99 21% JLN	31 10% L	179 37% HILN	- -	229 46% HUKLN	26 10% L	167 47% HUKLN	116 27% QR	89 20% R	33 11% S	164 39% PQRTUVW	126 26% QR	72 25% QR	81 23% R	120 28% QR						
Don't know	90 8%	16 4%	8 3%	- 4% *	6 4%	18 4%	22 4%	15 4% LM	17 4% LM	10 4% LM	17 3% LM	- -	- -	7 3% LM	6 2% M	15 6% RSU	27 3% S	10 3% S	10 2% PSUV	29 6% S	5 2% S	12 4% SU	21 5% SU						

Net: Favourable	152 13%	27 7%	42 16% B	29 41% BCE*	27 19% B	88 22% G	38 8%	55 13% KMO	74 16% KMO	76 26% HIKMO	33 7% M	152 100% HUKMNO	- -	95 36% HIKMO	19 5% M	57 13% S	67 15% S	78 27% PQSTUVW	23 6% S	55 11% S	42 15% S	54 16% ST	57 13% S						
Net: Unfavourable	493 44%	238 59% CDE	117 44% D	11 16% *	64 45% D	154 38% F	275 55% F	217 53% JLN	217 47% JLN	87 30% L	322 67% HILN	- -	493 100% HUKLNO	70 27% L	276 77% HUKLN	224 51% R	204 45% R	87 30% S	289 70% PQRTUVW	247 50% R	151 53% QR	170 49% R	222 51% QR						
Net Difference	-341 -30%	-211 -52%	-74 -28%	18 25%	-37 -26%	-67 -17%	-237 -48%	-162 -40%	-144 -31%	-11 -4%	-288 -60%	152 100%	-493 -100%	25 9%	-257 -72%	-167 -38%	-137 -30%	-9 -3%	-266 -64%	-192 -39%	-109 -38%	-115 -33%	-165 -38%						

Mean	-0.52	-0.84	-0.45 B	0.37 BCE*	-0.48 B	-0.27 G	-0.79	-0.65 KMO	-0.52 KMO	-0.07 HIKMO	-1.00 MO	1.20 HUKMNO	-1.46 HUKMO	0.09 HIKMO	-1.20 M	-0.64 S	-0.50 STUW	-0.06 PQSTUVW	-1.05	-0.65 S	-0.61 S	-0.54 ST	-0.66 S						
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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

		'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' :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	294	408	402	473	455	304	324	446
Weighted base	1128	292	415	434	450	492	286	348	437
Very favourable (2)	31 3%	24 8% c	3 1%	15 4%	13 3%	15 3%	8 3%	14 4%	10 2%
Fairly favourable (1)	121 11%	54 18% c	21 5%	41 9%	54 12%	40 8%	34 12%	40 12%	47 11%
Neither favourable nor unfavourable (0)	393 35%	118 40% c	93 22%	139 32%	153 34%	161 33%	88 31%	111 32%	136 31%
Fairly unfavourable (-1)	264 23%	54 18%	126 30% b	107 25%	115 26%	121 25%	79 27%	89 26%	102 23%
Very unfavourable (-2)	229 20%	33 11%	164 39% b	116 27% f	89 20%	126 26%	72 25%	81 23%	120 28%
Don't know	90 8%	10 3%	10 2%	15 3%	27 6%	29 6% g	5 2%	12 4%	21 5%

Net: Favourable	152 13%	78 27% c	23 6%	57 13%	67 15%	55 11%	42 15%	54 16%	57 13%
Net: Unfavourable	493 44%	87 30%	289 70% b	224 51%	204 45%	247 50%	151 53%	170 49%	222 51%
Net Difference	-341 -30%	-9 -3%	-266 -64%	-167 -38%	-137 -30%	-192 -39%	-109 -38%	-115 -33%	-165 -38%

Mean	-0.52	-0.06 c	-1.05	-0.64	-0.50	-0.65	-0.61	-0.54	-0.66
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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 Green Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Very favourable (2)	69 6%	35 6%	34 6%	28 9%	27 7%	14 3%	15 13%	13 7%	14 7%	13 7%	11 6%	3 1%	16 12%	20 7%	14 4%	- -	18 6%	25 8%	11 5%	15 6%	15 6%	15 5%	21 8%	13 8%	3 5%	3 3%	60 7%	9 4%	33 5%	28 10%	9 5%	25 9%	45 5%	36 10%	33 4%	50 7%	20 4%
Fairly favourable (1)	191 17%	114 21%	74 13%	72 23%	57 15%	62 14%	26 22%	46 24%	27 15%	30 16%	27 16%	35 13%	31 23%	42 15%	52 14%	10 15%	57 19%	70 21%	32 14%	32 12%	44 16%	45 15%	34 13%	34 22%	9 17%	25 26%	166 18%	25 11%	110 16%	52 18%	29 18%	62 21%	129 15%	90 26%	101 13%	130 19%	61 13%
Neither favourable nor unfavourable (0)	414 37%	177 32%	235 41%	116 37%	146 39%	152 35%	45 38%	71 37%	64 35%	82 42%	55 32%	97 37%	51 37%	111 39%	120 33%	29 44%	109 37%	126 38%	77 33%	101 38%	101 38%	114 39%	94 36%	47 30%	20 37%	37 37%	321 35%	93 42%	236 35%	117 41%	61 38%	93 32%	320 38%	112 32%	301 39%	228 34%	186 41%
Fairly unfavourable (-1)	172 15%	84 15%	88 15%	37 12%	54 14%	81 19%	12 10%	26 13%	32 17%	22 11%	32 18%	49 19%	13 10%	44 15%	70 19%	9 13%	47 16%	41 12%	34 14%	50 19%	37 14%	57 20%	46 18%	18 11%	8 14%	6 6%	139 15%	33 15%	113 17%	31 11%	29 18%	50 17%	122 15%	43 12%	129 17%	113 17%	59 13%
Very unfavourable (-2)	186 16%	112 21%	71 12%	38 12%	55 15%	92 21%	12 10%	26 13%	23 12%	33 17%	32 19%	60 23%	14 10%	47 16%	74 20%	17 26%	48 16%	49 15%	46 20%	43 16%	44 16%	41 14%	46 18%	27 17%	7 14%	21 21%	144 16%	42 19%	126 19%	36 12%	24 15%	37 13%	149 18%	40 11%	146 19%	97 14%	89 19%
Don't know	96 8%	25 5%	69 12%	22 7%	38 10%	35 8%	10 8%	13 7%	24 13%	14 7%	16 9%	19 7%	11 8%	22 8%	33 9%	1 2%	18 6%	22 7%	34 14%	22 8%	28 10%	21 7%	18 7%	16 10%	7 13%	6 6%	78 9%	17 8%	60 9%	25 9%	11 7%	23 8%	72 9%	28 8%	68 9%	51 8%	44 10%

Net: Favourable	261 23%	149 27%	109 19%	100 32%	84 22%	76 17%	41 34%	59 30%	41 22%	44 22%	38 22%	38 15%	48 35%	63 22%	66 18%	10 15%	74 25%	95 29%	44 19%	48 18%	58 22%	60 20%	55 21%	47 31%	12 22%	28 29%	226 25%	35 16%	143 21%	80 28%	38 23%	87 30%	174 21%	126 36%	134 17%	180 27%	80 17%
Net: Unfavourable	358 32%	196 36%	159 28%	76 24%	109 29%	174 40%	24 20%	51 26%	54 30%	55 28%	64 37%	109 41%	27 20%	90 32%	144 40%	26 40%	95 32%	90 27%	80 34%	94 35%	81 30%	98 34%	92 35%	44 29%	15 28%	27 28%	283 31%	75 34%	239 35%	66 23%	53 32%	87 30%	271 32%	83 24%	275 35%	210 31%	148 32%
Net Difference	-98 -9%	-47 -9%	-50 -9%	25 8%	-25 -7%	-97 -22%	17 14%	8 4%	-14 -8%	-11 -6%	-26 -15%	-71 -27%	21 15%	-28 -10%	-78 -22%	-16 -25%	-21 -7%	5 2%	-36 -15%	-46 -17%	-23 -9%	-38 -13%	-37 -14%	2 2%	-3 -6%	1 1%	-57 -6%	-40 -18%	-96 -14%	13 5%	-15 -9%	* *	-98 -12%	44 12%	-141 -18%	-30 -4%	-68 -15%

Mean	-0.21	-0.24	-0.17	0.05 EFLKL	-0.16 FL	-0.44	0.18 EFLKL	-0.03 FLK	-0.14 FL	-0.17 FL	-0.30 F	-0.52	0.19 NOP	-0.21 O	-0.42	-0.52 *	-0.18	-0.06 ST	-0.35	-0.31	-0.22	-0.24	-0.25	-0.08	-0.16 *	-0.18 *	-0.17	-0.36	-0.31	0.02 c	-0.20	-0.05 g	-0.26	0.12 i	-0.36	-0.12 k	-0.33
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Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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 Green Party

All Adults aged 18+ in Great Britain

	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 Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Hancock (V)	Unfavourable to Hancock (W)					
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446					
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437					
Very favourable (2)	69 6%	7 2%	32 12% BD	2 3% *	23 16% BD	44 11% G	16 3%	16 4% KD	47 10% HKMO	41 14% HKMO	9 2% O	33 22% HKMO	19 4% KO	69 27% HKMO	- -	20 5% PSTV	41 9% PSTV	34 12% PSTV	14 3%	21 4% PSTV	29 10% PSTV	17 5% ST	36 8% ST					
Fairly favourable (1)	191 17%	22 6%	71 27% B	21 29% B*	43 31% B	113 28% G	50 10%	45 11% O	125 27% HKMO	92 32% HKMO	52 11% O	61 40% HKMO	52 10% O	191 73% HKMO	- -	42 10% PSTVW	124 28% PSTVW	87 30% PSTVW	45 11% P	61 12% PSTVW	80 28% PSTVW	51 15% P	102 23% PSTV					
Neither favourable nor unfavourable (0)	414 37%	142 35%	85 32%	41 57% BCE*	41 29%	150 37%	174 35%	143 35% LMNO	156 34% LMNO	103 35% LMNO	148 31% MNO	37 24% NO	130 26% NO	- -	- -	163 37% SUW	144 32%	95 32%	128 31%	169 34%	80 28%	122 35%	132 30%					
Fairly unfavourable (-1)	172 15%	103 25% CDE	34 13% D	2 2% *	12 9%	46 11%	100 20% F	86 21% IULN	52 11% N	29 10% N	106 22% IULN	11 7% N	119 24% IULN	- -	172 48% HUKLMN	83 19% Q	54 12%	43 15%	80 19% QRUW	103 21% QRUW	39 13%	70 20% QU	64 15% Q					
Very unfavourable (-2)	186 16%	112 28% CDE	25 10%	5 8% *	19 13%	38 9%	122 25% F	100 25% IULN	66 14% JLN	15 5% N	150 31% HULN	8 5% N	157 32% HULN	- -	186 52% HUKLMN	105 24% QR	60 13% R	25 9%	131 32% PQRUVW	106 21% QR	53 19% QR	76 22% QR	80 18% QR					
Don't know	96 8%	18 4%	14 5%	1 1% *	3 2%	14 4%	32 7%	16 4% NO	18 4% NO	12 4% LNO	16 3% NO	2 1% N	17 3% NO	- -	- -	21 5%	28 6% RU	9 3%	16 4% RSUV	32 6% RSUV	5 2%	12 4%	24 5% U					
Net: Favourable	261 23%	29 7%	103 39% B	23 32% B*	66 47% B	157 39% G	66 13%	61 15% O	172 37% HKMO	133 46% HKMO	61 13% O	95 62% HKMO	70 14% O	261 100% HUKLMO	- -	62 14%	165 37% PSTVW	120 41% PSTVW	59 14%	83 17%	109 38% PSTVW	68 20% PS	138 32% PSTV					
Net: Unfavourable	358 32%	215 53% CDE	60 23% D	7 10% *	31 22%	83 21%	222 45% F	187 46% IULN	118 25% JLN	44 15% N	256 53% HULN	19 13% N	276 56% HULN	- -	358 100% HUKLMN	189 44% QRUW	113 25%	69 23%	212 51% PQRUVW	209 42% QRUW	92 32% QR	146 42% QRUW	144 33% QR					
Net Difference	-98 -9%	-186 -46%	43 17%	16 22%	35 25%	73 18%	-156 -32%	-125 -31%	54 12%	90 31%	-196 -41%	76 50%	-206 -42%	261 100%	-358 -100%	-127 -29%	52 12%	52 18%	-153 -37%	-126 -26%	17 6%	-78 -22%	-6 -1%					
Mean	-0.21	-0.75	0.20 B	0.17 B*	0.29 B	0.20 G	-0.57	-0.54 KMO	0.08 HKMO	0.41 HKMO	-0.73 O	0.67 HUKMO	-0.72 O	1.27 HUKLMO	-1.52	-0.51 S	0.08 PSTVW	0.21 PSTUVW	-0.68	-0.46 S	-0.03 PSTV	-0.41 PS	-0.12 PSTV					

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



Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 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 Green Party  
All Adults aged 18+ in Great Britain

		'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' :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1128	294	408	402	473	455	304	324	446
Weighted base	1128	292	415	434	450	492	286	348	437
Very favourable (2)	69 6%	34 12% C	14 3%	20 5%	41 9% D	21 4%	29 10% F	17 5%	36 8%
Fairly favourable (1)	191 17%	87 30% C	45 11%	42 10%	124 28% D	61 12%	80 28% F	51 15%	102 23% H
Neither favourable nor unfavourable (0)	414 37%	95 32%	128 31%	163 37%	144 32%	169 34%	80 28%	122 35%	132 30%
Fairly unfavourable (-1)	172 15%	43 15%	80 19%	83 19% E	54 12%	103 21% G	39 13%	70 20%	64 15%
Very unfavourable (-2)	186 16%	25 9%	131 32% B	105 24% E	60 13%	106 21%	53 19%	76 22%	80 18%
Don't know	96 8%	9 3%	16 4%	21 5%	28 6%	32 6% G	5 2%	12 4%	24 5%

Net: Favourable	261 23%	120 41% C	59 14%	62 14%	165 37% D	83 17%	109 38% F	68 20%	138 32% H
Net: Unfavourable	358 32%	69 23%	212 51% B	189 44% E	113 25%	209 42% G	92 32% I	146 42%	144 33%
Net Difference	-98 -9%	52 18%	-153 -37%	-127 -29%	52 12%	-126 -26%	17 6%	-78 -22%	-6 -1%

Mean	-0.21	0.21 C	-0.68	-0.51	0.08 D	-0.46	-0.03 F	-0.41	-0.12 H
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q4. As you may know, Keir Starmer was elected as leader of the Labour party last year. From what you've seen or heard about Keir Starmer, if anything, do you think he will change the Labour party for the better, worse, or will he make no difference?

