

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 2021
Adults online aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All Adults aged 18+ in Great Britain

	Total	Gender			Age										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	Millennial s	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)	(l)								
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427								
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461								
Right direction	528 47%	265 48%	263 46%	120 38%	147 39%	262 60% DEGHJK	53 44% D	67 35%	68 37%	79 41%	92 53%	169 64% DEHU	61 45% N	100 33%	110 41%	217 59% MNO	40 70% MNO*	157 53% SU	149 45%	122 52% U	100 38%	118 44% a	147 50% a	138 53% a	74 49% a	24 43% *	28 28% *	445 46% e	83 49% e	343 52% e	96 32%	89 53% e	148 46%	381 47%	142 41%	387 49% i	289 43%	240 52% k								
Wrong direction	378 34%	201 37% C	173 30%	122 39% FL	138 37% FL	118 27% DEGHJK	43 36% L	79 41%	74 41%	65 33% L	55 32%	63 24%	47 34% Q	131 44% OPQ	88 33% Q	104 28%	8 14% *	100 34%	120 36%	74 32%	84 32%	99 37%	88 30%	81 31%	42 28% *	21 37% WXY*	48 48% WXY*	319 33%	59 35%	189 29%	137 46% df	52 31%	103 32%	275 34%	151 44% j	227 29%	251 38% l	128 28%								
Neither	135 12%	59 11%	76 13%	48 15% FL	58 16% FL	29 7% L	19 16% FL	29 15%	26 15%	32 16% FL	19 11% FL	10 4% FL	21 15% P	43 14% P	43 16% P	24 7%	3 6% *	29 10%	37 11%	21 9%	49 18% RST	27 10%	38 13%	19 7%	29 19% VX	7 13% *	14 14% *	121 13%	14 8%	79 12%	42 14%	14 8%	47 15%	88 11%	33 9%	102 13%	83 12%	52 11%								
Don't know	86 8%	24 4%	62 11% B	24 8%	32 9%	30 7%	6 5%	18 9%	14 8%	19 10%	8 5%	22 8%	8 6%	26 9%	24 9%	23 6%	6 10% *	9 3%	28 8% R	17 7% R	32 12% R	25 9%	21 7%	21 8%	7 4%	4 7% *	9 9% *	73 8%	14 8%	48 7%	25 8%	13 8%	26 8%	60 7%	20 6%	66 8%	46 7%	41 9%								

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Overlap formulae used
ColumnProportions (3%): A,B/C,D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S/T/U,V/W/X/Y/Z/a,b/c,d/e/f,g,h,i,j,k/l Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (3%): A,B/C,D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S/T/U,V/W/X/Y/Z/a,b/c,d/e/f,g,h,i,j,k/l Minimum Base: 30(**) Small Base: 100(*)

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Fieldwork: 7-10 May 2021

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon
	(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)
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479
Right direction	528 47%	308 80% CDE	78 27%	27 38% *	46 31%	151 34%	298 65% F	338 83% IJKLMNOPQ	76 17%	94 31% I	308 65% ULMNP	100 47% UNP	230 54% UNP	139 38% IJ	181 63% ULMNP	68 33% I	306 62% ULMNP	359 79% STUVWYZa	83 18% STUVWYZa	92 39% SWYZ	282 58% STWYZ	336 72% STUWYZa	54 19% STUVWYZa	276 79% STUVWYZa	93 23% S	91 32% SWY	285 59% STWYZ
Wrong direction	378 34%	45 12%	163 56% BD	29 41% B*	75 51% B	222 51% G	96 21%	35 9% HJKLMNOPQ	289 65% HKLMOPQ	156 52% HKLMOQ	114 24% H	87 40% HKOQ	137 32% HKOQ	169 47% HKMOQ	68 24% H	110 54% HKLMNOQ	124 25% H	45 10% RTUVXYZa	281 62% RUVXa	110 47% RUVXa	153 32% RVXa	75 16% RX	192 69% RSTUVXYZa	42 12% RTUVXZa	236 59% RUVXa	141 50% RUVXa	126 26% RVX
Neither	135 12%	21 6%	35 12% B	9 13% B*	19 13% B	41 9%	43 9%	18 5%	55 12% HKQ	35 12% H	34 7% H	19 9% H	44 10% HK	38 10% H	27 10% H	18 9% H	44 9% H	27 6% X	61 14% RTUVWX	19 8% X	34 7% X	33 7% X	24 9% X	13 4% RTUVWX	53 13% RUVX	34 12% RUVX	49 10% RUVX
Don't know	86 8%	13 3%	14 5%	6 8% *	7 5%	25 6%	20 4%	18 4%	22 5%	14 5%	21 4%	9 4%	17 4%	17 5%	9 3%	6 3%	23 5%	21 5%	25 6% UW	13 6%	16 3%	21 5%	8 3%	17 5%	19 5%	16 6%	20 4%

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

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Fieldwork: 7-10 May 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 and Prime Minister	Rishi Sunak, Chancellor of the Exchequer	Matt Hancock, Secretary of State for Health and Social Care	Nicola Sturgeon, Leader of the SNP and First Minister of Scotland	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	The Scottish National Party (SNP)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1128	1128	1128	1128	1128	1128	1128	1128	1128	1128
Weighted base	1128	1128	1128	1128	1128	1128	1128	1128	1128	1128
Very favourable (2)	63 6% H	160 14% ADEFGHIJ	137 12% ADEFGHIJ	77 7% H	87 8% AHJ	88 8% AHJ	154 14% ADEFGHIJ	41 4% AHJ	94 8% AHJ	63 6% H
Fairly favourable (1)	171 15% AEFGHIJ	292 26% AEFGHIJ	328 29% ADEFGHIJ	271 24% AEFGHIJ	194 17% J	212 19% AHJ	256 23% AEFGHIJ	174 15% J	268 24% AEFGHIJ	140 12% J
Neither favourable nor unfavourable (0)	333 30% BEFG	190 17% BFG	306 27% BFG	321 28% BFG	293 26% BFG	295 26% BFG	219 19% ABCEDEFGI	411 36% ABCEDEFGI	395 35% ABCEDEFGI	320 28% BFG
Fairly unfavourable (-1)	256 23% BCDEFGHIJ	144 13% BCDEFGHIJ	148 13% BCDEFGHIJ	186 16% BCGI	177 16% BCGI	230 20% I	146 13% BCDEFGHIJ	249 22% BCDEFGHIJ	131 12% BCGI	197 17% BCGI
Very unfavourable (-2)	229 20% CHI	305 27% ACDPHI	131 12% CDI	215 19% CI	302 27% ACDPHI	247 22% CHI	296 26% ACDPHI	180 16% C	155 14% ACDPHI	300 27% ACDPHI
Don't know	76 7% BDFG	36 3% BDFG	79 7% BDFG	57 5% B	75 7% BDFG	57 5% B	58 5% B	74 7% BDFG	84 7% BDFG	108 10% ABCEDEFGHIJ

Net: Favourable	234 21% ADEFGHIJ	452 40% ADEFGHIJ	465 41% ADEFGHIJ	348 31% AEHI	282 25% AHJ	300 27% AHJ	410 36% ADEFGHIJ	215 19% AHJ	362 32% AEFGHIJ	203 18% AHJ
Net: Unfavourable	485 43% CDHI	449 40% CDI	279 25% CDI	401 36% CI	479 42% CDHI	476 42% CDHI	442 39% CDI	428 38% CI	286 25% CDHI	497 44% CDGHI
Net Difference	-251 -22% J	3 * AEFGHIJ	186 17% ABCEDEFGHIJ	-53 -5% AEFGHIJ	-197 -17% J	-177 -16% AJ	-32 -3% AEHI	-213 -19% J	76 7% ABCEDEFGHIJ	-294 -26% J

Mean	-0.40 J	-0.13 AEFGHIJ	0.18 ABCEDEFGHIJ	-0.18 AEFGHIJ	-0.39 J	-0.31 AJ	-0.16 AEHI	-0.33 J	0.01 ABCEDEFGHIJ	-0.52 J
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Overlap formulae used

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

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Ipsos MORI May 2021 Political Pulse

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Fieldwork: 7-10 May 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	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Gen Z	Millennial	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)	(l)
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461
Very favourable (2)	63 6%	34 6%	29 5%	30 10% EFJL	17 5%	16 4%	11 10% EFL	19 10% EFL	9 5%	8 4%	9 5%	7 3%	12 9% P	23 8%	12 5%	15 4%	1 2% *	29 10% ST	10 3%	10 4%	13 5%	14 5%	12 4%	16 6%	11 7%	6 11% *	4 4% *	56 6%	7 4%	39 6%	18 6%	6 3%	20 6%	43 5%	24 7%	39 5%	43 7%	19 4%
Fairly favourable (1)	171 15%	89 16%	81 14%	61 20% F	51 14%	59 13%	23 19%	39 20%	26 14%	25 13%	22 13%	36 14%	26 19%	56 19%	33 12%	51 14%	6 10% *	54 18%	52 16%	35 15%	31 12%	31 12%	42 14%	41 16%	35 23% VWZ	5 9% *	16 17% *	148 15%	24 14%	90 14%	56 19%	25 15%	57 18%	114 14%	70 20% j	101 13%	111 17%	60 13%
Neither favourable nor unfavourable (0)	333 30%	163 30%	170 30%	93 36% FGKL	133 24%	107 26%	32 32%	62 33%	60 38%	74 25%	43 24%	63 25%	35 25%	104 34% P	91 34%	86 23%	18 32% *	75 26%	109 33%	60 26%	88 33%	75 28%	85 29%	71 28%	50 33%	21 38% *	31 32% *	289 30%	44 26%	196 30%	91 30%	46 27%	103 32%	230 29%	112 32%	221 28%	207 31%	126 27%
Fairly unfavourable (-1)	256 23%	120 22%	133 23%	61 19%	77 19%	118 27% DH	30 25% D	31 16%	37 20%	41 21%	23% DEHI	78 27% N	37 27% N	48 26%	54 20%	102 28% N	15 27% *	71 24%	74 22%	64 27% U	47 18%	65 24%	68 23%	62 24%	27 18%	13 24% *	21 22% *	212 22%	44 26%	155 23%	64 21%	37 22%	64 20%	192 24%	80 23%	176 23%	149 22%	107 23%
Very unfavourable (-2)	229 20%	123 22%	105 18%	35 11%	71 19% DGH	123 28% DEGHI	13 11%	22 11%	32 18%	39 20% DGH	52 30% DEGHI	71 27% N	13 12%	37 23% MN	62 27% MN	99 29% MN*	17 27% MN*	55 18%	68 20%	54 23%	53 20%	57 21%	67 23%	55 21%	23 15%	8 15% *	18 19% *	185 19%	44 26%	138 21% e	45 15%	46 27% e	53 16%	176 22%	44 13%	185 24% i	119 18%	110 24% k
Don't know	76 7%	20 4%	55 10% B	34 11% FJKL	25 7% J	17 4%	12 10% FIL	22 11% FIKL	18 10% EFL	7 4%	8 4%	9 3%	13 10% PLQ	33 11% OPQ	14 5%	15 4%	- - *	12 4%	19 6%	12 5%	32 12% RST	27 10% Y	20 7%	14 6%	5 3%	2 4% *	8 8% *	68 7%	8 5%	40 6%	26 9%	10 6%	27 8%	48 6%	16 5%	59 8%	38 6%	38 8%
Net: Favourable	234 21%	123 22%	111 19%	91 29% EFJKL	68 18%	75 17%	34 28% EFJKL	57 29% EFJKL	35 19%	34 17%	31 18%	43 16%	38 28% OPQ	79 26% OPQ	45 17%	66 18%	7 12% *	83 28% STU	62 19%	44 19%	45 17%	45 17%	55 19%	57 22%	47 31% vw	11 20% *	20 20% *	204 21%	31 18%	130 20%	74 25%	31 18%	77 24%	157 20%	94 27% j	140 18%	155 23% i	79 17%
Net: Unfavourable	485 43%	243 44%	238 41%	96 31% DH	148 40% DEGHI	240 55% D	43 36% D	53 27% D	68 38%	80 41% DH	92 53% DEGHI	149 56% DEGHI	50 37%	85 28%	117 44% N	201 55% MNO	32 32% MN*	126 43% U	142 43%	117 50% U	99 38%	122 45% Y	135 46% Y	117 45% Y	50 33%	21 39% *	40 40% *	397 41%	88 51% b	293 44% e	109 36%	83 49% e	117 36%	368 46% g	124 36%	361 46% i	268 40%	217 47% k
Net Difference	-251 -22%	-120 -22%	-127 -22%	-5 -1% EFJKL	-80 -21% FEL	-166 -38%	-9 -7% EFJKL	4 2%	-34 -19%	-46 -24%	-60 -35%	-106 -40%	-12 -9%	-6 -2%	-72 -27%	-136 -37%	-25 -45%	-43 -15%	-80 -24%	-73 -31%	-55 -21%	-77 -29%	-80 -27%	-60 -23%	-3 -2%	-10 -19%	-19 -20%	-193 -20%	-57 -34%	-163 -25%	-35 -12%	-52 -31%	-40 -12%	-210 -26%	-30 -9%	-221 -28%	-113 -17%	-137 -30%
Mean	-0.40	-0.40	-0.39	-0.03 EFJKL	-0.38 FEL	-0.65	-0.10 EFJKL	* EFJKL	-0.35 FEL	-0.41 FL	-0.62	-0.67	-0.11 OPQ	-0.07 OPQ	-0.49	-0.62	-0.72 *	-0.24 T	-0.44	-0.53	-0.40	-0.49	-0.50	-0.41	-0.10 VWX	-0.24 *	-0.37 *	-0.36	-0.58	-0.42	-0.23 df	-0.58	-0.25 h	-0.45	-0.15 j	-0.51	-0.30 l	-0.54

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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)	
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456	
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479	
Very favourable (2)	63 6%	4 1%	41 14%	4 5%	13 8%	35 8%	23 5%	7 2%	48 11%	53 18%	4 1%	21 10%	16 4%	31 9%	10 3%	25 12%	19 4%	17 4%	38 8%	63 27%	- -	28 6%	20 7%	29 8%	23 6%	37 13%	13 3%	
Fairly favourable (1)	171 15%	29 8%	83 28%	16 23%	24 16%	99 23%	40 9%	51 12%	94 21%	117 39%	23 5%	72 34%	41 9%	90 25%	24 8%	63 31%	52 11%	50 11%	96 21%	171 73%	- -	80 17%	52 19%	50 14%	80 20%	88 31%	40 8%	
Neither favourable nor unfavourable (0)	333 30%	94 24%	90 31%	31 44%	34 23%	131 30%	115 25%	91 22%	128 29%	64 21%	80 17%	65 30%	82 19%	97 27%	67 23%	49 24%	111 22%	104 23%	128 29%	- -	- -	107 23%	58 21%	73 21%	111 28%	73 26%	105 22%	
Fairly unfavourable (-1)	256 23%	122 31%	47 16%	9 13%	33 22%	95 22%	122 27%	122 30%	95 22%	45 15%	160 34%	33 16%	125 29%	81 22%	75 26%	40 20%	145 33%	126 28%	100 22%	- -	256 53%	122 26%	76 27%	96 27%	93 23%	46 16%	154 32%	
Very unfavourable (-2)	229 20%	134 35%	22 8%	8 12%	35 24%	59 13%	146 32%	131 32%	63 14%	14 5%	201 42%	19 9%	159 37%	51 14%	108 38%	20 10%	166 33%	137 30%	67 15%	- -	229 47%	119 26%	68 24%	88 25%	85 21%	10 33%	160 33%	
Don't know	76 7%	5 1%	7 2%	2 3%	9 6%	19 4%	10 2%	8 2%	13 3%	8 3%	8 2%	4 2%	5 1%	12 3%	4 1%	6 3%	3 1%	18 4%	20 4%	- -	- -	9 2%	5 2%	13 4%	10 2%	10 4%	6 1%	
Net: Favourable	234 21%	33 9%	124 43%	20 28%	36 24%	134 31%	63 14%	58 14%	142 32%	170 57%	26 6%	93 43%	56 13%	121 33%	33 12%	88 43%	72 14%	67 15%	134 30%	234 100%	- -	108 23%	72 26%	79 23%	103 26%	125 44%	53 11%	
Net: Unfavourable	485 43%	256 66%	69 24%	18 25%	68 46%	154 35%	269 59%	253 62%	158 36%	58 19%	361 76%	52 24%	284 66%	133 37%	183 64%	60 30%	311 63%	263 58%	167 37%	- -	485 100%	241 52%	144 52%	184 53%	178 44%	73 26%	315 66%	
Net Difference	-251 -22%	-223 -57%	55 19%	2 4%	-32 -22%	-20 -5%	-206 -45%	-195 -48%	-16 -4%	112 37%	-335 -70%	41 19%	-228 -53%	-11 -3%	-149 -52%	27 13%	-239 -48%	-196 -43%	-32 -7%	234 100%	-485 -100%	-134 -29%	-72 -26%	-105 -30%	-75 -19%	52 18%	-262 -55%	
Mean	-0.40	-0.92	0.26 BE	-0.03 B*	-0.39 B	-0.11 G	-0.74	-0.79 K	-0.07 HKMQ	0.52 HIKLMNOPQ	-1.14	0.21 HKMQ	-0.88 K	-0.09 HKMQ	-0.87 K	0.16 HKMQ	-0.78 K	-0.73 Ua	-0.14 RUVWXYa	1.27 RSUVWXYZa	-1.47	-0.49 Ru	-0.44 Ru	-0.49 Ru	-0.35 Ru	0.22 RSUVWXYa	-0.86 U	

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

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

Ipsos MORI May 2021 Political Pulse
PUBLIC

Fieldwork: 7-10 May 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 :		The Scottish National Party (SNP) :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	316	450	381	464	216	415	376	269	211	474
Weighted base	1128	300	476	410	442	215	428	362	286	203	497
Very favourable (2)	63 6%	53 18% C	4 1%	7 2%	48 11% D	21 10% G	16 4%	31 9% I	10 3%	25 12% K	19 4%
Fairly favourable (1)	171 15%	117 39% C	23 5%	51 12%	94 21% D	72 34% G	41 9%	90 25% I	24 8%	63 31% K	52 11%
Neither favourable nor unfavourable (0)	333 30%	64 21%	80 17%	91 22%	128 29% D	65 30% G	82 19%	97 27%	67 23%	49 24%	111 22%
Fairly unfavourable (-1)	256 23%	45 15%	160 34% B	122 30% E	95 22%	33 16%	125 29% F	81 22%	75 26%	40 20%	145 29% J
Very unfavourable (-2)	229 20%	14 5%	201 42% B	131 32% E	63 14%	19 9%	159 37% F	51 14%	108 38% H	20 10%	166 33% J
Don't know	76 7%	8 3%	8 2%	8 2%	13 3%	4 2%	5 1%	12 3%	4 1%	6 3% K	3 1%

Net: Favourable	234 21%	170 57% C	26 6%	58 14%	142 32% D	93 43% G	56 13%	121 33% I	33 12%	88 43% K	72 14%
Net: Unfavourable	485 43%	58 19%	361 76% B	253 62% E	158 36%	52 24%	284 66% F	133 37%	183 64% H	60 30%	311 63% J
Net Difference	-251 -22%	112 37%	-335 -70%	-195 -48%	-16 -4%	41 19%	-228 -53%	-11 -3%	-149 -52%	27 13%	-239 -48%

Mean	-0.40	0.52 C	-1.14	-0.79	-0.07 D	0.21 G	-0.88	-0.09 I	-0.87	0.16 K	-0.78
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ed 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 Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI May 2021 Political Pulse