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Better	335 30%	180 33% c	152 27%	96 30%	102 27%	137 31%	39 32%	57 29%	44 24%	58 30%	46 27%	91 35%	42 31%	74 26%	105 29%	30 45% N*	96 32% s	106 32% s	52 22%	81 30%	87 32%	86 29%	67 26%	50 32%	17 31% +	27 28% +	278 31%	57 26%	215 32% d	65 23%	55 34% d	100 35%	234 28%	125 36% i	209 27%	207 31%	128 28%
Worse	147 13%	86 16% c	59 10%	60 19% EFKL	50 13% L	37 9%	28 23% EFKL	33 17% FIL	16 9%	33 17% EFIL	19 11%	18 7%	34 25% NOP	43 15% P	35 10%	2 2% +	39 13%	41 12%	36 15%	32 12%	29 11%	46 16%	32 12%	23 15%	4 8% +	13 14% +	124 14%	24 11%	89 13%	44 15%	15 9%	47 16%	100 12%	47 13%	101 13%	102 15% k	46 10%
Make no difference	453 40%	216 39%	233 41%	99 31%	149 39% D	205 47% DGH	36 30%	62 32%	72 40%	77 39%	85 49% DEGH	120 46% DGH	41 30%	116 41% M	170 47% M	32 48% M*	126 43%	133 40%	95 41%	99 37%	106 39%	114 39%	117 45%	58 37%	23 43% +	36 37% +	352 39%	100 46%	283 42%	102 35%	67 42%	101 35%	352 42%	122 35%	331 42% h	248 37%	205 45% j
Don't know	193 17%	65 12%	127 22% B	59 19% FJKL	77 20% FJKL	57 13%	17 14%	42 22% FJKL	51 28% DEFGJKL	26 14%	23 13%	34 13%	20 15%	53 19% P	52 14%	3 5% +	35 12%	53 16%	51 22% Q	54 20% Q	47 18%	48 16%	43 17%	24 15%	10 18% +	21 22% +	154 17%	39 18%	91 13%	77 27% ce	25 15%	42 14%	151 18%	55 16%	138 18%	112 17%	81 18%

Net Difference 1-2	187 17%	94 17%	93 16%	35 11%	52 14%	100 23%	11 9%	24 13%	27 15%	24 13%	27 16%	73 28%	8 6%	31 11%	70 19%	28 42%	57 19%	65 20%	16 7%	49 19%	58 21%	41 14%	35 13%	27 18%	13 23%	14 14%	154 17%	33 15%	126 19%	21 7%	40 25%	53 18%	134 16%	79 22%	108 14%	105 16%	83 18%
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Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q4. As you may know, Keir Starmer was elected as leader of the Labour party last year. From what you’ve seen or heard about Keir Starmer, if anything, do you think he will change the Labour party for the better, worse, or will he make 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Better	335 30%	104 26%	100 38% B	35 49% BE*	42 30%	145 36% G	134 27%	127 31% KMO	161 35% KMO	152 52% HIKLMNO	83 17%	67 44% HIKMO	119 24% K	118 45% HIKMO	87 24% K	128 29% S	153 34% SU	203 69% PQSTUVW	38 9% PQRTV	173 35% PS	83 29% S	119 34% PS	137 31% S
Worse	147 13%	40 10%	58 22% BD	7 10% *	26 18% B	62 15%	61 12%	44 11%	80 17% H	40 14%	75 15% H	21 14%	85 17% H	41 16%	61 17% H	41 9%	82 18% PRTV	21 7%	97 23% PQRTV	43 9% PQRTVW	72 25% PQRTVW	39 11%	88 20% PRTV
Make no difference	453 40%	207 51% CDE	75 29%	23 32% *	55 39%	148 37%	221 45% F	186 46% IULN	162 35% J	70 24%	260 54% HULLMN	45 30%	238 48% IULN	78 30% J	175 49% IULN	208 48% QRUW	157 35% R	53 18%	236 57% PQRTUVW	227 46% QRUW	98 34% R	155 45% QRU	162 37% R
Don't know	193 17%	52 13%	29 11%	7 10% *	18 13%	49 12%	80 16%	50 12%	60 13% N	29 10%	63 13%	19 12%	52 10%	23 9%	36 10%	57 13% RTV	59 13% R	16 5%	44 11% R	49 10% R	34 12% R	34 10% R	50 11% R
Net Difference 1-2	187 17%	64 16%	42 16%	28 40%	16 12%	83 21%	73 15%	83 20%	81 18%	112 38%	9 2%	45 30%	35 7%	76 29%	26 7%	87 20%	72 16%	182 62%	-59 -14%	130 26%	10 4%	80 23%	49 11%

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

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - Summary  
All Adults aged 18+ in Great Britain

	'The Prime Minister, Boris Johnson' :											
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He is a Prime Minister I am proud of	He would be a Prime Minister I would be proud of	He understands the problems facing Britain	He puts the needs of the country first	He is good in a crisis	He pays attention to detail	He is a strong leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1128	1128	1128	1128	1128	1128	-	1128	1128	1128	1128	1128
Weighted base	1128	1128	1128	1128	1128	1128	-	1128	1128	1128	1128	1128
Does apply	371 33%	385 34% K	706 63% ABDEFHIJL	400 35% FK	467 41% ABDFK	365 32%	- -	546 48% ABDEFHIJL	501 44% ABDEFJKL	440 39% ABDFK	342 30%	457 40% ABDFK
Does not apply	493 44% CHI	582 52% ACDEHIJL	309 27%	480 43% CHI	501 44% CHI	566 50% ACDEHJL	- -	448 40% C	438 39% C	530 47% ACDEHI	542 48% ACDEHIL	505 45% CHI
Don't know	264 23% BCEFHJL	161 14% CH	113 10%	248 22% BCEFHJL	160 14% C	197 18% BCEHJL	- -	134 12% CEHJ	189 17% CEHJ	158 14% C	245 22% BCEFHJL	166 15% CH

Net Difference 1-2	-122 -11%	-196 -17%	397 35%	-80 -7%	-34 -3%	-201 -18%	- -	98 9%	63 6%	-90 -8%	-200 -18%	-49 -4%
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; 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 Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - Summary  
All Adults aged 18+ in Great Britain

	'The Leader of the Labour party, Keir Starmer' :											
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He is a Prime Minister I am proud of	He would be a Prime Minister I would be proud of	He understands the problems facing Britain	He puts the needs of the country first	He is good in a crisis	He pays attention to detail	He is a strong leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1128	1128	1128	1128	1128	-	1128	1128	1128	1128	1128	1128
Weighted base	1128	1128	1128	1128	1128	-	1128	1128	1128	1128	1128	1128
Does apply	371 33% CDGJL	355 31% CDGJL	243 22% J	267 24% GJ	384 34% CDGJL	- - -	231 20% J	455 40% ABCDEFGHIKL	340 30% CDGJL	197 17% -	386 34% CDGJL	293 26% CGJ
Does not apply	262 23% -	388 34% AEHIJK	527 47% ABCDEFGHIKL	408 36% AEHIJK	334 30% AHK	- - -	461 41% ABCDEFGHIKL	298 26% A	340 30% AHK	353 31% AHK	269 24% -	416 37% AEHIJK
Don't know	495 44% BCDEGHIL	385 34% -	358 32% -	454 40% BCEH	410 36% CH	- - -	436 39% BCH	376 33% -	448 40% BCEH	578 51% ABCDEFGHIKL	472 42% BCEHL	419 37% CH

Net Difference 1-2	109 10%	-33 -3%	-284 -25%	-141 -13%	50 4%	- -	-230 -20%	157 14%	* *	-155 -14%	117 10%	-123 -11%
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; 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 Minimum Base: 30(\*\*) Small Base: 100(\*)  
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is an honest person

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	371	177	193	88	103	180	41	46	57	46	49	132	46	71	145	33	116	98	61	96	88	116	92	51	15	10	295	76	255	62	54	96	275	86	285	197	174	
	33%	32%	34%	28%	27%	41%	34%	24%	31%	24%	28%	50%	33%	25%	40%	50%	39%	29%	26%	36%	33%	39%	35%	33%	27%	10%	32%	35%	38%	22%	33%	33%	25%	37%	29%	38%		
Does not apply	493	258	228	157	178	158	54	102	77	101	80	78	62	141	131	24	128	163	104	98	119	108	97	69	28	72	407	85	282	139	71	128	365	189	304	313	179	
	44%	47%	40%	50%	47%	36%	45%	53%	42%	52%	46%	30%	45%	49%	36%	37%	43%	49%	44%	37%	44%	37%	37%	45%	52%	74%	45%	39%	42%	48%	44%	44%	44%	54%	39%	47%	39%	
Don't know	264	112	151	70	97	98	24	46	49	47	44	54	30	74	87	9	52	71	70	71	62	71	71	33	11	16	206	58	141	86	37	67	197	75	190	159	106	
	23%	21%	26%	22%	26%	22%	20%	23%	27%	24%	26%	20%	22%	26%	24%	13%	18%	21%	30%	27%	23%	24%	27%	22%	21%	16%	23%	26%	21%	30%	23%	23%	24%	21%	24%	24%	23%	
Net Difference 1-2	-122	-81	-35	-69	-75	22	-13	-56	-20	-55	-31	53	-16	-70	14	9	-12	-65	-43	-2	-31	8	-5	-17	-13	-63	-112	-9	-27	-77	-18	-31	-90	-103	-19	-116	-6	
	-11%	-15%	-6%	-22%	-20%	5%	-11%	-29%	-11%	-28%	-18%	20%	-12%	-25%	4%	14%	-4%	-20%	-18%	-1%	-12%	3%	-2%	-11%	-24%	-64%	-12%	-4%	-4%	-27%	-11%	-11%	-11%	-29%	-2%	-17%	-1%	

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

Overlap formulae used

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

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

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is an honest person  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	371 33%	241 60% CDE	35 13%	11 57% *	34 24% C	74 18%	245 50% F	268 66% IJKLMNOP	52 11%	70 24% I	219 45% IULMN	54 35% IUN	191 39% IUN	52 20% I	164 46% IULMN	290 67% QRSTUW	30 7% QUW	86 29% QUW	177 43% QRUW	249 51% QRSUW	35 12% Q	218 63% QRSTUW	64 15% Q
Does not apply	493 44%	73 18%	192 73% BDE	40 57% B*	85 60% B	258 64% G	142 29%	62 15%	355 77% HJKLMNOP	185 63% HKLMO	167 35% H	72 48% HKO	214 43% HKO	168 65% HKLMO	131 37% H	42 10%	375 83% PRSTUVW	162 55% PSTV	159 38% PTV	130 26% PV	223 78% PRSTVW	65 19% P	311 71% PRSTV
Don't know	264 23%	89 22% C	35 13%	20 28% C*	22 16%	73 18%	108 22%	77 19% U	57 12%	38 13%	96 20% UJ	26 17%	88 18% I	40 15%	63 18% I	102 23% QRUVW	45 10% QU	45 15% QU	78 19% QUW	113 23% QRUVW	28 10%	64 19% QU	62 14% QU
Net Difference 1-2	-122 -11%	168 42%	-158 -60%	-29 -41%	-51 -36%	-184 -45%	104 21%	206 51%	-303 -65%	-115 -39%	52 11%	-19 -12%	-23 -5%	-116 -45%	33 9%	248 57%	-345 -77%	-75 -26%	18 4%	118 24%	-187 -65%	153 44%	-247 -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/V/W 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is in touch with ordinary people