PUBLIC

Fieldwork: 7-10 May 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	Millennial	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)	(l)
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461
Very favourable (2)	160 14%	78 14%	81 14%	27 9%	43 11%	90 21% DEGHIJK	13 11%	14 7%	17 10%	25 13%	25 14%	65 25% DEFGHIJK	13 9%	23 8%	36 13% N	68 19% MN	20 35% MNQP*	41 14%	53 16%	32 14%	35 13%	34 13%	44 15%	52 20% VYZa	17 11%	5 10% *	8 8% *	135 14%	25 15%	113 17% e	20 7%	27 16% e	40 12%	120 15%	32 9%	128 16% i	85 13%	75 16%
Fairly favourable (1)	292 26%	126 23%	166 29%	64 20%	80 21%	148 34% DEGHIJ	27 22%	37 19%	35 19%	45 23%	55 32%	93 35% DEGHIJ	28 21%	57 19%	59 22%	127 34% MNO	20 35% N*	77 26%	79 24%	76 33%	60 23%	67 25% a	87 30%	75 29%	39 26%	11 20% *	12 12% *	242 25%	50 29%	194 29% e	48 16%	50 29% e	72 22%	220 27%	70 20%	221 28% i	151 23%	141 31% k
Neither favourable nor unfavourable (0)	190 17%	86 16%	104 18%	68 FL	69 FL	53 12%	22 18% L	46 24%	31 17%	39 20%	27 15%	26 25%	28 20% P	60 20% P	52 20% P	45 12%	6 10% *	51 17%	48 15%	40 17%	51 19%	38 14%	50 17%	46 18%	34 23% Va	13 10% *	10 17% *	166 15%	25 15%	108 17% h	54 18%	29 17% h	70 22%	120 15%	57 16%	134 17%	121 18%	69 15%
Fairly unfavourable (-1)	144 13%	74 13%	70 12%	53 FKL	61 FKL	31 7%	19 16% FKL	34 18%	35 20%	25 13%	13 8%	17 7%	24 18% P	54 20% P	38 14% P	24 6%	4 12% *	36 12%	43 13%	24 10%	41 16%	39 15%	29 10%	38 14%	18 12%	8 15% *	12 12% *	124 13%	20 12%	73 11%	52 17% d	19 11%	56 17% h	88 11%	53 15%	91 12%	95 14%	49 11%
Very unfavourable (-2)	305 27%	175 32% c	126 22%	85 27%	110 29%	110 25%	110 29%	34 26%	51 28%	59 31%	51 29%	59 22%	37 27%	87 29% Q	73 28% Q	100 27%	7 13% *	85 29%	99 30%	58 25%	63 24%	74 x	74 25% x	43 16%	41 27% x	18 33% x*	55 56% VWXYZ*	257 27%	48 28%	154 23% df	109 36% df	42 25%	74 23%	231 29%	128 37% j	177 23%	196 29%	109 24%
Don't know	36 3%	10 2%	26 5% B	18 6% FIL	12 3% J	7 1% FJ	5 5% FJ	12 6% FIKL	12 7% EFJL	- -	3 2%	4 1%	5 4%	19 6% P	7 3%	5 1%	- *	6 2%	12 3%	4 2%	15 6% Y	16 6% Y	9 3%	7 3%	2 1%	- *	3 3% *	33 3%	3 2%	17 3% df	17 6% df	2 1%	13 4%	24 3%	6 2%	30 4%	20 3%	17 4%

Net: Favourable	452 40%	204 37%	247 43%	91 29%	123 33%	238 54% DEGHIJK	40 33%	51 26%	53 29%	71 36%	80 46% DEGHI	158 60% DEFGHIJK	41 30%	81 27%	95 36% N	195 53% MNO	40 71% MNQP*	118 40%	132 39%	108 46% U	95 36%	102 38% a	132 45% a	127 49% VYZa	56 37% a	17 30% *	19 20% *	377 39%	75 44%	307 47% e	68 23%	77 46% e	112 34%	340 42% g	102 30%	350 45% i	236 35%	216 47% k
Net: Unfavourable	449 40%	249 45% C	196 34%	138 44% FL	170 45% FL	141 32% FL	53 44% FL	85 44% FL	86 47% FL	85 44% FL	64 37% FL	77 29% PQ	62 45% PQ	142 47% PQ	112 42% Q	123 34%	11 19% *	122 41%	142 42%	82 35%	104 39%	113 42% x	103 35%	80 31%	59 39%	26 47% x*	67 68% VWXYZ*	381 40%	68 40%	227 34% df	161 54% df	61 36%	130 40%	319 40%	181 52% j	268 34% l	291 44% l	158 34%
Net Difference	3 *	-45 -8%	51 9%	-47 -15%	-47 -13%	97 22%	-13 -11%	-34 -17%	-33 -18%	-14 -7%	16 9%	81 31%	-21 -15%	-61 -20%	-16 -6%	72 19%	29 52%	-4 -1%	-10 -3%	26 11%	-9 -3%	-11 -4%	28 10%	46 18%	-3 -2%	-10 -18%	-48 -48%	-4 *	7 4%	80 12%	-93 -31%	16 9%	-18 -6%	21 3%	-79 -23%	82 10%	-55 -8%	58 13%

Mean	-0.13	-0.26	0.01 B	-0.35	-0.31	0.18 DEGHIJK	-0.30	-0.39	-0.39	-0.25	-0.06 DI	0.33 DEFGHIJK	-0.35	-0.44	-0.21	0.11 MNO	0.74 MNQP*	-0.17	-0.17	*	-0.15	-0.20 a	*	0.22 VYZa	-0.18 a	-0.41 a*	-0.98 *	-0.14	-0.09	0.06 e	-0.64	0.01 e	-0.17	-0.11	-0.51	0.04 i	-0.26	0.05 k
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Overlap formulae used

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

Ipsos MORI May 2021 Political Pulse

PUBLIC

Fieldwork: 7-10 May 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									
	Total	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to the SNP	Unfavoura ble to the SNP	Favourabl e to Johnson	Unfavoura ble to Johnson	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Sunak	Unfavoura ble to Sunak	Favourabl e to Hancock	Unfavoura ble to Hancock	Favourabl e to Nicola Sturgeon	Unfavoura ble to Nicola Sturgeon			
	(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)			
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456			
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479			
Very favourable (2)	160 14%	124 32% CDE	11 4%	- - *	11 7% D	30 7%	113 25% F	139 34% UKLMNOPQ	2 * I	18 6% I	121 25% IULMNPQ	28 13% U	81 19% UNP	38 10% U	65 23% IULNP	19 9% I	103 21% IULNP	160 35% STUVWYZa	- -	21 9% SWY	103 21% STWYZ	133 29% STUVWYZa	7 2% S	119 34% STUVWYZa	9 2% S	28 10% SWY	94 20% STWYZ			
Fairly favourable (1)	292 26%	175 45% CDE	32 11%	13 18% *	24 16%	85 19%	158 35% F	207 51% UKLMNOPQ	26 6%	46 15% I	175 37% IULMNP	49 29% U	125 34% UNP	68 19% I	89 31% UNP	37 18% I	170 34% IULMNP	292 65% STUVWXYZa	- -	46 20% SWY	160 33% STWYZ	188 40% STUVWYZa	26 9% S	151 43% STUVYZa	38 9% S	43 15% SWY	168 35% STWYZ			
Neither favourable nor unfavourable (0)	190 17%	51 13%	44 15%	9 12% *	26 18%	56 13%	79 17%	36 9%	40 9%	44 15% HNPN	50 11% HNPN	36 17% HNPN	50 12% HNPN	39 11% HNPN	43 15% HNPN	19 9% HNPN	72 14% HNPN	- -	- -	32 14% RSWY	53 11% RSWY	58 12% RSWY	16 6% RS	39 11% RSW	28 7% RS	28 10% RSW	67 14% RSUWY			
Fairly unfavourable (-1)	144 13%	26 7%	47 16% B	16 23% BE*	18 12%	67 15% G	38 8%	22 5% HKLMNOPQ	91 21% HKMQ	52 17% H	48 10% H	39 18% H	50 12% H	54 15% H	41 14% H	26 13% H	57 11% H	- -	144 32% RTUVWXYZa	32 13% RX	53 11% RX	40 9% RX	38 14% RX	20 6% R	74 19% RUVXa	41 15% RVX	59 12% RVX			
Very unfavourable (-2)	305 27%	12 3%	151 52% B	33 46% B*	67 45% B	196 45% G	63 14%	6 1% HKLMNOPQ	279 63% HKLMOQ	138 46% HKLMOQ	81 17% H	63 29% HKOQ	119 45% HKOQ	162 45% HKLMOQ	49 17% H	102 51% HKLMOQ	92 18% H	- -	305 68% RTUVWXYZa	103 44% RUVXa	114 23% RVXa	44 9% RX	191 69% RTUVXZa	17 5% R	248 62% RTUVXZa	142 50% RUVXa	87 18% RVX			
Don't know	36 3%	1 *	6 2% B	- - *	2 1%	5 1%	6 1%	- -	4 1%	2 1%	2 *	- -	2 *	2 1%	- -	- -	3 1% H	- -	- -	1 *	2 *	2 1% R	- -	2 1% R	4 1% SW	- -	3 1% R			
Net: Favourable	452 40%	298 77% CDE	42 15%	13 18% *	34 23% C	115 26%	272 59% F	346 84% UKLMNOPQ	28 6%	65 22% I	296 62% IULMNPQ	78 36% UNP	206 48% IULNP	106 29% I	154 54% IULNP	56 27% I	274 55% IULMNP	452 100% STUVWXYZa	- -	67 29% SWY	263 54% STWYZ	321 69% STUVYZa	33 12% S	270 77% STUVWYZa	47 12% S	71 25% SWY	263 55% STWYZ			
Net: Unfavourable	449 40%	38 10% B	198 68% B	49 69% B*	85 58% B	263 60% G	101 22%	28 7% HKLMNOPQ	369 84% HKLMOQ	189 63% H	129 27% H	101 47% HKOQ	170 40% HKOQ	216 60% HKLMOQ	90 31% H	128 63% HKLMOQ	148 30% H	- -	449 100% RTUVWXYZa	134 57% RUVXa	167 34% RVX	84 18% RX	229 82% RTUVXZa	38 11% R	323 80% RTUVXZa	183 65% RTUVXa	146 31% RVX			
Net Difference	3 *	261 67%	-156 -54%	-36 -51%	-50 -34%	-147 -34%	170 37%	318 78%	-341 -77%	-124 -41%	166 35%	-24 -11%	37 9%	-111 -31%	64 22%	-73 -36%	125 25%	452 100%	-449 -100%	-67 -29%	97 20%	237 51%	-196 -70%	232 67%	-276 -69%	-112 -40%	116 24%			
Mean	-0.13	0.96 CDE	-1.04	-0.98 *	-0.73 C	-0.72	0.49 F	1.10 UKLMNOPQ	-1.41	-0.82 I	0.43 IULMNPQ	-0.27 UNP	* UNP	-0.65 I	0.28 IULMNP	-0.77 I	0.28 IULMNP	1.35 STUVWXYZa	-1.68	-0.64 SWY	0.18 STWYZ	0.70 STUVYZa	-1.37 S	0.96 STUVWYZa	-1.29 S	-0.80 SWY	0.26 STWYZ			