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Does apply	385 34%	183 33%	202 35%	101 32%	106 28%	179 41% DEHIJK	46 38% EI	55 29%	56 30%	50 26%	52 30%	127 48%	50 37%	76 26%	139 38% N	36 55% N*	117 40% RS	102 31%	68 29%	99 37%	85 32% Z	125 43% UVZ	101 39% Z	49 32% Z	14 26% Z*	10 11% *	302 33%	83 38%	265 39% d	72 25%	49 30%	111 38%	275 33%	97 28%	288 37% h	211 32%	174 38%
Does not apply	582 52%	293 54%	281 49%	163 52%	215 57% FL	203 46%	60 50%	104 54% L	95 52%	120 62% DEFG	92 53% F	111 42%	68 49%	173 61% MOP	173 48%	27 41% *	143 48%	185 55%	128 54%	127 48%	145 54% VW	130 44%	112 43%	80 52%	32 58%	83 85% UUVWXY*	479 53%	103 47%	317 47%	168 59% c	96 59% c	141 48%	441 53%	205 59% i	377 48%	365 55% k	216 47%
Don't know	161 14%	71 13%	89 16%	50 16%	57 15%	55 13%	15 12%	35 18% L	32 17%	25 13%	30 17% FL	25 10%	19 14%	37 13%	50 14%	3 4% *	36 12%	47 14%	39 17%	40 15%	38 14% Z	39 13% Z	47 18% Z	24 16% Z	8 15% Z*	4 4% *	127 14%	34 15%	97 14%	48 17%	17 10%	39 13%	122 15%	47 14%	114 15%	92 14%	69 15%
Net Difference 1-2	-196 -17%	-110 -20%	-80 -14%	-62 -20%	-110 -29%	-24 -6%	-14 -11%	-49 -25%	-40 -22%	-70 -36%	-40 -23%	16 6%	-17 -13%	-98 -34%	-34 -9%	9 14%	-25 -9%	-83 -25%	-59 -25%	-28 -11%	-60 -22%	-5 -2%	-11 -4%	-31 -20%	-17 -32%	-73 -74%	-176 -19%	-20 -9%	-52 -8%	-97 -34%	-47 -29%	-30 -10%	-166 -20%	-108 -31%	-88 -11%	-154 -23%	-42 -9%

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

Overlap formulae used

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

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



Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is in touch with ordinary people  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	385 34%	246 61% CDE	42 16%	13 18% *	30 21%	75 19%	241 49%	269 66% IJKLMNOP	43 9%	75 26% IN	223 46% IULMN	46 30% IN	196 40% IULN	48 19% I	175 49% IULMN	301 69% QRSTUVW	29 7% QUW	71 24% QUW	187 45% QRUW	247 50% QRUW	37 13% Q	221 63% QRSTUW	58 13% Q
Does not apply	582 52%	98 24%	201 77% B	51 71% B*	102 73% B	289 71% G	188 38%	79 19%	394 85% HJKLMNOP	201 69% HKLMO	199 41% H	85 56% HKO	253 51% HKO	186 71% HKLMO	154 43% H	63 15%	401 89% PRSTUVW	193 66% PSTV	178 43% PTV	177 36% PV	239 83% PRSTVW	89 26% P	342 78% PRSTV
Don't know	161 14%	59 15% CE	19 7%	8 12% *	9 6%	40 10%	66 13%	58 14% IJMO	27 6%	17 6%	58 12% IJMO	21 14% IJ	45 9% I	26 10% IJ	30 8%	70 16% QRUVW	20 4% QU	28 10% QU	51 12% QUW	68 14% QUW	11 4%	38 11% QU	36 8% QU

Net Difference 1-2	-196 -17%	148 37%	-159 -61%	-38 -53%	-72 -51%	-214 -53%	53 11%	191 47%	-351 -76%	-126 -43%	24 5%	-40 -26%	-56 -11%	-137 -53%	21 6%	238 55%	-371 -82%	-122 -42%	9 2%	70 14%	-201 -70%	132 38%	-284 -65%
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He has a lot of personality

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	706 63%	360 66%	342 60%	168 53%	249 66%	289 66%	58 49%	110 57%	113 62%	137 70%	103 60%	185 70%	62 45%	190 66%	229 63%	55 84%	193 65%	219 66%	126 54%	168 63%	174 65%	198 67%	163 63%	96 63%	34 62%	40 41%	548 60%	158 72%	460 68%	141 49%	106 65%	181 62%	525 63%	226 65%	480 62%	419 63%	287 63%	
Does not apply	309 27%	145 27%	160 28%	105 33%	89 24%	115 26%	41 34%	64 33%	46 25%	44 22%	55 32%	59 23%	52 38%	68 24%	104 29%	9 14%	72 24%	85 26%	81 35%	70 27%	75 28%	58 20%	72 28%	38 25%	13 25%	53 54%	271 30%	37 17%	158 23%	105 36%	46 28%	78 27%	231 28%	94 27%	215 28%	188 28%	121 26%	
Don't know	113 10%	42 8%	70 12%	41 13%	39 10%	33 8%	21 17%	21 11%	24 13%	14 7%	15 8%	19 7%	24 17%	28 10%	29 8%	2 2%	30 10%	29 9%	28 12%	27 10%	19 7%	38 13%	24 9%	20 13%	7 13%	5 5%	89 10%	24 11%	60 9%	42 15%	11 7%	32 11%	82 10%	30 9%	83 11%	63 9%	51 11%	
Net Difference 1-2	397 35%	215 39%	183 32%	63 20%	160 42%	174 40%	17 14%	46 24%	67 37%	93 48%	48 28%	126 48%	10 7%	122 43%	125 35%	46 69%	121 41%	133 40%	45 19%	98 37%	100 37%	140 48%	92 35%	58 38%	20 38%	-13 -13%	277 30%	121 55%	302 44%	36 12%	60 37%	104 36%	294 35%	133 38%	265 34%	231 35%	166 36%	

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Overlap formulae used

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

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He has a lot of personality  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	706 63%	335 83% CDE	134 51%	43 60% *	73 52%	226 56%	365 74% F	334 82% IJKLMNOP	234 50%	165 56% I	344 71% IULMN	94 61% I	331 67% IJN	153 59% I	256 71% IULN	364 84% QRSTUVWXYZ	209 46%	185 63% QUW	300 72% QRUW	384 78% QRSUW	126 44%	275 79% QRSUW	234 53% QU
Does not apply	309 27%	43 11%	104 40% B	22 31% B*	60 42% B	148 37% G	95 19%	54 13%	196 42% HIJKLMNOP	103 35% HKMO	111 23% H	43 28% H	143 29% HK	88 34% HKO	88 25% H	43 10%	214 48% PRSTVW	85 29% PTV	96 23% PTV	76 15% P	145 51% PRSTVW	51 15% P	186 43% PRSTV
Don't know	113 10%	26 6%	24 9%	7 9% *	8 6%	30 7%	35 7%	19 5%	34 7% MO	24 8% HMO	26 5%	16 10% HKMO	20 4%	19 7% M	14 4%	28 6%	27 6% W	22 8% W	19 5%	33 7%	15 5%	22 6%	17 4%
Net Difference 1-2	397 35%	291 72%	31 12%	21 29%	13 9%	78 19%	270 54%	280 69%	38 8%	61 21%	233 48%	50 33%	189 38%	65 25%	167 47%	321 74%	-5 -1%	100 34%	204 49%	308 63%	-20 -7%	224 64%	47 11%

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Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is going to make the country a better place

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	400	201	198	89	113	197	38	52	49	65	60	137	41	90	159	35	108	120	64	107	86	117	112	57	14	13	311	89	282	65	53	105	295	113	287	230	170	
	35%	37%	35%	28%	30%	45%	31%	27%	27%	33%	34%	52%	30%	31%	44%	53%	37%	36%	27%	40%	32%	40%	43%	37%	26%	13%	34%	41%	42%	23%	32%	36%	35%	32%	37%	34%	37%	
Does not apply	480	244	228	160	171	148	56	104	78	92	74	75	67	137	127	18	119	143	115	103	122	108	87	66	26	71	407	72	261	151	68	128	352	175	305	303	177	
	43%	45%	40%	51%	45%	34%	47%	54%	43%	48%	42%	28%	49%	48%	35%	27%	40%	43%	49%	39%	45%	37%	33%	43%	48%	72%	45%	33%	38%	52%	42%	44%	42%	50%	39%	45%	38%	
Don't know	248	102	146	64	93	91	26	38	56	38	40	51	29	59	76	13	69	70	55	55	60	68	61	31	14	14	191	58	135	72	42	58	191	61	187	136	112	
	22%	19%	25%	20%	25%	21%	22%	20%	30%	19%	23%	19%	21%	21%	21%	20%	23%	21%	23%	21%	22%	23%	23%	20%	26%	14%	21%	58	26%	20%	25%	26%	20%	23%	18%	24%	20%	24%
Net Difference 1-2	-80	-43	-30	-71	-57	49	-19	-52	-29	-28	-14	62	-26	-47	32	17	-11	-22	-50	4	-35	9	25	-8	-12	-58	-97	17	21	-85	-15	-23	-57	-61	-18	-73	-7	
	-7%	-8%	-5%	-23%	-15%	11%	-16%	-27%	-16%	-14%	-8%	24%	-19%	-16%	9%	26%	-4%	-7%	-22%	1%	-13%	3%	10%	-5%	-22%	-59%	-11%	8%	3%	-30%	-9%	-8%	-7%	-18%	-2%	-11%	-1%	

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Overlap formulae used

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

Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is going to make the country a better place  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	400 35%	287 71% CDE	31 12%	9 13% *	26 18%	78 19%	269 54% F	308 76% IJKLMNOP	33 7% I	64 22% I	250 52% IULMN	53 35% IUN	210 43% IUN	57 22% I	177 49% IULMN	328 76% QRSTUVW	23 5% QUW	79 27% QUW	204 49% QRUW	290 59% QRSUW	28 10% Q	241 69% QRSTUW	60 14% QU
Does not apply	480 43%	38 9%	195 74% BD	42 59% B*	93 66% B	255 63% G	122 25%	37 9%	366 79% HJKLMNOP	192 66% HKLMO	142 30% H	69 45% HKO	199 40% HKO	166 64% HKLMO	116 32% H	26 6% PRSTUVW	382 85% PRSTUVW	173 59% PSTV	134 32% PTV	104 21% PV	231 81% PRSTVW	56 16% P	310 71% PRSTV
Don't know	248 22%	79 19%	36 14%	20 28% C*	23 16%	71 17%	104 21%	62 15%	64 14%	36 12%	88 18% IJ	30 20% J	85 17%	37 14%	65 18%	80 18% QUV	45 10%	40 14%	78 19% QU	99 20% QRUV	27 10%	50 14%	67 15% QU
Net Difference 1-2	-80 -7%	250 62%	-164 -62%	-33 -46%	-67 -48%	-177 -44%	147 30%	272 67%	-333 -72%	-127 -44%	108 22%	-16 -10%	11 2%	-109 -42%	60 17%	302 70%	-359 -80%	-94 -32%	70 17%	185 38%	-202 -71%	185 53%	-250 -57%

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Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is a capable leader

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Does apply	467 41%	230 42%	234 41%	104 33%	140 37%	223 51% DEFGHIK	35 29%	69 36%	67 37%	73 38%	70 40%	154 58% DEFGHIK	37 27%	102 36%	181 50% MN	39 60% MN*	129 44%	143 43%	88 38%	106 40%	101 38%	143 49%	122 47%	65 42%	20 36%	17 17%	363 40%	104 47%	318 47%	80 28%	69 43% d	115 40%	352 42%	134 38%	333 43%	263 39%	204 45%
Does not apply	501 44%	251 46%	243 43%	156 50% FL	178 47% FL	167 38%	65 54% FL	91 47% L	84 46%	94 48% FL	75 43%	93 35%	76 55% O	136 47% O	139 38%	26 39% *	131 44%	150 45%	107 46%	112 42%	123 46% W	117 40%	87 33%	71 46% W	29 54% W*	74 76% UVWXY*	419 46% b	82 37%	268 40%	154 54% c	78 48%	130 45%	371 44%	176 50% i	325 42%	299 45%	201 44%
Don't know	160 14%	65 12%	94 16%	54 17% FL	60 16% L	46 11% L	20 17% L	34 18% FL	32 18% FL	28 14% L	29 17% FL	17 6%	25 18% P	48 17% P	42 12%	1 2% *	36 12%	39 12%	39 17%	46 17%	45 17% Z	34 12%	50 19% VZ	18 12%	5 10% *	7 7% *	126 14%	34 16%	92 14%	53 19% e	14 9%	46 16%	114 14%	39 11%	121 16%	107 16%	53 12%
Net Difference 1-2	-34 -3%	-21 -4%	-9 -2%	-52 -17%	-38 -10%	56 13%	-30 -25%	-22 -11%	-17 -9%	-21 -11%	-5 -3%	61 23%	-39 -28%	-34 -12%	43 12%	14 21%	-2 -1%	-6 -2%	-20 -8%	-6 -2%	-22 -8%	25 9%	36 14%	-6 -4%	-10 -18%	-57 -58%	-56 -6%	22 10%	50 7%	-75 -26%	-9 -6%	-15 -5%	-19 -2%	-42 -12%	8 1%	-37 -6%	3 1%

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Overlap formulae used

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	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
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Does apply	467 41%	310 77% CDE	42 16%	15 22% *	31 22%	101 25%	297 60%	334 82% IJKLMNOP	49 11%	82 28% I	279 58% IULMN	52 34% IN	242 49% IULN	70 27% I	194 54% IULMN	367 85% QRSTUVWXYZ	35 8% QUW	100 34% QUW	226 54% QRUW	320 65% QRSUW	42 15% Q	259 75% QRSTUW	74 17% Q
Does not apply	501 44%	54 13%	197 75% B	49 69% B*	94 66% B	268 66% G	138 28%	43 11%	371 80% HJKLMNOP	190 65% HKLMO	155 32% H	83 54% HKMO	203 41% HKO	172 66% HKLMO	123 34% H	33 8% PRSTUVW	390 87% PRSTUVW	176 60% PSTV	146 35% PTV	124 25% PV	227 79% PRSTVW	61 18% P	319 73% PRSTV
Don't know	160 14%	39 10%	24 9%	7 9% *	16 11%	36 9%	61 12%	29 7%	43 9%	21 7%	48 10%	18 12% N	48 10%	18 7%	42 12% H	34 8%	26 6%	17 6%	44 11% QRU	48 10% QR	18 6%	28 8%	44 10% QRU
Net Difference 1-2	-34 -3%	256 64%	-155 -59%	-34 -47%	-62 -44%	-167 -41%	159 32%	292 72%	-322 -69%	-108 -37%	124 26%	-31 -20%	39 8%	-102 -39%	71 20%	334 77%	-355 -79%	-76 -26%	80 19%	196 40%	-185 -65%	198 57%	-246 -56%

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Ipsos MORI March 2021 Political Pulse

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	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	365	178	186	84	108	174	32	52	52	56	54	120	37	78	137	34	107	107	62	89	78	108	103	59	12	5	288	77	256	58	52	98	267	101	264	210	156	
	32%	33%	33%	27%	28%	40% DEFGHIK	27%	27%	28%	29%	31%	45%	27%	27%	38%	52% MN	36%	32%	27%	34%	29%	37%	40%	39%	21%	5%	32%	35%	38%	20%	32% d	34%	32%	29%	34%	31%	34%	
Does not apply	566	289	270	175	202	188	65	110	93	109	85	103	75	160	160	26	145	177	124	120	137	131	110	73	31	84	466	100	309	169	88	147	418	202	363	349	217	
	50%	53%	47%	56% FL	54% FL	43%	54% FL	57% FL	51%	56% FL	49% F	39%	54%	56% O	44%	39% +	49%	53%	53%	45%	51%	44%	42%	48%	57%	86% + UWXXX*	51%	45%	45%	59% c	54%	51%	50%	58% i	47%	52%	47%	
Don't know	197	80	116	55	68	75	23	32	38	29	34	41	26	48	66	6	44	49	48	56	54	55	47	21	12	9	154	43	114	61	22	46	152	46	152	111	86	
	18%	15%	20% B	17%	18%	17%	19%	17%	21%	15%	20%	16%	19%	17%	18%	9% +	15%	15%	21%	21%	20% Z	19%	18%	14%	22% Z*	9% +	17%	20%	17%	21%	14%	16%	18%	13%	19% h	17%	19%	
Net Difference 1-2	-201 -18%	-111 -20%	-83 -15%	-91 -29%	-95 -25%	-15 -3%	-33 -27%	-59 -30%	-41 -22%	-54 -28%	-31 -18%	17 6%	-38 -27%	-81 -28%	-23 -6%	9 14%	-38 -13%	-70 -21%	-62 -26%	-31 -12%	-59 -22%	-22 -8%	-7 -3%	-14 -9%	-19 -35%	-80 -81%	-177 -20%	-23 -10%	-53 -8%	-111 -39%	-36 -22%	-50 -17%	-151 -18%	-101 -29%	-100 -13%	-139 -21%	-61 -13%	

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Overlap formulae used

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PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is a Prime Minister I am proud of  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	365 32%	260 64% CDE	25 10%	12 17% *	24 17% C	76 19%	240 48% F	288 71% IJKLMNOP	26 6% I	56 19% I	232 48% IULMN	45 30% IUN	188 38% IUN	46 18% I	167 47% IULMN	317 73% QRSTUVWXYZ	16 3% QUW	76 26% QUW	186 45% QRUW	268 54% QRSUW	25 9% Q	223 64% QRSTUW	52 12% QU
Does not apply	566 50%	77 19%	211 81% BDE	48 67% B*	98 70% B	289 71% G	155 31%	64 16% HJKLMNOP	394 85% HJKLMNOP	205 70% HKLMO	182 38% H	85 56% HKO	237 48% HKO	186 71% HKLMO	146 41% H	45 10%	416 93% PRSTUVW	190 65% PSTV	169 41% PTV	156 32% PV	241 84% PRSTVW	78 23% P	343 78% PRSTV
Don't know	197 18%	66 16% C	26 10%	12 16% *	18 13%	40 10%	101 20% F	55 13%	43 9%	31 11%	67 14% I	23 15% I	69 14% I	29 11%	45 13%	72 17% QRUW	18 4%	26 9% Q	61 15% QRUW	68 14% QRU	21 7% Q	47 13% QU	42 10% Q
Net Difference 1-2	-201 -18%	183 45%	-186 -71%	-35 -50%	-74 -53%	-213 -53%	85 17%	224 55%	-369 -80%	-149 -51%	49 10%	-39 -26%	-50 -10%	-140 -54%	21 6%	273 63%	-401 -89%	-115 -39%	17 4%	112 23%	-216 -75%	144 41%	-291 -67%

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Adults online aged 18+ in GB

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All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)		
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412		
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459		
Does apply	546	261	284	124	159	262	45	80	72	88	80	182	49	120	209	50	155	151	97	143	127	160	144	72	24	19	422	124	375	100	71	144	402	141	405	315	232		
	48%	48%	50%	40%	42%	60% DEFGHIK	37%	41%	39%	45%	46%	69% DEFGHIJK	36%	42%	58%	76% MNO* s	52%	46%	41%	54% s	47%	54% z	56% z	47% z	45% z	20% z*	46%	56% a de	55% de	35%	44%	50%	48%	40%	52% h	47%	50%		
Does not apply	448	231	210	142	167	139	55	87	79	88	71	67	65	130	123	13	112	135	103	97	108	102	83	64	23	67	374	74	241	138	68	113	335	169	279	280	168		
	40%	42%	37%	45%	44%	32% L FL	46% FL	45% FL	43% FL	45% FL	41% FL	26% FL	47% OP	46% OP	34%	19% *	38%	41%	44%	37% *	40%	35%	32%	42%	42% UUVWXYZ*	68% UUVWXYZ*	47%	41%	34%	36% c	48% c	42%	39% i	40% i	48% i	36% i	42%	37%	
Don't know	134	55	78	47	51	36	20	27	32	19	22	14	24	36	31	4	29	46	34	25	34	32	33	17	7	11	112	22	62	49	23	34	100	39	95	75	59		
	12%	10%	14%	15% FL	14% FL	8% FL	17% FL	14% FL	17% FL	10% FL	13% FL	5% FL	17% O	12% O	8% O	5% *	10%	14%	15%	9%	13%	11%	13%	11%	13% *	12% *	12% c	10%	9%	17% c	14%	12%	100 12%	11% 11%	12% 12%	11% 11%	13% 13%		
Net Difference 1-2	98 9%	30 6%	74 13%	-18 -6%	-7 -2%	124 28%	-10 -9%	-8 -4%	-7 -4%	* *	9 5%	115 43%	-15 -11%	-10 -4%	86 24%	38 57%	43 15%	16 5%	-7 -3%	46 17%	18 7%	57 19%	62 24%	7 5%	1 2%	-48 -49%	48 5%	50 23%	133 20%	-38 -13%	3 2%	31 11%	67 8%	-27 -8%	126 16%	35 5%	63 14%		

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He understands the problems facing Britain  
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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	546 48%	334 83% CDE	57 22%	25 34% *	52 37% C	129 32%	333 67% F	352 87% IJKLMNOP	80 17%	96 33% I	311 65% IULMN	67 44% IUN	270 55% IULN	80 31% I	234 65% IULMN	379 87% QRSTUVWXYZ	68 15% QUW	116 40% QUW	251 60% QRUW	355 72% QRSUW	52 18% QRSTUV	286 82% QRSTUV	111 25% QU
Does not apply	448 40%	46 11%	185 71% BDE	37 51% B*	79 56% B	242 60% G	115 23%	37 9% HJKLMNOP	341 74% HJKLMNOP	175 60% HKLMO	140 29% H	67 44% HKO	196 40% HKO	155 59% HKLMO	111 31% H	32 7% PRSTVW	350 78% PRSTVW	152 52% PSTV	138 33% PTV	101 20% PV	218 76% PRSTVW	50 14% P	295 68% PRSTV
Don't know	134 12%	24 6%	20 8%	10 14% B*	9 7%	33 8%	47 10%	18 4%	43 9% HMO	21 7%	30 6% O	18 12% HKMO	27 6%	25 10% HMO	13 4%	23 5%	32 7% V	25 8% V	27 6% V	37 8% PV	17 6%	12 3%	31 7%
Net Difference 1-2	98 9%	288 71%	-128 -49%	-12 -17%	-27 -19%	-113 -28%	218 44%	316 78%	-261 -56%	-80 -27%	171 35%	* *	74 15%	-75 -29%	122 34%	347 80%	-281 -63%	-36 -12%	114 27%	254 52%	-166 -58%	236 68%	-184 -42%

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Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

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All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Does apply	501 44%	246 45%	253 44%	114 36%	160 42%	227 52% DEFGHIK	42 35%	72 37%	80 44%	80 41%	66 38%	161 61% DEFGHIJK	45 33%	114 40%	183 50% MN	41 62% MN*	146 49% S	136 41%	88 38%	130 49% S	116 43% Z	142 48% Z	132 51% Z	69 45% Z	19 35% +	23 24% +	388 43%	113 51%	337 50% d	94 33%	71 44% d	130 45%	371 44%	133 38%	368 47% h	291 43%	210 46%
Does not apply	438 39%	218 40%	213 37%	140 44% FL	155 41% FL	143 33% L	48 40% L	92 47% FL	75 41% L	80 41% L	73 42% FL	70 27%	57 42% P	122 43% P	124 34%	15 22% +	104 35%	142 43%	96 41%	96 36%	103 39%	94 32%	84 42%	64 42%	27 49% VW*	66 67% UVWXYZ*	374 41% b	64 29%	242 36%	134 47% c	61 38%	118 41%	320 38%	166 48% i	272 35%	267 40%	170 37%
Don't know	189 17%	82 15%	106 19%	60 19% H	62 16%	67 15%	30 25% DEFGHIL	30 15%	28 15%	34 18%	35 20% FL	32 12%	35 25% O	50 17%	55 15%	10 15% +	45 15%	55 17%	50 21%	39 15%	50 18%	58 20% Z	43 17%	21 14%	9 16% +	9 9% +	146 16%	43 20%	99 15%	60 21% c	30 19%	43 15%	146 17%	50 14%	139 18%	111 17%	78 17%
Net Difference 1-2	63 6%	28 5%	39 7%	-26 -8%	5 1%	84 19%	-6 -5%	-19 -10%	5 3%	* +	-7 -4%	91 34%	-12 -9%	-8 -3%	58 16%	26 40%	42 14%	-6 -2%	-8 -3%	34 13%	12 5%	48 16%	48 18%	5 3%	-7 -13%	-43 -44%	15 2%	48 22%	94 14%	-41 -14%	9 6%	12 4%	51 6%	-33 -9%	96 12%	23 3%	40 9%