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

Ipsos MORI May 2021 Political Pulse
PUBLIC

Fieldwork: 7-10 May 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 :		The Scottish National Party (SNP) :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	316	450	381	464	216	415	376	269	211	474
Weighted base	1128	300	476	410	442	215	428	362	286	203	497
Very favourable (2)	160 14%	18 6%	121 25% B	139 34% E	2 * F	28 13%	81 19%	38 10%	65 23% H	19 9%	103 21% J
Fairly favourable (1)	292 26%	46 15%	175 37% B	207 51% E	26 6% D	49 23%	125 29%	68 19%	89 31% H	37 18%	170 34% J
Neither favourable nor unfavourable (0)	190 17%	44 15%	50 11%	36 9%	40 9%	36 17%	50 12%	39 11%	43 15%	19 9%	72 14%
Fairly unfavourable (-1)	144 13%	52 17% C	48 10%	22 5%	91 21% D	39 18%	50 12%	54 15%	41 14%	26 13%	57 11%
Very unfavourable (-2)	305 27%	138 46% C	81 17%	6 1%	279 63% D	63 29%	119 28%	162 45% I	49 17%	102 51% K	92 18%
Don't know	36 3%	2 1%	2 * A	- - G	4 1% F	- - H	2 * I	2 1% J	- - K	- - L	3 1% M

Net: Favourable	452 40%	65 22%	296 62% B	346 84% E	28 6% F	78 36%	206 48% I	106 29%	154 54% H	56 27%	274 55% J
Net: Unfavourable	449 40%	189 63% C	129 27%	28 7%	369 84% D	101 47%	170 40%	216 60% I	90 31%	128 63% K	148 30%
Net Difference	3 *	-124 -41%	166 35%	318 78%	-341 -77%	-24 -11%	37 9%	-111 -31%	64 22%	-73 -36%	125 25%

Mean	-0.13	-0.82	0.43 B	1.10 E	-1.41	-0.27	*	-0.65	0.28 H	-0.77	0.28 J
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ed 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 Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)						
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427						
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461						
Very favourable (2)	137 12%	61 11%	76 13%	20 6%	38 10%	79 18% DEGHIK	11 9%	9 5%	14 8%	24 12% DH	22 13% DH	57 21% DEGHIK	13 9%	17 6%	31 12% N	64 17% MN	13 22% MN*	49 17% SU	35 10%	27 11%	26 10%	23 8%	40 14% VZa	47 18% VZa	17 11%	3 5% *	8 8% *	117 12%	20 12%	92 14% e	26 9%	19 12%	26 8%	111 14% e	39 11%	99 13%	70 11%	67 14%						
Fairly favourable (1)	328 29%	154 28%	173 30%	72 23%	98 26%	158 36% DEGHI	27 22%	45 23%	55 30%	43 22%	64 37% DEGHI	94 35% DEGHI	31 23%	78 26%	63 24%	132 36% MNO	24 42% MNO*	84 28%	100 30%	80 34%	64 24%	65 24%	91 31%	86 33% V	49 33%	13 24% *	23 23% *	267 28%	61 36%	216 33% e	66 22%	45 27%	98 30%	229 29%	101 29%	227 29%	184 28%	144 31%						
Neither favourable nor unfavourable (0)	306 27%	141 26%	165 29%	87 28%	111 30%	108 25%	32 27%	55 27%	49 32%	62 37%	39 23%	69 26%	35 26%	86 29%	79 30%	88 24%	17 30% *	67 23%	92 28%	59 25%	87 33% R	71 26%	78 27%	74 28%	43 28%	22 19% a*	19 19% *	265 28%	41 24%	171 26%	79 26%	56 33%	85 26%	221 27%	84 24%	222 28%	189 28%	117 25%						
Fairly unfavourable (-1)	148 13%	85 15% C	63 11%	51 16% L	47 13%	50 11% FL	22 19%	28 15%	26 14%	22 11%	26 15%	24 9%	26 19% PQ	39 13%	36 14%	43 12% *	3 16%	46 13%	43 13%	31 11%	29 11%	45 17% X	33 11%	24 9%	18 12%	8 14% *	19 19% *	126 13%	22 13%	81 12%	49 16%	18 11%	47 14%	101 13%	53 15%	95 12%	92 14%	56 12%						
Very unfavourable (-2)	131 12%	88 16% C	39 7%	44 14% FL	56 15% FL	31 7% FL	15 13% FL	29 15% FL	20 11% L	35 18% FKL	17 10% FL	13 5% Q	17 13% PQ	43 14% PQ	41 16% PQ	28 8%	- 30% *	38 13%	40 12%	26 11%	27 10%	33 12% X	34 12% X	14 5%	15 10% *	9 17% *	25 26% VWXY*	113 12%	17 10%	59 9%	50 17% d	21 12%	40 12%	90 11%	52 15% j	79 10%	92 14% i	39 8%						
Don't know	79 7%	21 4%	58 10% B	40 13% EFJKL	26 7% FJL	12 3% FJL	13 11% FKL	27 14% EFJKL	18 10% EFJKL	8 4%	5 3%	8 3%	14 11% PQ	37 12% OPQ	15 6%	12 3%	- 30% *	12 4%	23 7%	12 5%	32 12% RT	32 12% WXYZ	18 6%	14 6%	8 5%	1 1% *	5 5% *	69 7%	10 6%	39 6%	30 10% d	10 6%	28 9%	51 6%	17 5%	62 8%	41 6%	37 8%						
Net: Favourable	465 41%	215 39%	249 43%	93 30%	135 36%	237 54% DEGHI	38 31%	55 28%	68 38%	67 35%	86 50% DEGHI	150 57% DEGHI	43 32%	95 31%	94 35%	196 53% MNO	36 64% MNO*	133 45% U	135 41%	107 46% U	90 34%	88 33%	130 44% Va	134 52% VZa	67 44% V	16 29% *	31 31% *	384 40%	81 47%	308 47% e	92 31%	65 38%	124 38%	340 42%	139 40%	325 42%	254 38% k	211 46% k						
Net: Unfavourable	279 25% C	172 31% C	102 18%	95 30% FL	103 27% FL	81 18% L	38 31% FL	57 29% FL	46 25% L	57 FL	44 25% FL	37 14%	43 32% PQ	83 28% PQ	78 29%	72 5% Q	3 28% *	84 25%	56 24%	56 21%	78 29% X	68 23% X	37 14%	34 22%	17 31% X*	45 45% VWXY*	239 25%	39 23%	141 21%	99 33% df	39 23%	87 27%	192 24%	105 30% j	174 22%	183 27% i	95 21%							
Net Difference	186 17%	43 8%	147 26%	-2 -1%	32 9%	156 36% *	* *	-2 -1%	22 12%	10 5%	43 25%	113 43%	* *	12 4%	16 6%	125 34%	33 59%	49 17%	53 16%	50 22%	33 13%	10 4%	63 21%	96 37%	33 22%	-1 -2%	-14 -14%	145 15%	41 24%	167 25%	-7 -2%	26 15%	38 12%	149 19%	34 10%	152 19%	71 11%	115 25%						
Mean	0.18	0.03	0.36 B	-0.09	0.04	0.48 DEGHIK	-0.04	-0.13	0.10	-0.01	0.28 DEGHI	0.61 DEGHIK	-0.04	-0.06	0.02	0.45 MNO	0.81 MNO*	0.21	0.16	0.23	0.14	* a	0.25 Va	0.53 VWYZa	0.24 a	-0.14 *	-0.34 *	0.17	0.27	0.32 e	-0.11	0.15 e	0.08	0.23	0.06	0.24 i	0.08	0.34 k						