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	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	501 44%	325 81% CDE	47 18%	19 26% *	37 26%	123 31%	304 61% F	339 83% IJKLMNOP	76 16%	82 28% I	293 61% IULMN	59 39% IUN	251 51% IULN	71 27% I	212 59% IULMN	366 84% QRSTUVWXYZ	49 11%	102 35% QUW	235 57% QRUW	332 67% QRSUW	52 18% Q	273 79% QRSTUW	96 22% Q
Does not apply	438 39%	39 10%	179 68% BD	38 53% B*	83 59% B	236 58% G	109 22%	29 7% HJKLMNOP	335 72% HJKLMNO	173 59% HKLMO	133 28% H	71 47% HKO	185 37% HKO	157 60% HKLMO	110 31% H	28 6% PRSTUVW	350 78% PRSTUVW	153 52% PSTV	122 29% PTV	98 20% PV	205 72% PRSTVW	47 14% P	283 65% PRSTV
Don't know	189 17%	40 10%	36 14%	15 21% B*	21 15%	45 11%	82 17% F	39 10%	53 11%	37 13%	55 11%	22 15%	58 12%	33 13%	36 10%	40 9%	51 11%	37 13% V	58 14% PV	62 13% PV	30 10%	27 8%	58 13% V
Net Difference 1-2	63 6%	286 71%	-131 -50%	-19 -27%	-46 -33%	-113 -28%	195 39%	310 76%	-259 -56%	-91 -31%	160 33%	-13 -8%	66 13%	-87 -33%	102 28%	338 78%	-301 -67%	-51 -17%	113 27%	233 47%	-153 -53%	226 65%	-186 -43%

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	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	440	212	226	91	139	210	33	58	64	74	66	144	37	103	171	35	121	127	82	110	99	139	109	60	15	18	340	100	304	71	64	117	322	115	324	238	202	
	39%	39%	40%	29%	37%	48% DEFGHIK	28%	30%	35%	38%	38%	55% DEFGHIK	27%	36%	47% MN	53% M*	41%	38%	35%	41%	37%	47%	42%	39%	27%	18%	37%	45%	45%	25%	39%	40%	38%	33%	42%	36%	44%	
Does not apply	530	268	255	173	178	179	67	106	86	92	88	91	77	136	154	22	136	157	122	115	133	119	101	73	32	72	442	88	285	165	80	135	395	196	334	325	205	
	47%	49%	45%	55%	47%	41% FL	56% FL	55% FL	47%	47%	50%	35% FL	56% OP	47%	43%	33% +	46%	47%	52%	43%	50%	40%	39%	48%	59% VW**	74% UVWX*	49%	40%	42%	57% c	50%	46%	47%	56% i	43%	49%	45%	
Don't know	158	67	90	50	60	48	20	30	32	28	20	28	24	48	37	9	39	49	30	40	37	37	49	20	8	8	127	32	89	52	18	39	120	38	120	106	52	
	14%	12%	16%	16%	16%	11%	16%	16%	18%	14%	11%	11%	17%	17% O	10%	14% +	13%	15%	13%	15%	14%	12%	19%	13%	14%	8% +	8% +	14%	14%	13%	18%	11%	13%	14%	15%	16%	11%	
Net Difference 1-2	-90 -8%	-56 -10%	-29 -5%	-82 -26%	-39 -10%	31 7%	-34 -29%	-48 -25%	-22 -12%	-18 -9%	-22 -12%	53 20%	-40 -29%	-33 -12%	17 5%	13 20%	-15 -5%	-30 -9%	-40 -17%	-5 -2%	-34 -13%	20 7%	8 3%	-13 -8%	-17 -32%	-54 -56%	-102 -11%	12 5%	20 3%	-93 -32%	-17 -10%	-17 -6%	-73 -9%	-80 -23%	-10 -1%	-87 -13%	-3 -1%	

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Overlap formulae used

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PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is good in a crisis  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	440 39%	291 72% CDE	37 14%	12 16% *	37 26% C	98 24%	280 56% F	310 76% IJKLMNOP	54 12%	71 24% I	268 56% IULMN	50 33% IUN	234 48% IULN	66 25% I	196 55% IULMN	347 80% QRSTUVWXYZ	28 6% QUW	88 30% QUW	220 53% QRUW	303 61% QRSUW	43 15% Q	247 71% QRSTUW	81 18% Q
Does not apply	530 47%	64 16%	204 78% BE	49 68% B*	91 64% B	266 66% G	153 31%	56 14%	380 82% HJKLMNOP	204 70% HKLMO	170 35% H	85 56% HKMO	219 44% HKO	174 67% HKLMO	135 38% H	45 10%	400 89% PRSTUVW	185 63% PSTV	156 38% PTV	136 28% PV	230 80% PRSTVW	80 23% P	332 76% PRSTV
Don't know	158 14%	49 12%	21 8%	11 15% *	14 10%	40 10%	62 13%	41 10% J	30 6%	17 6%	43 9%	18 12% IJ	40 8%	21 8%	28 8%	43 10% QUVW	22 5%	20 7%	39 9% QUW	54 11% QRUVW	13 5%	21 6%	25 6%

Net Difference 1-2	-90 -8%	227 56%	-167 -64%	-37 -52%	-54 -38%	-169 -42%	127 26%	254 63%	-325 -70%	-133 -46%	98 20%	-35 -23%	16 3%	-108 -41%	61 17%	302 70%	-372 -83%	-97 -33%	63 15%	167 34%	-187 -65%	167 48%	-251 -57%
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PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He pays attention to detail

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	342 30%	171 31%	169 29%	93 29%	95 25%	154 35% EIK	37 31%	56 29%	47 26%	48 25%	43 25%	110 42% DEFGHIK	42 30%	66 23%	125 34% N	28 42% N*	102 35%	92 28%	58 25%	89 34%	77 29%	100 34% Z	81 31% Z	56 37% Z	15 27% +	13 13% +	275 30%	66 30%	238 35% d	58 20%	45 28%	99 34%	243 29%	83 24% h	258 33% h	192 29%	150 33%	
Does not apply	542 48%	276 50%	259 45%	150 48%	198 53% FL	193 44%	53 44%	97 50%	86 47%	112 58% DEFGI	87 50% F	107 40%	60 44%	158 55% MO	162 45%	26 40% +	139 47%	172 52%	116 50%	115 43%	141 53% VW	125 107 43%	107 41%	69 45%	28 52% +	71 72% UWXYZ*	449 49%	93 42%	305 45%	153 53% c	85 52%	131 45%	410 49%	209 60% i	332 43%	338 50%	204 44%	
Don't know	245 22%	100 18%	144 25% B	71 23%	84 22% J	89 20%	30 25%	41 21%	49 27%	35 18%	43 25% F	46 18%	35 26%	62 22%	76 21%	12 18% +	55 19%	69 21%	60 25%	61 23%	50 19%	69 23%	72 28% UZ	28 18%	11 21% +	14 14% +	185 20%	60 27% a	136 20%	77 27% c	32 20%	61 21%	184 22%	57 16%	188 24% h	140 21%	105 23%	
Net Difference 1-2	-200 -18%	-105 -19%	-91 -16%	-57 -18%	-103 -27%	-39 -9%	-16 -14%	-41 -21%	-39 -21%	-64 -33%	-43 -25%	4 1%	-19 -13%	-92 -32%	-37 -10%	2 3%	-37 -12%	-79 -24%	-58 -25%	-26 -10%	-64 -24%	-25 -8%	-26 -10%	-13 -9%	-14 -25%	-58 -59%	-173 -19%	-27 -12%	-67 -10%	-94 -33%	-39 -24%	-32 -11%	-168 -20%	-126 -36%	-74 -10%	-146 -22%	-54 -12%	

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Overlap formulae used

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He pays attention to detail  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	342 30%	223 55% CDE	37 14%	11 15% *	30 21%	68 17%	219 44% F	252 62% IJKLMNOP	39 8%	67 23% I	204 42% IULMN	50 33% IUN	179 36% IUN	50 19% I	153 43% IULMN	270 62% QRSTUW	27 6% QUW	72 25% QUW	168 41% QRUW	228 46% QRSUW	36 12% Q	214 62% QRSTUW	45 10% Q
Does not apply	542 48%	99 25%	194 74% BE	45 62% B*	90 64% B	276 68% G	167 34%	79 19%	369 80% HJKLMNOP	182 62% HKLMO	184 38% H	72 47% H	241 49% HKO	172 66% HKLMO	147 41% H	74 17%	380 84% PRSTUVW	183 63% PSTV	162 39% PTV	165 34% PV	224 78% PRSTV	74 21% P	337 77% PRSTV
Don't know	245 22%	81 20% C	31 12%	16 23% C*	21 15%	61 15%	109 22% F	76 19% I	56 12%	43 15%	93 19% IM	30 20% I	74 15%	39 15%	58 16%	90 21% QRUW	43 10%	37 13%	84 20% QRUW	99 20% QRUW	26 9%	60 17% QU	55 13% QU

Net Difference 1-2	-200 -18%	124 31%	-157 -60%	-34 -47%	-60 -42%	-208 -51%	52 11%	173 42%	-330 -71%	-114 -39%	20 4%	-22 -14%	-62 -13%	-122 -47%	6 2%	196 45%	-353 -78%	-111 -38%	6 1%	63 13%	-189 -66%	140 40%	-292 -67%
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Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Prime Minister, Boris Johnson - He is a strong leader

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	457	232	224	100	148	209	32	67	72	75	67	142	37	104	165	42	120	135	86	116	99	147	109	63	19	20	351	106	317	81	59	125	332	123	334	260	197	
	40%	42%	39%	32%	39%	48% DEFGHK	27%	35%	40%	39%	39%	54%	27%	36%	45%	63% MN*	40%	41%	37%	44%	37%	50%	42%	41%	34%	21%	39%	48%	47% a	28%	36%	43%	40%	35%	43%	39%	43%	
Does not apply	505	251	247	159	173	173	62	98	79	94	81	92	72	138	153	17	133	149	117	107	131	100	106	73	27	68	422	84	277	149	79	126	379	187	318	315	190	
	45%	46%	43%	51% FL	46% L	40%	52% FL	50% FL	43%	48%	47%	35%	53% OP	48% P	42%	26% *	45%	45%	50%	40%	49%	100	34%	41%	48%	49%	70% UUVWXY*	46%	38%	41%	52% c	49%	43%	45%	53% i	41%	47%	41%
Don't know	166	65	100	55	57	54	26	29	31	25	25	30	28	44	44	7	44	49	31	42	39	47	45	18	9	10	136	30	84	58	24	40	126	40	126	94	72	
	15%	12%	18% B	17%	15%	12%	22% FIL	15%	17%	13%	14%	11%	20% O	15%	12%	10% *	15%	15%	13%	16%	14%	16%	17%	11%	16% *	10% *	15%	14%	12%	20% c	15%	14%	15%	11%	16% h	14%	16%	
Net Difference 1-2	-49 -4%	-19 -4%	-23 -4%	-60 -19%	-25 -7%	36 8%	-30 -25%	-30 -16%	-6 -3%	-18 -10%	-14 -8%	50 19%	-35 -26%	-33 -12%	12 3%	24 37%	-13 -4%	-14 -4%	-30 -13%	9 3%	-32 -12%	47 16%	3 1%	-11 -7%	-8 -15%	-48 -49%	-71 -8%	22 10%	40 6%	-68 -24%	-21 -13%	-1 *	-48 -6%	-64 -18%	15 2%	-55 -8%	7 1%	

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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)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	457 40%	295 73% CDE	37 14%	17 24% *	42 30% C	100 25%	294 59% F	309 76% IJKLMNOP	72 15%	76 26% I	276 57% IULMN	51 33% IN	243 49% IULN	64 24% I	200 56% IULMN	352 81% QRSTUVWXYZ	40 9%	101 34% QUW	223 54% QRUW	313 64% QRSUW	38 13% Q	257 74% QRSTUW	86 20% QU
Does not apply	505 45%	63 16%	201 77% BDE	37 52% B*	88 63% B	261 64% G	140 28%	59 15%	359 77% HJKLMNOP	191 66% HKLMO	159 33% H	79 52% HKO	210 43% HKO	170 65% HKLMO	125 35% H	36 8%	387 86% PRSTUVW	172 59% PSTV	150 36% PTV	127 26% PV	227 79% PRSTVW	65 19% P	317 73% PRSTV
Don't know	166 15%	45 11%	25 9%	17 24% BCE*	11 8%	44 11%	61 12%	39 10%	33 7%	25 8%	46 10%	22 14% IUM	40 8%	27 10% I	34 9%	46 11% QV	23 5%	20 7%	41 10% Q	52 11% QV	21 7%	26 7%	33 8% Q
Net Difference 1-2	-49 -4%	233 58%	-164 -63%	-19 -27%	-47 -33%	-161 -40%	153 31%	250 61%	-287 -62%	-115 -39%	117 24%	-29 -19%	34 7%	-106 -41%	75 21%	317 73%	-348 -77%	-71 -24%	73 18%	185 38%	-189 -66%	192 55%	-231 -53%

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Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He is an honest person

All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	371 33%	212 39% C	156 27%	102 33%	112 30%	157 36% K	43 36%	60 31%	50 27%	62 32%	45 26%	112 43% DEFGHK	45 33%	83 29%	120 33%	35 53% MNO*	101 34%	119 36%	64 27%	87 33%	94 35%	94 32%	77 30%	51 33%	18 33% +	36 37% +	319 35% b	53 24%	231 34% d	77 27%	63 39% d	113 39% g	258 31%	144 41% i	227 29%	233 35%	138 30%	
Does not apply	262 23%	141 26%	118 21%	92 29% FL	92 24% FL	78 18% L	34 28% FL	58 30%	41 22% L	52 27% FL	45 26% FL	33 13%	42 30% OP	74 26% P	73 20% P	4 6% +	76 26%	76 23%	59 25%	50 19%	55 20%	68 23%	56 22%	41 27%	9 16% +	33 34% UW**	212 23%	50 23%	166 24% e	71 25% e	25 15%	71 24%	191 23%	81 23%	181 23%	176 26% k	86 19%	
Don't know	495 44%	193 35%	298 52% B	120 38%	173 46%	202 46%	44 36%	77 39%	92 51% DG	81 41%	84 48% DG	118 45%	50 37%	129 45%	169 47%	27 41% +	118 40%	137 41%	111 47%	128 48%	120 45% Z	132 45% Z	126 49% Z	61 40%	28 51% Z*	28 29% +	378 42%	117 53% a	281 41%	140 49%	74 46%	106 37%	389 46% f	124 36%	371 48% h	260 39%	234 51% j	
Net Difference 1-2	109 10%	71 13%	37 7%	10 3%	20 5%	79 18%	9 7%	2 1%	9 5%	11 5%	* *	79 30%	3 2%	9 3%	46 13%	31 47%	25 9%	43 13%	5 2%	37 14%	39 15%	27 9%	21 8%	10 7%	9 17%	3 3%	106 12%	3 1%	65 10%	6 2%	38 23%	42 15%	67 8%	63 18%	46 6%	57 9%	52 11%	

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PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He is an honest person

All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
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Does apply	371 33%	112 28%	134 51%	34 48%	47 33%	176 43%	147 30%	132 32%	192 41%	184 63%	103 21%	76 50%	135 27%	139 53%	97 27%	131 30%	187 42%	210 72%	60 14%	187 38%	107 38%	136 39%	154 35%
			BE	B*		G		K	HKMO	HIKLMNO		HKMO	K	HIKMO	K	S	PSW	PQSTUVW		PS	S	PS	S
Does not apply	262 23%	117 29%	47 18%	8 11%	52 37%	78 19%	140 28%	109 27%	102 22%	31 11%	182 38%	23 15%	171 35%	44 17%	136 38%	112 26%	97 22%	14 5%	199 48%	105 21%	85 30%	81 23%	128 29%
		CD		*	CD		F	JLN	JN		HIJLN		HIJLN	J	HIJLN	RT	R		PORTUVW	R	QRT	R	QRT
Don't know	495 44%	175 43%	81 31%	29 41%	42 30%	151 37%	208 42%	166 41%	170 37%	78 27%	196 41%	53 35%	187 38%	77 30%	125 35%	191 44%	166 37%	68 23%	156 38%	200 41%	94 33%	131 38%	155 36%
		CE		*				JN	JN		JNO	J	JN		J	RSUVW	R		R	R	R	R	R
Net Difference 1-2	109 10%	-5 -1%	87 33%	27 37%	-5 -3%	98 24%	7 1%	23 6%	90 19%	153 52%	-80 -17%	52 34%	-36 -7%	94 36%	-39 -11%	19 4%	90 20%	196 67%	-139 -34%	82 17%	22 8%	55 16%	26 6%

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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)	(h)	(i)	(j)	(k)				
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412				
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459				
Does apply	355	174	178	109	97	149	46	63	42	56	45	104	48	72	112	36	93	111	65	86	97	83	79	48	15	33	287	68	213	88	54	95	260	122	234	214	141				
	31%	32%	31%	35%	26%	34%	38%	32%	23%	29%	26%	39%	35%	25%	31%	54%	31%	33%	28%	32%	36%	28%	30%	32%	27%	33%	32%	31%	31%	31%	33%	33%	31%	35%	30%	32%	31%				
Does not apply	388	207	176	101	139	148	40	61	65	75	82	66	48	111	131	14	113	110	80	85	70	114	90	59	17	38	316	72	240	94	54	98	290	127	261	236	152				
	34%	38%	31%	32%	37%	34%	33%	31%	35%	38%	47%	25%	35%	39%	36%	21%	38%	33%	34%	32%	26%	39%	35%	38%	32%	38%	35%	33%	35%	33%	33%	34%	35%	36%	34%	35%	33%				
Don't know	385	166	218	105	140	140	34	70	76	64	46	94	42	103	120	16	90	112	89	94	101	97	91	46	22	28	305	80	225	105	55	97	287	101	283	219	165				
	34%	30%	38%	33%	37%	32%	29%	36%	42%	33%	26%	36%	30%	36%	33%	25%	30%	34%	38%	36%	38%	33%	35%	30%	41%	28%	34%	36%	33%	37%	34%	34%	29%	36%	33%	36%					
Net Difference 1-2	-33 -3%	-32 -6%	2 *	8 3%	-42 -11%	1 *	6 5%	2 1%	-23 -13%	-19 -10%	-37 -21%	38 14%	* *	-40 -14%	-19 -5%	22 33%	-21 -7%	1 *	-15 -6%	1 1%	27 10%	-30 -10%	-11 -4%	-11 -7%	-3 -5%	-5 -5%	-29 -3%	-3 -2%	-27 -4%	-6 -2%	* *	-2 -1%	-31 -4%	-5 -1%	-28 -4%	-21 -3%	-11 -2%				

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Does not apply	388 34%	184 46% CD	69 26%	14 20% *	65 46% CD	134 33%	204 41% F	167 41% IULN	149 32% JL	42 14%	267 55% HIJLMNO	33 22% J	236 48% HIJLN	75 29% JL	175 49% HIJLN	174 40% QRT	145 32% R	30 10%	278 67% PQRTUVW	174 35% R	125 44% QRT	132 38% R	174 40% QR
Don't know	385 34%	116 29%	70 27%	25 36% *	37 27%	114 28%	165 33%	109 27%	140 30% JN	62 21%	134 28%	39 26%	133 27%	65 25%	94 26%	134 31% RSV	133 30% RSU	55 19%	86 21%	146 30% RSV	69 24%	85 24%	125 29% RSU

Net Difference 1-2	-33 -3%	-80 -20%	54 21%	17 24%	-26 -18%	23 6%	-78 -16%	-37 -9%	26 6%	146 50%	-186 -39%	47 31%	-112 -23%	47 18%	-86 -24%	-49 -11%	26 6%	178 61%	-227 -55%	-2 *	-32 -11%	-2 -1%	-36 -8%
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Does apply	243	133	109	86	74	83	37	49	34	39	28	56	39	54	65	16	53	82	43	65	68	67	39	39	12	19	208	35	147	53	43	90	153	84	159	160	83
	22%	24%	19%	27%	20%	19%	31%	25%	19%	20%	16%	21%	29%	19%	18%	25%	18%	25%	18%	25%	25%	23%	15%	25%	21%	19%	23%	16%	22%	19%	26%	31%	18%	24%	20%	24%	18%
Does not apply	527	282	239	117	166	244	37	79	67	99	98	146	45	133	203	38	139	154	113	121	118	134	131	67	28	48	420	107	341	107	79	113	414	166	361	315	212
	47%	52%	42%	37%	44%	56%	31%	41%	37%	51%	56%	55%	33%	47%	56%	57%	47%	46%	48%	45%	44%	46%	50%	44%	52%	48%	46%	49%	50%	37%	49%	39%	49%	47%	46%	47%	46%
Don't know	358	132	224	111	137	110	46	66	82	56	48	61	53	100	94	12	103	96	79	80	83	93	90	47	14	31	280	78	190	127	41	87	271	99	259	194	164
	32%	24%	39%	35%	36%	25%	38%	34%	45%	29%	28%	23%	38%	35%	26%	18%	35%	29%	34%	30%	31%	32%	35%	31%	26%	32%	31%	35%	28%	44%	30%	32%	28%	33%	29%	36%	
Net Difference 1-2	-284	-150	-131	-31	-93	-160	-1	-30	-33	-60	-70	-90	-6	-80	-138	-21	-86	-71	-70	-56	-50	-67	-92	-29	-17	-29	-212	-72	-194	-54	-36	-23	-261	-81	-202	-154	-129
	-25%	-27%	-23%	-10%	-25%	-37%	-1%	-15%	-18%	-31%	-40%	-34%	-4%	-28%	-38%	-32%	-29%	-21%	-30%	-21%	-19%	-23%	-35%	-19%	-31%	-30%	-23%	-33%	-29%	-19%	-22%	-8%	-31%	-23%	-26%	-23%	-28%

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Does not apply	527 47%	257 64% CDE	115 44% D	21 29% *	63 45%	200 50%	261 53%	222 55% IULN	215 46% JL	89 30%	317 66% HIJLNO	42 28%	306 62% HIJLN	113 44% JL	208 58% IULN	228 52% R	209 46% R	63 21% PQRTUVW	321 77% R	261 53% R	139 48% R	178 51% R	226 52% QR
Don't know	358 32%	84 21%	67 26%	26 37% B*	40 29%	106 26%	131 26%	92 23%	140 30% HKMO	74 25%	99 21%	43 28%	101 20%	71 27% KM	72 20%	111 25% ST	135 30% STVW	74 25% S	61 15%	107 22% S	82 29% S	77 22% S	110 25% S
Net Difference 1-2	-284 -25%	-193 -48%	-35 -13%	3 5%	-26 -18%	-102 -25%	-158 -32%	-129 -32%	-106 -23%	41 14%	-253 -53%	25 16%	-220 -45%	-37 -14%	-131 -37%	-132 -30%	-103 -23%	93 32%	-288 -69%	-136 -28%	-73 -26%	-85 -25%	-124 -28%

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Overlap formulae used

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Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He is going to make the country a better place

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	267	139	125	103	81	83	46	56	39	42	30	54	51	56	63	20	76	91	41	58	81	62	46	45	11	21	228	38	159	69	39	88	179	105	162	171	95	
	24%	25%	22%	33% EFUKL	21%	19%	39% EFUKL	29%	21%	22%	17%	20%	37% NO	20%	17%	30% +	26%	28% S	17%	22%	30% VW	21%	18%	29% W	21% +	21% +	25% b	17%	23%	24%	24%	30% g	21%	30% i	21%	26%	21%	
Does not apply	408	220	183	89	131	188	34	55	56	75	76	111	40	110	157	28	114	120	77	97	81	117	110	50	12	38	319	89	261	87	60	80	328	129	279	233	175	
	36%	40% C	32%	28%	35%	43% DEGHI	29%	28%	31%	38%	44% DGH	42% DGH	29%	38%	43% M	42% +	39%	36%	33%	37%	30%	40% UY	42% UY	33%	23% +	38% +	35% 35%	40%	39% d	30%	37%	28%	39% f	37%	36%	35%	38%	
Don't know	454	188	265	122	165	166	39	83	88	78	67	98	46	120	143	19	106	121	117	110	107	115	103	58	31	40	361	93	258	131	64	122	331	116	337	265	188	
	40%	34%	46% B	39%	44% G	38%	33%	43%	48% G	40%	39%	37%	34%	42%	39%	28% +	36%	36%	50% QR	41%	40%	39%	40%	38%	57% UWWX*	40% +	40% +	40%	42%	38%	46% c	39%	42%	40%	33%	43% h	40%	41%
Net Difference 1-2	-141 -13%	-81 -15%	-58 -10%	13 4%	-51 -13%	-104 -24%	12 10%	2 1%	-18 -10%	-33 -17%	-47 -27%	-58 -22%	11 8%	-54 -19%	-94 -26%	-8 -13%	-39 -13%	-28 -9%	-36 -15%	-39 -15%	* *	-55 -19%	-63 -24%	-6 -4%	-1 -2%	-17 -17%	-91 -10%	-51 -23%	-102 -15%	-18 -6%	-21 -13%	8 3%	-149 -18%	-24 -7%	-117 -15%	-61 -9%	-80 -17%	

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Overlap formulae used

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He is going to make the country a better place  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	267 24%	44 11%	119 45% BE	22 31% B*	41 29% B	126 31% G	85 17%	74 18% K	153 33% HKMO	177 61% HIKLMNO	35 7%	76 50% HIKMO	87 18% K	116 45% HIKMO	59 17% K	78 18% S	154 34% PSTVW	187 64% PQSTUVW	26 6% PS	107 22% PST	86 30% PST	88 25% PS	124 28% PST
Does not apply	408 36%	236 58% CDE	56 22%	15 21% *	49 34% C	125 31%	235 47% F	213 52% IULN	128 28% JL	31 11%	310 64% HIJLMNO	25 17% J	269 55% IULN	65 25% JL	197 55% IULN	220 51% QRTUW	119 26% R	19 7% PQRTUVW	304 73% PQRTUVW	224 45% QRUW	97 34% QR	162 47% QRUW	153 35% QR
Don't know	454 40%	124 31%	87 33%	35 48% BC*	51 36%	153 38%	175 35%	119 29%	182 39% HIJKMNO	84 29%	136 28%	51 34%	137 28%	79 30%	102 28%	137 32% S	178 39% PRSTV	86 30% S	85 20%	162 33% SV	103 36% S	98 28% S	160 37% RSV