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

Ipsos MORI May 2021 Political Pulse

PUBLIC

Fieldwork: 7-10 May 2021

Adults online aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties																Favourable to politicians							
	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 the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon				
	(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)				
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456				
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479				
Very favourable (2)	137	106	8	3	7	45	77	119	10	20	105	18	65	38	50	17	95	123	8	30	83	137	-	110	10	23	86				
	12%	27% CDE	3%	5% *	5%	10%	17% F	29% UKLMNOPQ	2%	7% I	22% IULMNOP	8% I	15% IULNP	10% U	17% IULNP	8% I	19% IULMNP	27% STUWYZa	2% W	13% SWYZ	17% SWYZ	30% STUWYZa	-	32% RSTUWYZa	3% W	8% SWY	18% SWYZ				
Fairly favourable (1)	328	173	62	21	32	112	166	195	63	76	181	82	132	100	93	55	179	198	76	78	158	328	-	173	62	77	168				
	29%	45% CDE	21%	30% *	22%	26%	36% F	48% UKLMNOPQ	14%	26% I	38% IULMNP	38% I	31% I	28% I	33% I	27% I	36% IULMNP	44% STUWYZa	17% W	33% SWY	33% SWY	70% RSTUWXYZa	-	50% RSTUWYZa	15% W	27% SWY	35% SWY				
Neither favourable nor unfavourable (0)	306	75	79	29	36	103	122	69	113	71	88	49	91	69	74	37	109	84	111	47	91	-	-	39	92	63	110				
	27%	19%	27% B	41% BCE*	24%	24%	27%	17%	25% HKNP	24% H	18%	23%	21%	19%	26% HK	18%	22% HK	19% VWX	25% RUVWX	20% VWX	19% VWX	-	-	11% VW	23% VWX	22% VWX	23% RUVWX				
Fairly unfavourable (-1)	148	21	71	8	29	90	37	14	118	68	41	39	52	66	39	51	49	21	116	48	61	-	148	14	106	59	48				
	13%	6%	24% BD	11% *	20% B	21% G	8%	3%	27% HKLMNOQ	23% HKMOQ	9% H	18% HKQ	12% HK	14% HKMQ	14% HKQ	25% HKLMNOQ	10% H	5% V	26% RUVXa	20% RVXa	13% RVX	-	53% RSTUXXYZa	4% V	27% RUVXa	21% RVXa	10% RVX				
Very unfavourable (-2)	131	7	57	7	36	68	45	6	119	48	51	22	76	73	23	34	56	12	114	24	83	-	131	5	118	49	57				
	12%	2%	20% B	10% B*	24% BD	16% G	10%	1%	27% HKLMNOPQ	16% HLO	11% H	10% H	18% HKLOQ	20% HKLOQ	8% H	17% HKLO	11% HO	3% V	25% RTUVXZa	10% RVX	17% RTVXa	-	47% RSTUWXYZa	2% V	29% RSTUVXZa	17% RTVX	12% RVX				
Don't know	79	6	13	3	7	20	10	8	19	16	9	7	12	17	8	9	9	14	25	8	8	-	-	7	13	11	10				
	7%	1%	5% B	4% *	5% B	5%	2%	2%	4% KQ	5% HKQ	2% KQ	3%	3%	5% HKQ	3% HKQ	4%	2%	3% UVW	6% UVWXYa	3% VW	2% VW	-	-	2% VW	3% VW	4% UVW	2% VW				
Net: Favourable	465	279	70	24	39	157	244	314	74	96	287	99	197	138	143	72	274	321	84	108	241	465	-	283	72	100	253				
	41%	72% CDE	24%	34% *	27%	36%	53% F	77% UKLMNOPQ	17%	32% I	60% IULMNOPQ	46% IUNP	46% IUNP	38% U	50% IUNP	36% I	55% IULMNP	71% STUWYZa	19% W	46% SWYZ	50% SWYZ	100% RSTUWXYZa	-	81% RSTUWYZa	18% W	35% SWY	53% SWYZ				
Net: Unfavourable	279	29	128	15	65	159	82	19	237	116	93	60	128	139	61	85	105	33	229	72	144	-	279	20	224	108	105				
	25%	7%	44% BD	21% B*	44% BD	36% G	18%	5%	54% HKLMNOPQ	39% HKLMQ	19% H	28% HK	30% HKQ	38% HKLMQ	21% H	42% HKLMQ	21% H	7% V	51% RTUVXZa	31% RVXa	30% RVXa	-	100% RSTUXXYZa	6% V	56% RSTUVXZa	38% RTUVXa	22% RVX				
Net Difference	186	250	-58	9	-26	-2	162	295	-163	-20	194	39	69	-1	82	-13	170	288	-145	36	98	465	-279	264	-152	-8	148				
	17%	64%	-20%	13%	-18%	*	35%	72%	-37%	-7%	41%	18%	16%	*	29%	-6%	34%	64%	-32%	15%	20%	100%	-100%	76%	-38%	-3%	31%				
Mean	0.18	0.91 CDE	-0.39	0.08 CE*	-0.39	-0.06	0.43 F	1.02 UKLMNOPQ	-0.64	-0.17 I	0.53 IULMNPQ	0.17 IUNP	0.14 IUNP	-0.10 I	0.39 IULMNP	-0.15 I	0.43 IULMNP	0.91 STUWYZa	-0.59 W	0.19 SWYZ	0.21 SWYZ	1.30 RSTUWXYZa	-1.47	1.08 RSTUWYZa	-0.67 W	-0.13 SWY	0.38 SUWYZ				

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

Ipsos MORI May 2021 Political Pulse
PUBLIC

Fieldwork: 7-10 May 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 :		The Scottish National Party (SNP) :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	316	450	381	464	216	415	376	269	211	474
Weighted base	1128	300	476	410	442	215	428	362	286	203	497
Very favourable (2)	137 12%	20 7%	105 22% B	119 29% E	10 2%	18 8%	65 15% F	38 10%	50 17% H	17 8%	95 19% J
Fairly favourable (1)	328 29%	76 26%	181 38% B	195 48% E	63 14%	82 38%	132 31%	100 28%	93 33%	55 27%	179 36% J
Neither favourable nor unfavourable (0)	306 27%	71 24%	88 18%	69 17%	113 25% D	49 23%	91 21%	69 19%	74 26%	37 18%	109 22%
Fairly unfavourable (-1)	148 13%	68 23% C	41 9%	14 3%	118 27% D	39 18%	52 12%	66 18%	39 14%	51 25% K	49 10%
Very unfavourable (-2)	131 12%	48 16%	51 11%	6 1%	119 27% D	22 10%	76 18% F	73 20% I	23 8%	34 17%	56 11%
Don't know	79 7%	16 5% C	9 2%	8 2%	19 4%	7 3%	12 3%	17 5%	8 3%	9 4%	9 2%

Net: Favourable	465 41%	96 32%	287 60% B	314 77% E	74 17%	99 46%	197 46%	138 38%	143 50% H	72 36%	274 55% J
Net: Unfavourable	279 25%	116 39% C	93 19%	19 5%	237 54% D	60 28%	128 30%	139 38% I	61 21%	85 42% K	105 21%
Net Difference	186 17%	-20 -7%	194 41%	295 72%	-163 -37%	39 18%	69 16%	-1 * 29%	82 29%	-13 -6%	170 34%

Mean	0.18	-0.17	0.53 B	1.02 E	-0.64	0.17	0.14	-0.10	0.39 H	-0.15	0.43 J
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Overlap formulae used

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)					
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427					
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461					
Very favourable (2)	77 7%	32 6%	45 8%	17 6%	18 5% I	42 10% EI	8 6%	10 5%	4 2%	13 7%	14 8% I	28 11% EI	8 6%	11 4%	19 7%	37 10% N	2 4% *	23 8%	21 6%	19 8%	14 5%	20 7%	16 5%	30 11% VWZ	7 4%	- - *	5 5% *	63 7%	14 8%	49 8%	16 5%	11 7%	15 5%	62 8%	20 6%	57 7%	44 7%	33 7%					
Fairly favourable (1)	271 24%	126 23%	144 25%	60 19%	60 16%	151 34% DEGHIJ	21 18%	39 20%	36 20%	24 13%	52 30% DEGU	99 37% DEGHIJ	27 20%	60 20% O	34 13%	115 31% MNO	35 62% MNQP*	81 27% U	78 23%	65 28% U	48 18%	51 19%	82 28% V	63 24%	47 31% Va	12 21% *	17 17% *	227 24%	44 26%	181 28% e	51 17%	39 23%	78 24%	193 24%	76 22%	196 25%	138 21%	134 29% k					
Neither favourable nor unfavourable (0)	321 28%	143 26%	178 31%	83 26%	120 32% I	118 27% DEGHIJ	34 28%	49 27%	48 20%	72 37% DEFGHKL	46 30% DEGU	72 37% DEFGHIKL	37 27%	74 25%	94 35% N	103 28%	14 24% *	75 25%	90 27%	76 32%	80 30%	72 27%	81 27%	94 36% VWVa	38 25%	17 31% *	19 20% *	277 29%	44 26%	194 30% e	67 22% e	60 35% e	94 28%	227 28%	87 25%	234 30%	192 29%	129 28%					
Fairly unfavourable (-1)	186 16%	99 18%	87 15%	59 19%	69 18% J	58 13% EFJKL	23 19%	36 18%	43 24% EFJKL	26 14% EFJKL	24 14% EFJKL	34 13% EFJKL	27 20% Q	59 20% Q	47 18% Q	50 13% Q	3 5% *	47 16%	60 18%	31 13%	48 18%	50 19%	41 14%	35 13%	27 18%	11 20% *	22 22% *	159 17%	27 16%	99 15%	59 20%	28 17%	55 17%	131 16%	66 19%	120 15%	117 17%	69 15%					
Very unfavourable (-2)	215 19%	133 24% C	78 14%	66 21% FL	88 24% FL	61 14% L	25 21% L	41 21% L	36 20% L	52 27% FL	35 20% FL	26 10% FL	27 20% Q	69 23% PQ	61 23% PQ	55 15% PQ	3 6% *	62 21%	69 21%	34 15%	49 19%	52 19% x	63 21% x	29 11% 11%	27 18% 18%	13 24% x*	31 31% VXY**	180 19%	35 21% 21%	107 16% 16%	85 28% df	23 14% 14%	62 19% 19%	153 19% 19%	83 24% j	132 17% 17%	147 22% i	68 15%					
Don't know	57 5%	16 3%	41 7% B	29 9% FJKL	20 5% FJ	8 2% FJ	10 8% FJKL	19 10% FJKL	14 8% FJKL	6 3% FJKL	3 2% FJKL	5 2% FJKL	10 8% P	27 9% OPQ	11 4% Q	8 2% Q	- - *	7 2% 2%	15 4% 4%	10 4% 4%	25 9% RS	24 9% WX	11 4% 4%	9 3% 3%	6 4% 4%	2 3% 3% *	5 5% *	51 5%	7 4% 4%	28 4% 4%	23 8% d	7 4% 4%	19 6% 6%	38 5% 5%	13 4% 4%	44 6% 6%	30 4% 4%	27 6% 6%					
Net: Favourable	348 31%	158 29%	189 33%	77 25%	78 21% DEGHIJ	193 44% DEGHIJ	29 24%	48 25%	40 22%	38 19%	66 38% DEGHIJ	127 48% DEGHIJ	35 25%	72 24%	53 20% MNO	152 41% MNO	37 65% MNQP*	104 35% U	99 30%	83 35% U	62 24%	70 26%	98 33%	93 36% Va	54 36% Va	12 21% *	22 22% *	291 30%	58 34%	231 35% e	67 22%	51 30%	93 29%	255 32%	96 28%	253 32%	182 27%	166 36% k					
Net: Unfavourable	401 36%	232 42% C	165 29%	125 40% FL	157 42% FL	119 27% L	48 40% FL	77 40% FL	79 43% FL	79 41% FL	59 34% FL	60 23% FL	54 40% PQ	128 43% PQ	108 41% PQ	105 28% Q	6 11% *	110 37% T	129 39% T	65 28% T	97 37% x	102 38% x	104 35% 25%	64 25% 36%	54 45% x	25 53% x*	53 53% VWXY**	339 35%	62 37% 37%	206 31%	143 48% df	52 31%	118 36% 35%	283 35% 35%	149 43% j	252 32% 32%	264 40% i	138 30%					
Net Difference	-53 -5%	-73 -13%	24 4%	-47 -15%	-80 -21%	74 17%	-19 -16%	-28 -15%	-39 -21%	-41 -21%	7 4%	67 25%	-20 -15%	-56 -19%	-55 -21%	47 13%	31 54%	-6 -2%	-30 -9%	18 8%	-35 -13%	-32 -12%	-6 -2%	29 11%	* *	-13 -24%	-31 -31%	-48 -5%	-5 -3%	25 4%	-76 -25%	-1 -1%	-24 -8%	-28 -4%	-54 -16%	1 *	-82 -12%	29 6%					
Mean	-0.18	-0.33	-0.02 B	-0.34	-0.42	0.13 DEGHIK	-0.33	-0.34	-0.42	-0.43	-0.08 EJ	0.27 DEFGHIJK	-0.31	-0.42	-0.38	0.08 MNO	0.52 MNQP*	-0.16	-0.25	0.01 SU	-0.29	-0.26 a	-0.19 a	0.12 VWZa	-0.14 a	-0.50 *	-0.60 *	-0.18	-0.16	-0.05 e	-0.52	-0.08 e	-0.23	-0.16	-0.35	-0.10 i	-0.29	-0.02 k					

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

Ipsos MORI May 2021 Political Pulse

PUBLIC

Fieldwork: 7-10 May 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	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to the SNP	Unfavoura ble to the SNP	Favourabl e to Johnson	Unfavoura ble to Johnson	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Sunak	Unfavoura ble to Sunak	Favourabl e to Hancock	Unfavoura ble to Hancock	Favourabl e to Nicola Sturgeon	Unfavoura ble to Nicola Sturgeon			
	(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)			
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456			
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479			
Very favourable (2)	77 7%	46 12% C	8 3%	3 4% *	8 6%	24 6%	41 9%	64 16% UKLMNOPQ	5 1%	12 4% I	51 11% IUN	18 8% U	36 8% U	24 7% U	24 9% U	17 8% U	47 9% U	66 15% STUWYZa	3 1% Y	7% SWY	42 9% SWY	73 16% STUWYZa	3 1% Y	77 22% RSTUVWYZa	- -	18 7% SWY	37 8% SWY			
Fairly favourable (1)	271 24%	159 41% CDE	39 14%	13 18% *	25 17%	90 20%	146 32% F	191 47% UKLMNOPQ	40 9%	56 19% I	159 33% IULMNP	53 25% U	114 27% IUN	74 30% I	86 27% IUN	48 31% I	154 31% IUMN	204 45% STUWYZa	34 8% Y	62 26% SWY	142 29% SWY	210 45% STUWYZa	17 12% Y	271 78% RSTUVWYZa	- -	69 25% SWY	143 30% SWY			
Neither favourable nor unfavourable (0)	321 28%	120 31%	68 23%	18 26% *	34 23%	102 23%	137 30% F	111 27% INP	79 18%	66 22% IUMNP	129 27% IP	54 25% I	98 23% I	74 20% IP	77 27% IP	34 17% I	133 27% INP	128 17% STUVXYZ	76 28% WXY	49 21% WXY	120 25% SWXYZ	108 23% SWXYZ	33 12% XY	- -	- -	49 18% WXY	140 29% STUWXXYZ			
Fairly unfavourable (-1)	186 16%	40 10%	70 24% B	16 23% B*	27 18% B	90 21% G	61 13% G	30 7% HKLMNOQ	113 26% HKMQ	64 21% H	60 13% H	42 19% HK	76 18% HK	68 19% HK	49 17% HK	40 20% H	74 15% H	38 8% X	125 28% RTUVXZa	43 18% RVX	68 14% RX	52 11% RX	68 24% RUVXa	- -	186 46% RSTUVXZa	57 20% RUVX	71 15% RVX			
Very unfavourable (-2)	215 19%	18 5%	94 32% B	19 27% B*	48 32% B	119 27% G	65 14% G	8 2% HUKLMNOPQ	193 44% HKLMOQ	94 31% H	71 15% H	46 21% HK	97 23% HKQ	114 31% HKLMOQ	43 15% H	61 30% HKLMOQ	82 17% H	9 2% X	197 44% RTUVXZa	60 25% RVXa	110 23% RVXa	20 4% RX	156 56% RSTUVXZa	- -	215 54% RSTUVXZa	82 29% RUVXa	81 17% RVX			
Don't know	57 5%	5 1%	10 3%	1 2% *	5 4%	14 3%	8 2%	6 1%	11 3%	8 3%	8 2%	2 1%	7 2%	8 2%	6 2%	3 1%	9 2%	8 2% VXY	13 3% UVWXY	4 2% VXY	3 1% Y	1 1% *	2 1% Y	- -	- -	5 2% VXY	6 1% VXY			
Net: Favourable	348 31%	205 53% CDE	48 16%	16 22% *	33 23%	114 26%	186 41% F	255 62% UKLMNOPQ	46 10%	68 23% I	209 44% IULMNP	71 33% U	150 35% IUN	98 27% I	110 39% IUN	64 32% U	200 40% IUMN	270 60% STUWYZa	38 8% Y	79 34% SWY	184 38% SWY	283 61% STUWYZa	20 7% Y	348 100% RSTUVWYZa	- -	87 31% SWY	180 38% SWY			
Net: Unfavourable	401 36%	58 15% B	165 57% B	35 50% B*	75 51% B	209 48% G	126 27%	38 9% HUKLMNOPQ	306 69% HKLMOQ	159 53% H	131 27% H	88 41% HKQ	173 40% HKQ	182 50% HKLMOQ	92 32% H	102 50% HKLMOQ	156 31% HK	47 10% X	323 72% RTUVXZa	103 44% RVXa	178 37% RVXa	72 15% RX	224 80% RSTUVXZa	- -	401 100% RSTUVXZa	140 50% RUVXa	152 32% RVX			
Net Difference	-53 -5%	147 38%	-117 -40%	-20 -28%	-42 -28%	-95 -22%	61 13%	217 53%	-261 -59%	-91 -30%	79 16%	-16 -8%	-23 -5%	-85 -23%	18 6%	-37 -18%	44 9%	223 49%	-285 -63%	-24 -10%	6 1%	212 46%	-204 -73%	348 100%	-401 -100%	-52 -19%	28 6%			
Mean	-0.18	0.46 CDE	-0.72	-0.52 *	-0.57	-0.45	0.08 F	0.68 UKLMNOPQ	-1.04	-0.59 I	0.12 IULMNPQ	-0.21 IUN	-0.20 IUN	-0.49 I	* IUMNP	-0.41 I	0.02 IULMNP	0.63 STUWYZa	-1.10 WY	-0.29 SWY	-0.13 SWYZ	0.57 STUWYZa	-1.29 Y	1.22 RSTUVWYZa	-1.54	-0.42 SWY	-0.03 STWYZ			

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

Ipsos MORI May 2021 Political Pulse
PUBLIC

Fieldwork: 7-10 May 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 :		The Scottish National Party (SNP) :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	316	450	381	464	216	415	376	269	211	474
Weighted base	1128	300	476	410	442	215	428	362	286	203	497
Very favourable (2)	77 7%	12 4%	51 11% B	64 16% E	5 1%	18 8%	36 8%	24 7%	24 9%	17 8%	47 9%
Fairly favourable (1)	271 24%	56 19%	159 33% B	191 47% E	40 9%	53 25%	114 27%	74 20%	86 30% H	48 23%	154 31%
Neither favourable nor unfavourable (0)	321 28%	66 22%	129 27%	111 27% E	79 18%	54 25%	98 23%	74 20%	77 27%	34 17%	133 27% J
Fairly unfavourable (-1)	186 16%	64 21% C	60 13%	30 7%	113 26% D	42 19%	76 18%	68 19%	49 17%	40 20%	74 15%
Very unfavourable (-2)	215 19%	94 31% C	71 15%	8 2%	193 44% D	46 21%	97 23%	114 31% I	43 15%	61 30% K	82 17%
Don't know	57 5%	8 3%	8 2%	6 1%	11 3%	2 1%	7 2%	8 2%	6 2%	3 1%	9 2%