Net Difference 1-2	-141 -13%	-192 -48%	62 24%	7 10%	-7 -5%	2 *	-150 -30%	-139 -34%	25 5%	146 50%	-275 -57%	50 33%	-182 -37%	51 20%	-138 -39%	-142 -33%	35 8%	168 57%	-277 -67%	-117 -24%	-11 -4%	-74 -21%	-29 -7%
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Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He is a capable leader

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	384 34%	204 37% C	176 31%	124 40% EK	118 31%	141 32%	48 40% K	76 39% K	56 30%	63 32%	49 29%	92 35%	52 38%	90 31%	111 31%	27 41% +	100 34%	117 35%	75 32%	92 35%	103 38% W	91 31%	75 29%	60 39%	22 41% +	32 33% +	312 34%	72 33%	237 35%	88 30%	59 37%	118 40% g	266 32% i	152 44% i	231 30%	248 37% k	136 30%	
Does not apply	334 30%	181 33% C	149 26%	83 27%	104 28%	146 33%	31 25%	53 27%	46 25%	58 30%	62 36% D	84 32%	36 26%	80 28%	123 34%	22 34% +	93 31%	105 32%	69 30%	67 25%	67 25%	102 35% U	76 29%	42 27%	13 24% +	34 34% +	271 30%	63 29%	206 30%	75 26%	53 33%	75 26%	259 31%	99 28%	235 30%	195 29%	139 30%	
Don't know	410 36%	162 30%	247 43% B	106 34%	155 41%	149 34%	41 34%	65 34%	81 44% DF	73 38%	62 36%	88 33%	49 36%	117 41%	129 35%	17 26% +	103 35%	111 33%	90 38%	106 40%	99 37%	100 34%	108 42%	51 33%	19 35% +	33 33% +	325 36%	85 39%	236 35%	125 44% ce	50 31%	98 34%	313 37%	98 28%	312 40% h	227 34%	184 40%	
Net Difference 1-2	50 4%	24 4%	27 5%	41 13%	14 4%	-5 -1%	18 15%	23 12%	10 5%	4 2%	-13 -7%	8 3%	16 12%	10 3%	-12 -3%	5 7%	7 2%	12 3%	6 3%	25 9%	36 14%	-11 -4%	-1 -1%	18 12%	9 17%	-2 -2%	41 4%	9 4%	31 5%	13 4%	6 4%	42 15%	8 1%	54 15%	-4 +	53 8%	-3 -1%	

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Overlap formulae used

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

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	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
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Does not apply	334 30%	176 44% CD	57 22%	13 18% *	50 35% CD	100 25%	191 39% F	151 37% IULN	127 27% JLN	32 11%	250 52% HIULMN	20 13%	232 47% HIULN	58 22% JL	173 48% HIULN	157 36% QR	115 26% R	16 6% PQRTUVW	264 64% QR	168 34% QR	97 34% QR	119 34% QR	147 34% QR
Don't know	410 36%	128 32% C	59 22%	28 39% C*	42 30%	128 32%	159 32%	131 32% JO	140 30% J	57 20%	146 30% JO	45 29% J	136 28% J	68 26% J	90 25%	156 36% RSTUVW	138 31% RS	47 16%	100 24% R	156 32% RS	79 27% R	105 30% RS	122 28% R

Net Difference 1-2	50 4%	-78 -19%	89 34%	18 26%	-1 -1%	78 19%	-46 -9%	-26 -6%	70 15%	171 59%	-166 -34%	68 44%	-107 -22%	77 29%	-77 -22%	-36 -8%	81 18%	213 73%	-213 -51%	1 *	14 5%	5 1%	20 5%
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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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	231	128	101	96	68	67	38	58	27	41	27	40	41	54	53	14	65	81	41	44	67	59	31	47	9	17	204	27	137	58	36	78	153	90	141	160	71	
	20%	23% C	18%	31% EFUKL	18%	15%	32% EFUKL	30%	15%	21%	15%	15%	30% NO	19%	15%	21% *	22%	24% T	17%	17%	25%	20% W	12%	31% vwZ	17% *	18% *	22% b	12%	20%	20%	22%	27% g	18%	26% i	18%	24% k	16%	
Does not apply	461	244	212	107	142	212	45	63	64	79	83	129	52	113	175	34	130	137	90	105	91	131	129	50	21	41	360	101	305	98	58	104	358	134	328	258	204	
	41%	45% C	37%	34%	38%	48% DEGHI	37%	32%	35%	40%	48% DEHI	49% DEHI	38%	40%	48% N	52% *	44%	41%	38%	40%	34%	44% UX	50% UX	32%	38% *	42% *	40%	46%	45% d	34%	36%	36%	43%	38%	42%	38%	44%	
Don't know	436	175	259	111	167	158	37	74	92	75	63	94	44	119	134	18	101	115	104	116	111	104	99	57	25	40	344	91	236	132	68	109	326	126	310	252	184	
	39%	32%	45% B	35%	44% DFGJ	36%	31%	38%	50% DFGHUKL	39%	37%	36%	32%	42%	37%	27% *	34%	35%	44%	44% QR	41%	35%	38%	37%	45% *	41% *	38%	42%	35%	46% c	42%	38%	39%	36%	40%	38%	40%	
Net Difference 1-2	-230 -20%	-116 -21%	-111 -19%	-12 -4%	-74 -20%	-145 -33%	-7 -6%	-5 -3%	-36 -20%	-38 -19%	-56 -32%	-88 -34%	-11 -8%	-60 -21%	-123 -34%	-21 -31%	-65 -22%	-56 -17%	-49 -21%	-61 -23%	-24 -9%	-72 -24%	-98 -38%	-3 -2%	-11 -21%	-23 -24%	-156 -17%	-75 -34%	-169 -25%	-40 -14%	-22 -14%	-26 -9%	-204 -24%	-44 -13%	-187 -24%	-98 -15%	-133 -29%	

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		Conservative	Labour	Liberal Democrats	Other			Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	231 20%	33 8%	119 45% BDE	20 27% B*	30 21% B	115 28% G	76 15%	57 14% K	142 31% HKMO	167 57% HIKLMNO	18 4%	58 38% HKMO	68 14% K	105 40% HIKMO	46 13% K	58 13% S	140 31% PSTVW	168 57% PQSTUVW	17 4% PS	92 19% PSTV	80 28% PSTV	66 19% PS	111 25% PST
Does not apply	461 41%	258 64% CDE	69 26%	15 21% *	59 42% CD	143 35%	255 52% F	236 58% IJLN	151 32% J	48 16%	336 70% HIJLMNO	38 25% J	294 60% IJLN	74 28% J	216 60% IJLN	244 56% QRTUW	139 31% R	36 12%	332 80% PQRTUVWV	249 51% QRUW	108 38% QR	181 52% QRUW	175 40% QR
Don't know	436 39%	113 28%	74 28%	37 52% BC*	52 37%	146 36%	164 33%	113 28%	171 37% HIJKMO	78 27%	127 26%	57 37% HIJKMO	132 27%	82 32%	96 27%	132 31% S	172 38% PRSTVW	89 30% S	66 16%	151 31% S	98 34% S	101 29% S	151 35% S
Net Difference 1-2	-230 -20%	-225 -56%	50 19%	4 6%	-30 -21%	-28 -7%	-180 -36%	-180 -44%	-8 -2%	119 41%	-317 -66%	20 13%	-227 -46%	31 12%	-170 -48%	-185 -43%	1 *	132 45%	-316 -76%	-157 -32%	-29 -10%	-115 -33%	-64 -15%

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Overlap formulae used  
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Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He understands the problems facing Britain

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	A8 (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/ Living as Married (c)	Single (d)	Widowed/ Divorced/ Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	455 40%	241 44% C	212 37%	141 45% EUK	126 33%	188 43% EIK	62 52% DEUK	79 41%	58 32%	68 35%	55 31%	133 51% EFUK	68 50% N	93 33%	147 41%	37 56% N*	121 41%	139 42%	81 34%	114 43%	125 46% W	113 38%	90 35%	62 41%	24 44% +	41 42% +	381 42%	74 34%	277 41%	113 39%	65 40%	130 45%	325 39%	154 44%	300 39%	272 41%	183 40%	
Does not apply	298 26%	153 28%	140 24%	77 25%	102 27%	118 27% L	26 21% L	52 27% L	40 22% L	63 32% EGIL	60 35% DFGIL	58 22% DFGIL	31 23% L	85 30% L	101 28% L	16 24% +	85 29% L	84 25% L	63 27% L	66 25% L	62 23% L	88 30% L	68 26% L	40 26% L	11 20% +	28 29% +	236 26% L	62 28% L	183 27% L	66 23% L	48 30% L	67 23% L	231 28% L	95 27% L	203 26% L	181 27% L	117 26% L	
Don't know	376 33%	153 28%	221 39% B	95 30% B	149 40% DFGIL	131 30% B	32 27% B	63 33% B	85 47% DEFGHIKL	64 33% B	59 34% B	72 27% B	38 28% B	109 38% MP	115 32% MP	13 20% +	89 30% B	110 33% B	91 39% B	86 32% B	82 30% B	93 32% B	102 39% B	51 33% B	19 36% +	28 29% +	292 32% B	84 38% B	218 32% B	108 38% B	49 30% B	93 32% B	282 34% B	100 29% B	275 35% h	217 32% B	159 35% B	
Net Difference 1-2	157 14%	88 16%	72 13%	64 20%	23 6%	70 16%	37 31%	27 14%	18 10%	5 3%	-6 -3%	75 29%	37 27%	9 3%	47 13%	21 32%	36 12%	55 17%	18 8%	48 18%	62 23%	25 8%	22 8%	22 14%	13 23%	13 13%	145 16%	12 5%	94 14%	47 16%	16 10%	63 22%	94 11%	60 17%	98 13%	91 14%	66 14%	

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Ipsos MORI March 2021 Political Pulse  
PUBLIC  
Fieldwork: 26-29 March 2021  
Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He understands the problems facing Britain  
All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	455 40%	137 34%	151 58% BE	37 52% B*	56 40%	200 49% G	175 35%	167 41% KO	221 48% KMO	216 74% HIKLMNO	122 25%	96 63% HIKMO	182 37% K	149 57% HIKMO	118 33% K	171 39% S	218 48% PS	240 82% PQSTUVW	83 20% PS	221 45% PS	128 45% S	164 47% PS	198 45% S
Does not apply	298 26%	155 38% CD	47 18%	8 11% *	48 34% CD	95 23%	165 33% F	141 35% IULN	106 23% J	21 7%	221 46% HIJLMN	25 17% J	191 39% IULN	50 19% J	159 44% HIJLMN	142 33% QRT	99 22% R	15 5% PQRTUVW	228 55% PQRTUVW	140 28% QR	88 31% QR	106 31% QR	127 29% QR
Don't know	376 33%	111 28%	64 25%	26 37% *	36 26%	110 27%	155 31%	99 24%	136 29% JLMNO	56 19%	137 29% JMO	31 20%	120 24%	61 24%	81 23%	121 28% RV	133 30% RUVW	38 13%	104 25% R	131 27% RV	70 24% R	78 22% R	112 26% R

Net Difference 1-2	157 14%	-18 -4%	104 40%	29 41%	8 6%	105 26%	10 2%	26 6%	115 25%	195 67%	-99 -21%	70 46%	-9 -2%	99 38%	-42 -12%	29 7%	120 27%	225 77%	-146 -35%	81 16%	40 14%	57 16%	70 16%
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All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ (e)	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	340 30%	179 33%	158 28%	104 33% K	108 29%	129 30% K	43 36% IK	61 31% K	43 24%	64 33% EK	37 21% FK	92 35%	47 34%	80 28%	95 26%	32 48% NO*	95 32%	107 32%	63 27%	75 28%	103 38% VW	65 22%	73 28%	52 34% V	20 37% V*	28 29% *	288 32% b	52 24%	208 31%	73 25%	59 37% d	112 39% g	228 27% i	132 38% i	208 27%	214 32%	126 27%	
Does not apply	340 30%	179 33%	158 28%	88 28%	110 29%	142 32%	33 27%	56 29%	47 26%	63 32%	64 37% DI	77 29%	38 28%	85 30%	126 35%	15 23% *	94 32%	99 30%	72 31%	75 28%	74 27%	103 35%	78 30%	45 29%	13 25% *	27 27% *	271 30%	69 31%	215 32%	72 25%	53 33%	70 24%	270 32% f	104 30%	236 30%	191 29%	149 32%	
Don't know	448 40%	189 34%	256 45% B	122 39% J	160 42% J	166 38%	44 37%	78 40%	92 50% DEFGIL	68 35%	72 42%	94 36%	52 38%	122 43%	142 39%	19 29% *	106 36%	127 38%	99 42%	115 43%	92 34%	126 43%	109 42%	57 37%	21 39% *	43 44% *	349 38% ce	99 45%	255 38%	143 50% ce	50 31%	109 37%	339 41%	114 33%	334 43% h	264 39%	184 40%	
Net Difference 1-2	* *	* *	1 *	16 5%	-3 -1%	-13 -3%	10 8%	5 3%	-4 -2%	1 1%	-28 -16%	15 6%	8 6%	-5 -2%	-32 -9%	16 24%	1 *	9 3%	-9 -4%	* *	29 11%	-38 -13%	-5 -2%	7 5%	7 12%	1 1%	17 2%	-17 -8%	-7 -1%	1 *	6 4%	42 15%	-42 -5%	28 8%	-28 -4%	23 3%	-23 -5%	