Net: Favourable	348 31%	68 23%	209 44% B	255 62% E	46 10%	71 33%	150 35%	98 27%	110 39% H	64 32%	200 40%
Net: Unfavourable	401 36%	159 53% C	131 27%	38 9%	306 69% D	88 41%	173 40%	182 50% I	92 32%	102 50% K	156 31%
Net Difference	-53 -5%	-91 -30%	79 16%	217 53%	-261 -59%	-16 -8%	-23 -5%	-85 -23%	18 6%	-37 -18%	44 9%

Mean	-0.18	-0.59	0.12 B	0.68 E	-1.04	-0.21	-0.20	-0.49	* H	-0.41	0.02 J
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ed 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 Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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? - Nicola Sturgeon, Leader of the SNP and First Minister of Scotland
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	Millennial	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)	(l)
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461
Very favourable (2)	87 8%	43 8%	45 8%	25 8%	34 9%	28 6%	13 11%	12 6%	13 7%	21 11%	8 5%	20 7%	13 9%	21 7%	25 10%	25 7%	3 6% *	23 8%	23 7%	17 7%	24 9%	11 4%	9 3%	20 8%	15 10% vw	3 5% w	30 30% vw	79 8%	8 5%	48 7%	28 9%	12 7%	22 7%	66 8%	32 9%	55 7%	56 8%	32 7%
Fairly favourable (1)	194 17%	94 17%	97 17%	68 FK	62 16%	64 15%	31 26% EFJKL	38 19%	32 18%	30 15%	21 12%	43 16%	32 QP	64 21% OP	35 13%	51 14%	12 21% *	60 20% U	71 21% U	35 15%	28 11%	45 17%	44 15%	40 15%	29 19%	16 29% wx*	20 20% *	160 17%	34 20%	109 17%	56 18%	29 17%	73 23% h	121 15%	82 24% j	112 14%	125 19%	69 15%
Neither favourable nor unfavourable (0)	293 26%	139 25%	153 27%	104 FKL	111 30% FL	78 18%	38 31% FL	67 34%	58 32%	53 27%	38 22%	40 15%	46 34% PQ	96 32% PQ	76 29%	66 18%	8 15%	79 27%	82 25%	69 29%	64 24%	72 27% a	82 28% a	70 27% a	40 27% a	15 27% *	14 14% *	252 26%	40 24%	158 24%	97 32% df	38 23%	94 25%	199 25%	83 24%	210 27%	187 28%	105 23%
Fairly unfavourable (-1)	177 16%	96 18%	80 14%	49 16%	50 13%	77 18%	18 15% I	31 16%	20 11%	30 16%	31 18%	46 17%	22 16%	37 13%	43 16%	65 18%	9 7% *	53 18%	45 14%	36 16%	43 16%	41 15%	50 17%	37 14%	29 19%	10 18% *	10 10% *	155 16%	21 12%	112 17%	43 14%	22 13%	45 14%	132 16%	60 17%	117 15%	112 17%	65 14%
Very unfavourable (-2)	302 27%	156 28%	145 25%	30 10%	98 26% DGH	174 40% DEGHI	10 8%	20 10%	45 28% DGH	54 27% DGH	70 40% DEGHI	104 39% DEGHI	12 9%	49 16% M	73 27% MN	145 39% MNO	24 42% MN*	71 24%	90 27%	65 28%	76 29%	71 26%	87 30%	79 31%	31 21%	9 17% *	24 25% *	243 25%	59 35% b	191 29% e	52 17%	59 35% e	66 20%	236 29% g	74 21%	228 29% i	149 22%	153 33% k
Don't know	75 7%	21 4%	54 9% B	37 12% EFJKL	20 5%	17 4%	12 10% FKL	26 13% EFJKL	14 8%	6 3%	6 4%	11 4%	12 9% PQ	33 11% OPQ	14 5%	16 4%	- - *	10 3%	23 7%	12 5%	30 11% RT	30 11% XYa	22 7%	13 5%	7 4%	2 3% *	2 2% *	67 7%	8 5%	40 6%	26 9%	9 5%	25 8%	50 6%	15 4%	59 8%	39 6%	36 8%

Net: Favourable	282 25%	137 25%	142 25%	94 30% FK	95 25% K	92 21%	44 36% DEFJKL	50 26%	45 25%	50 26% K	29 17%	63 24%	44 33% OP	85 28% P	61 23%	76 21%	16 27% *	83 28%	93 28% U	53 22%	53 20%	55 21%	53 18%	60 23%	44 29% W	19 34% vw*	50 50% VWXYZ*	239 25%	42 25%	157 24%	83 28%	41 24%	95 29%	186 23%	114 33% j	168 21%	181 27%	101 22%
Net: Unfavourable	479 42% C	252 46% 39%	225 39%	79 25%	148 40% DGH	251 57% DEGHI	28 23%	52 27%	64 35% DG	84 43% DGH	101 40% DEGHI	150 37% DEGHI	34 25%	86 29%	116 33% MN	210 57% MNO	33 42% MN*	124 42%	135 41%	101 43%	119 45%	112 42%	137 47%	116 45%	60 40%	19 35% *	34 34% *	399 42%	80 47%	303 46% e	95 32%	81 48% e	111 34%	368 46% g	133 39%	345 44%	260 39%	218 47% k
Net Difference	-197 -17%	-115 -21%	-83 -15%	15 5%	-53 -14% EFJKL	-159 -36% DEGHI	16 13%	-1 -1%	-19 -11%	-34 -17%	-71 -41%	-87 -33%	11 8%	-1 *	-55 -21%	-134 -37%	-18 -31%	-41 -14%	-42 -13%	-48 -21%	-66 -25%	-57 -21%	-84 -28%	-56 -21%	-16 -11%	* -1%	16 16%	-159 -17%	-38 -22%	-146 -22% e	-12 -4%	-40 -24%	-16 -5%	-182 -23% h	-19 -6%	-178 -23%	-79 -12%	-118 -26%

Mean	-0.39	-0.43	-0.35	0.04 EFJKL	-0.33 FKL	-0.72	0.18 DEFJKL	-0.05 EFJKL	-0.30 FKL	-0.36 FKL	-0.79	-0.68	0.09 OPQ	-0.11 OPQ	-0.41 P	-0.72	-0.66 *	-0.31	-0.35	-0.43	-0.50	-0.49	-0.59	-0.47	-0.22 W	-0.13 W*	0.21 VWXYZ*	-0.36	-0.55	-0.47	-0.13 df	-0.54	-0.20 h	-0.47	-0.18 j	-0.49	-0.27 l	-0.56
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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,l 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,l Minimum Base: 30(**) Small Base: 100(**)

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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 the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon	
	(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)	
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456	
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479	
Very favourable (2)	87 8%	9 2%	35 12% BD	2 3% *	30 20% BCD	56 13% G	16 4%	17 4% Q	64 14% HKMQQ	43 14% HKMQQ	27 6% HKMQQ	26 12% Q	27 6% Q	58 16% HKMQQ	8 3% Q	69 34% HUKLMNQ	4 1% a	20 4% a	64 14% RUVXa	45 19% RUVXa	24 5% a	31 7% Ra	34 12% RUVXa	25 7% Ra	48 12% RUVXa	87 31% RSTUVWXYa	- -	
Fairly favourable (1)	194 17%	32 8%	83 28% B	17 24% B*	31 21% B	108 25% G	46 10%	52 13% KQ	115 26% HKMQQ	87 29% HKMQQ	45 9% Q	63 29% Q	50 12% Q	109 30% HKMQQ	18 6% HUKLMNQ	94 47% HUKLMNQ	26 5% a	51 11% a	119 27% RUVXa	80 34% RUVWXYa	50 10% a	69 15% RUVXa	74 27% RUVXa	91 18% RUVa	194 23% RSTUVWXYa	194 69% RSTUVWXYa	- -	
Neither favourable nor unfavourable (0)	293 26%	72 19%	82 28% B	26 36% BE*	33 23% B	116 26% G	103 23%	78 19% KQ	109 25% KMQPQ	74 25% OPQ	92 19% Q	54 25% Q	83 19% Q	89 25% OPQ	40 14% HUKMQQ	27 13% HUKLMNP	64 13% HUKLMNP	100 22% UZZa	105 23% UZZa	53 22% Za	87 18% Za	102 22% Za	60 15% Za	67 19% Za	98 24% UZZa	- -	- -	
Fairly unfavourable (-1)	177 16%	73 19%	50 17%	11 16% *	17 12% C	68 16% F	76 17%	72 18% P	71 16% P	43 14% P	79 17% P	33 15% P	71 16% P	47 13% P	66 23% HUKMNP	8 4% HUKLMNP	119 24% HUKLMNP	74 16% TZ	70 16% TZ	25 11% TZ	95 20% TZ	73 16% Z	43 15% Z	55 16% Z	64 16% TZ	- -	177 37% RSTUVWXYZ	
Very unfavourable (-2)	302 27%	192 50% CDE	28 10%	14 20% C*	30 21% C	74 17%	199 44% F	179 44% ULNP	71 16% P	40 13% P	225 47% ULNP	34 16% P	187 44% ULNP	52 14% P	149 52% HUKLMNP	2 1% HUKLMNP	279 56% HUKLMNP	188 42% STWXYZ	76 17% TZ	28 12% TZ	220 45% STWXYZ	180 39% STWYZ	62 22% STZ	126 36% STWYZ	87 22% STZ	- -	302 63% RSTUVWXYZ	
Don't know	75 7%	9 2%	13 5%	1 1% *	5 4%	16 4%	16 3%	11 3% Q	13 3% Q	12 4% PQ	8 2%	4 2%	10 2% Q	9 2% Q	5 2% Q	3 1% Q	5 1% Q	19 4% UVZa	16 3% Za	4 2% Za	10 2% Za	10 2% Za	5 2% Za	13 4% VZa	12 3% Za	- -	- -	