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Fieldwork: 26-29 March 2021

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		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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
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Does not apply	340 30%	183 45% CDE	51 20%	13 19% *	44 31% C	102 25%	188 38% F	158 39% IULN	117 25% JN	33 11%	253 53% HIULMN	29 19% J	222 45% HIULN	53 20% J	172 48% HIULN	177 41% QRTUVW	112 25% R	14 5% PQRTUVW	256 62% PQRTUVW	168 34% QR	94 33% QR	124 36% QR	139 32% QR
Don't know	448 40%	140 35%	81 31%	24 34% *	54 38%	137 34%	189 38%	140 35% J	157 34% J	70 24%	161 33% J	44 29%	157 32% J	82 31% J	104 29%	160 37% RS	155 34% R	57 19%	126 30% R	177 36% RS	87 30% R	118 34% R	143 33% R

Net Difference 1-2	* *	-102 -25%	78 30%	20 29%	* *	62 15%	-70 -14%	-50 -12%	73 16%	157 54%	-186 -39%	50 33%	-108 -22%	74 28%	-90 -25%	-80 -18%	72 16%	209 71%	-223 -54%	-21 -4%	13 4%	-18 -5%	17 4%
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Does apply	197	103	92	74	63	60	33	41	30	33	21	39	40	43	47	12	60	54	41	42	60	47	25	39	10	16	168	29	117	51	29	68	129	81	116	124	73
	17%	19%	16%	24%	17%	14%	28%	21%	16%	17%	12%	15%	29%	15%	13%	18%	20%	16%	17%	16%	22%	16%	10%	25%	19%	17%	18%	13%	17%	18%	18%	23%	15%	23%	15%	19%	16%
Does not apply	353	192	156	93	109	150	38	55	50	59	65	85	42	86	126	22	99	110	71	72	73	108	82	45	8	36	289	63	225	78	49	84	268	104	248	205	147
	31%	35%	27%	30%	29%	34%	32%	28%	27%	30%	38%	32%	31%	30%	35%	33%	33%	33%	30%	27%	27%	37%	32%	30%	16%	36%	32%	29%	33%	27%	30%	29%	32%	30%	32%	31%	32%
Don't know	578	251	324	146	205	227	48	98	103	102	87	140	55	157	189	32	137	169	122	151	136	138	152	70	36	46	451	127	336	159	84	138	440	165	414	339	239
	51%	46%	57%	47%	54%	52%	40%	50%	56%	52%	50%	53%	40%	55%	52%	49%	46%	51%	52%	57%	51%	47%	59%	45%	66%	47%	50%	58%	50%	55%	52%	48%	53%	47%	53%	51%	52%
Net Difference 1-2	-155 -14%	-89 -16%	-65 -11%	-19 -6%	-46 -12%	-90 -21%	-5 -4%	-14 -7%	-20 -11%	-26 -13%	-44 -26%	-46 -17%	-3 -2%	-43 -15%	-80 -22%	-10 -16%	-39 -13%	-56 -17%	-31 -13%	-30 -11%	-13 -5%	-61 -21%	-57 -22%	-7 -4%	2 3%	-19 -20%	-121 -13%	-34 -15%	-108 -16%	-27 -9%	-20 -13%	-16 -6%	-139 -17%	-24 -7%	-132 -17%	-81 -12%	-74 -16%

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	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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	197 17%	27 7%	93 35% BE	22 31% B*	33 23% B	94 23% G	66 13%	56 14% K	116 25% HKMO	128 44% HIKMNO	22 5%	60 40% HIKMO	61 12% K	86 33% HIKMO	41 11% K	52 12% S	113 25% PSTVW	138 47% PQSTUVW	19 5% PS	80 16% PST	70 25% PST	65 19% PS	91 21% PS
Does not apply	353 31%	191 47% CDE	56 21%	10 14% *	47 33% CD	92 23% F	208 42% F	178 44% IULN	112 24% JL	42 15%	252 52% HIULMN	25 16% IULN	233 47% IULN	56 21% J	186 52% HIULN	183 42% QRTUW	110 24% R	33 11% PQSTUVW	256 62% PQRTUVW	186 38% QR	93 33% QR	146 42% QRUW	139 32% QR
Don't know	578 51%	186 46%	113 43%	39 55% *	62 44%	218 54% G	222 45%	173 43%	237 51% HIKMO	121 42%	207 43% O	67 44%	199 40%	119 46% O	132 37%	199 46% SV	227 50% RSUV	121 41%	140 34%	226 46% SV	123 43% S	137 39%	206 47% S

Net Difference 1-2	-155 -14%	-164 -41%	36 14%	12 16%	-14 -10%	2 *	-142 -29%	-122 -30%	4 1%	86 29%	-230 -48%	36 24%	-172 -35%	31 12%	-145 -41%	-131 -30%	3 1%	105 36%	-237 -57%	-105 -21%	-23 -8%	-81 -23%	-48 -11%
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He pays attention to detail  
All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412		
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459		
Does apply	386 34% C	212 39% C	171 30%	117 37% HK	119 32%	150 34% K	54 45% DEFHK	63 32%	52 28%	68 35%	45 26%	105 40% FK	57 41%	93 32%	117 32%	32 49% +	116 39% S	122 37%	64 27%	84 32%	99 37%	96 33%	84 32%	56 36%	22 41% +	30 30% +	322 35%	64 29%	231 34%	86 30%	69 43% d	115 39%	272 32%	144 41% i	242 31%	232 35%	155 34%		
Does not apply	269 24%	137 25%	129 23%	79 25%	83 22%	107 24%	25 21%	54 28%	35 19%	49 25%	47 27%	60 23%	31 23%	64 23%	95 26%	10 16% +	72 24%	79 24%	58 25%	60 23%	60 22%	76 26% Y	56 21%	44 28% Y	7 12% +	27 28% Y*	221 24%	48 22%	171 25%	63 22%	35 21%	67 23%	202 24%	86 25%	183 23%	170 25%	99 22%		
Don't know	472 42%	198 36%	272 47% B	118 38%	175 46% DGI	180 41%	41 34%	77 40%	97 53% DFGHL	78 40%	81 47% FG	98 37%	49 36%	129 45%	151 42%	24 36% +	108 36%	131 39%	112 48% Q	121 46% Q	110 41%	121 41%	120 46%	54 35%	26 47% +	41 42% +	365 40%	107 49% a	276 41%	139 48% ce	58 36%	109 37%	364 43%	119 34%	354 45% h	268 40%	205 45%		
Net Difference 1-2	117 10%	75 14%	42 7%	38 12%	36 10%	43 10%	29 24%	8 4%	17 9%	19 10%	-2 -1%	45 17%	25 19%	28 10%	22 6%	22 33%	45 15%	43 13%	6 2%	24 9%	39 15%	20 7%	28 11%	12 8%	16 29%	2 2%	101 11%	16 7%	60 9%	22 8%	35 21%	48 16%	70 8%	58 17%	59 8%	62 9%	55 12%		

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Overlap formulae used

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

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Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q5. Do you think each of the following statements does or does not apply to: - The Leader of the Labour party, Keir Starmer - He pays attention to detail

All 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 Green Party	Unfavourable to Green Party	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)	(V)	(W)
Unweighted base	1128	369	283	71	148	436	444	380	485	320	460	164	472	294	324	402	473	294	408	455	304	324	446
Weighted base	1128	404	262	71	141	404	495	407	464	292	481	152	493	261	358	434	450	292	415	492	286	348	437
Does apply	386 34%	105 26%	143 55%	31 43%	50 36%	175 43%	150 30%	124 31%	213 46%	200 68%	92 19%	70 46%	147 30%	138 53%	98 27%	121 28%	207 46%	214 73%	64 15%	172 35%	121 42%	130 37%	174 40%
			BE	B*		G		K	HKMO	HIKLMNO		HKMO	K	HIKMO	K	S	PSTVW	PQSTUVW		PS	PS	PS	PS
Does not apply	269 24%	148 37%	45 17%	9 12%	35 24%	77 19%	155 31%	129 32%	92 20%	26 9%	201 42%	26 17%	178 36%	40 15%	147 41%	130 30%	91 20%	20 7%	199 48%	134 27%	75 26%	92 26%	119 27%
		CDE		*			F	IJLN	J		HIJLMN	J	IJLN	J	HIJLMN	QR	R		PORTUVW	QR	QR	R	QR
Don't know	472 42%	150 37%	74 28%	32 45%	56 40%	152 37%	190 38%	154 38%	159 34%	66 23%	188 39%	56 37%	169 34%	83 32%	113 32%	184 42%	152 34%	59 20%	152 37%	186 38%	90 31%	126 36%	144 33%
		C		C*	C			JO	J		JMNO	J	J	J	J	QRSTUVW	R		R	R	R	R	R
Net Difference 1-2	117 10%	-43 -11%	98 37%	22 31%	16 11%	98 24%	-5 -1%	-5 -1%	121 26%	174 59%	-108 -23%	44 29%	-31 -6%	98 38%	-49 -14%	-9 -2%	115 26%	194 66%	-135 -33%	39 8%	46 16%	38 11%	54 12%

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	Total	Gender			Age								Generation				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+	Gen Z	Gen X	Baby Boomers	Pre-War	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)	(h)	(i)	(j)	(k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412	
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459	
Does apply	293 26%	147 27%	143 25%	96 30% FKL	104 28%	93 21%	38 32% FKL	58 30% F	51 28%	53 27%	37 21%	56 21%	42 31% O	74 26%	70 19%	21 32% +	80 27%	94 28%	50 21%	69 26%	73 27%	78 27%	54 21%	48 31% W	14 27% +	25 25% +	238 26%	55 25%	176 26%	68 23%	49 31%	98 34% g	195 23%	108 31% i	185 24%	180 27%	113 25%	
Does not apply	416 37%	239 44% C	174 30%	109 35%	115 31%	192 44% DEGU	38 32%	71 36%	48 26%	68 35%	81 47% DEGU	111 42% EI	45 32%	90 32%	165 45% MN	25 38% +	117 40%	129 39%	81 35%	89 34%	93 35%	110 38%	101 39%	53 35%	20 37% +	39 40% +	334 37%	82 37%	268 40%	93 32%	56 34%	95 33%	322 38%	129 37%	288 37%	255 38%	161 35%	
Don't know	419 37%	161 30%	255 45% B	109 35%	157 42% K	152 35%	44 36%	66 34%	84 46% DFHK	74 38%	55 32%	96 37%	51 37%	122 43%	128 35%	20 30% +	99 33%	110 33%	103 44% QR	107 40%	103 38%	105 36%	105 40%	52 34%	20 36% +	34 35% +	336 37%	83 38%	234 35%	127 44% c	57 35%	98 34%	321 38%	113 32%	305 39% h	234 35%	185 40%	
Net Difference 1-2	-123 -11%	-92 -17%	-31 -5%	-13 -4%	-11 -3%	-99 -23%	-1 *	-13 -7%	3 2%	-14 -7%	-44 -25%	-55 -21%	-3 -2%	-16 -6%	-95 -26%	-4 -6%	-37 -12%	-35 -10%	-31 -13%	-21 -8%	-19 -7%	-32 -11%	-47 -18%	-5 -3%	-6 -10%	-15 -15%	-96 -11%	-28 -13%	-92 -14%	-25 -9%	-6 -4%	4 1%	-127 -15%	-21 -6%	-102 -13%	-75 -11%	-48 -11%	

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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)
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			BE	B*	B	G		K	HKMO	HIKMNO		HIKMO	K	HIKMO	K	S	PSTVW	PQSTUVW		PS	PS	PS	PS
Does not apply	416 37%	212 53%	75 28%	14 19%	65 46%	144 36%	219 44%	194 48%	159 34%	56 19%	287 60%	31 20%	278 56%	87 33%	198 55%	198 46%	155 35%	36 12%	294 71%	211 43%	118 41%	152 44%	183 42%
		CD		*	CD		F	IJLN	JL		HIJLN		HIJLN	JL	HIJLN	QR	R		PQRTUVW	QR	QR	QR	QR
Don't know	419 37%	131 33%	69 26%	32 45%	37 26%	115 28%	177 36%	124 30%	141 30%	65 22%	146 30%	44 29%	123 25%	60 23%	93 26%	152 35%	138 31%	66 22%	90 22%	155 32%	78 27%	103 30%	126 29%
				CE*			F	JMN	JMN		JMN					RSUV	RS		RS	RS	RS	RS	RS

Net Difference 1-2	-123 -11%	-152 -38%	44 17%	12 17%	-26 -19%	2 *	-121 -24%	-105 -26%	5 1%	115 39%	-239 -50%	46 30%	-185 -37%	27 10%	-131 -36%	-115 -26%	2 *	155 53%	-262 -63%	-86 -17%	-28 -10%	-58 -17%	-55 -13%
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