Net: Favourable	282 25%	41 11%	117 40%	19 27%	61 41%	164 37%	63 14%	69 17%	179 40%	131 44%	72 15%	90 42%	77 18%	166 46%	26 9%	163 80%	30 6%	71 16%	183 41%	125 53%	73 15%	100 21%	108 39%	87 25%	140 35%	282 100%	- -
Net: Unfavourable	479 42%	265 68%	77 27%	25 36%	48 32%	142 32%	276 60%	251 61%	142 32%	83 28%	305 64%	68 32%	258 60%	98 27%	215 75%	10 5%	398 80%	263 58%	146 33%	53 23%	315 65%	253 54%	105 38%	180 52%	152 38%	- -	479 100%
Net Difference	-197 -17%	-224 -58%	40 14%	-7 -9%	13 9%	21 5%	-213 -47%	-182 -44%	37 8%	48 16%	-232 -49%	22 10%	-181 -42%	68 19%	-189 -66%	153 75%	-368 -74%	-192 -42%	37 8%	72 31%	-241 -50%	-153 -33%	2 1%	-93 -27%	-12 -3%	282 100%	-479 -100%

Mean	-0.39	-1.08	0.17 BD	-0.27 B*	0.09 B	0.01 G	-0.90	-0.86 OQ	0.07 HKMOQ	0.18 HKMOQ	-0.92 OQ	0.07 HKMOQ	-0.82 OQ	0.21 HKMOQ	-1.18 Q	1.10 HUKLMNOQ	-1.31	-0.83 a	0.06 RUVXYa	0.38 RSUVWXYa	-0.92 a	-0.67 RUa	-0.10 RUVXa	-0.58 RUa	-0.13 RUVXa	1.31 RSTUVWXYa	-1.63
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

Ipsos MORI May 2021 Political Pulse
PUBLIC

Fieldwork: 7-10 May 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? - Nicola Sturgeon, Leader of the SNP and First Minister of Scotland

All Adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :		The Scottish National Party (SNP) :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	316	450	381	464	216	415	376	269	211	474
Weighted base	1128	300	476	410	442	215	428	362	286	203	497
Very favourable (2)	87 8%	43 14% C	27 6%	17 4%	64 14% D	26 12% G	27 6%	58 16% I	8 3%	69 34% K	4 1%
Fairly favourable (1)	194 17%	87 29% C	45 9%	52 13%	115 26% D	63 29% G	50 12%	109 30% I	18 6%	94 47% K	26 5%
Neither favourable nor unfavourable (0)	293 26%	74 25%	92 19%	78 19%	109 25%	54 25%	83 19%	89 25% I	40 14%	27 13%	64 13%
Fairly unfavourable (-1)	177 16%	43 14%	79 17%	72 18%	71 16%	33 15%	71 16%	47 13%	66 23% H	8 4%	119 24% J
Very unfavourable (-2)	302 27%	40 13%	225 47% B	179 44% E	71 16%	34 16%	187 44% F	52 14%	149 52% H	2 1%	279 56% J
Don't know	75 7%	12 4%	8 2%	11 3%	13 3%	4 2%	10 2%	9 2%	5 2%	3 1%	5 1%

Net: Favourable	282 25%	131 44% C	72 15%	69 17%	179 40% D	90 42% G	77 18%	166 46% I	26 9%	163 80% K	30 6%
Net: Unfavourable	479 42%	83 28%	305 64% B	251 61% E	142 32%	68 32%	258 60% F	98 27%	215 75% H	10 5%	398 80% J
Net Difference	-197 -17%	48 16%	-232 -49%	-182 -44%	37 8%	22 10%	-181 -42%	68 19%	-189 -66%	153 75%	-368 -74%

Mean	-0.39	0.18 C	-0.92	-0.86	0.07 D	0.07 G	-0.82	0.21 I	-1.18	1.10 K	-1.31
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ed 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 Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 2021
Adults online aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
All Adults aged 18+ in Great Britain

	Total	Gender			Age								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)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/ Living as Married (d)	Single (e)	Widowed/ Divorced/ Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (l)	Working (k)	Not working (l)	
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427	
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461	
Very positive	157 14%	85 16%	71 12%	34 11%	35 9%	87 20% DEHU	17 14%	17 9%	16 9%	19 10%	39 23% DEHU	48 18% DEHU	18 13%	25 8%	31 12%	68 18% NO	16 28% MND*	44 15%	51 15%	35 15%	27 10%	33 12% a	49 17% a	47 18% a	17 11%	7 13% *	4 4% *	131 14%	26 15%	103 16% e	28 9%	26 16%	40 12%	117 15%	32 9%	125 16% i	85 13%	72 16%	
Fairly positive	249 22%	122 22%	126 22%	65 21%	69 18%	115 26% EIK	25 21%	39 20%	27 15%	42 21%	35 20%	80 30% DEHIK	28 20%	57 19%	53 20%	102 28% NO	10 18% *	72 24% S	57 17%	63 27% S	58 22%	60 22% a	64 22%	66 26% a	37 25% a	9 17% *	12 12% *	214 22%	35 20%	161 24% e	47 16%	41 24% e	80 25%	169 21%	68 20%	181 23%	151 23%	98 21%	
Made no difference	175 16%	97 18%	78 14%	67 21% FKL	72 19% FKL	36 8% FL	22 18% FL	45 23% FKL	39 21% FKL	33 17% FL	20 11%	16 20% PQ	28 20% PQ	61 19% P	51 20%	32 9%	4 7% *	43 15%	56 17%	31 13%	45 17%	51 19% X	44 15%	29 11%	22 15%	14 25% X*	16 16% *	151 16%	24 14%	90 14% df	69 23% df	15 9%	58 18%	117 15%	45 13%	130 17%	111 17%	64 14%	
Fairly negative	238 21%	99 18%	137 24% B	75 24% K	82 22% K	82 19% DFIK	36 30% DFIK	39 20% K	43 24% K	38 20%	26 15%	56 21%	41 31% OP	67 22%	49 18%	64 17%	17 29% *	70 23%	71 21%	48 21%	49 19%	54 20%	65 22%	48 19%	30 20%	17 31% *	23 23% *	208 22%	31 18%	139 21%	66 22%	33 20%	76 23%	162 20%	85 24%	154 20%	132 20%	106 23%	
Very negative	228 20%	127 23% C	99 17% G	52 17% G	86 23% G	90 21% G	14 11%	38 20%	41 23% G	44 23% G	43 25% G	48 18% G	16 11%	65 22% M	60 23% M	81 22% M	6 10% *	59 20%	75 22%	45 19%	49 19%	50 19%	48 16%	50 19%	36 24%	6 11% *	38 38% VWXYZ*	186 19%	42 25%	120 18%	68 23%	40 24%	46 14%	182 23% g	101 29% j	127 16%	149 22%	79 17%	
Don't know	81 7%	18 3%	63 11% B	21 7%	32 9%	27 6%	6 5%	16 8%	15 8%	18 9%	11 6%	16 6%	6 5%	26 9%	23 9%	22 6%	5 8% *	9 3%	24 7% R	13 5%	36 14% RST	21 8%	24 8%	20 8%	8 5%	2 3% *	6 6% *	67 7%	14 8%	45 7%	22 7%	13 8%	25 8%	56 7% i	15 4%	66 8% i	39 6%	42 9%	
Net: Positive	406 36%	208 38%	197 34%	99 32%	104 28%	203 46% DEGHU	43 35% I	56 29%	43 24%	61 31%	74 43% DEHU	128 49% DEGHU	45 33%	81 27%	84 31%	169 46% MNO	26 45% N*	116 39%	108 32%	97 42% S	85 32%	92 34% a	113 38% a	113 44% Va	54 36% a	16 30% *	16 16% *	345 36%	60 35%	264 40% e	75 25%	67 40% e	119 37%	286 36%	100 29%	306 39% i	236 35%	170 37%	
Net: Negative	466 41%	226 41%	236 41%	127 40%	167 45%	172 39%	50 41%	77 40%	85 47%	82 42%	69 39%	104 39%	57 42%	132 44%	109 41%	145 39%	23 40% *	128 43%	146 44%	93 40%	98 37%	104 39%	113 39%	98 38%	67 44%	23 42% *	61 61% VWXYZ*	394 41%	73 43%	259 39%	134 45%	73 43%	122 38%	344 43%	186 54% j	281 36%	281 42%	185 40%	
Net Difference	-61 -5%	-18 -3%	-39 -7%	-28 -9%	-63 -17%	30 7%	-7 -6%	-21 -11%	-42 -23%	-22 -11%	6 3%	25 9%	-12 -9%	-51 -17%	-25 -10%	24 7%	3 6%	-13 -4%	-38 -12%	4 2%	-14 -5%	-11 -4%	* *	15 6%	-12 -8%	-7 -13%	-45 -45%	-48 -5%	-12 -7%	5 1%	-59 -20%	-6 -4%	-3 -1%	-58 -7% i	-86 -25% i	25 3%	-45 -7%	-15 -3%	

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

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 2021
Adults online aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		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 the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon
	Total (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)
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479
Very positive	157	108	15	5	20	16	131	122	13	25	112	24	85	34	63	21	104	123	12	19	108	111	15	95	19	21	104
	14%	28% CDE	5%	7% *	13% C	4%	29% F	30% UKLMNOPQ	3%	8% I	23% ULNP	11%	20% ULNP	9%	22% ULNP	11%	21% ULNP	27% STUWYZa	3%	8% S	22% STWYZ	24% STWYZ	5% S	27% STUWYZa	5% S	7% S	22% STWYZ
Fairly positive	249	148	32	6	27	53	162	155	39	39	150	46	119	68	89	30	147	170	41	45	137	156	25	114	45	39	138
	22%	38% CDE	11%	9% *	18%	12%	35% F	38% UKLMNOPQ	9%	13% I	31% ULNP	21% UP	28% UNP	19%	31% ULNP	15%	29% ULNP	38% STUVWXYZa	9%	19% SWYZ	28% STWYZ	34% STUWYZa	9%	33% STWYZ	11% S	14% SW	29% STWYZ
Made no difference	175	45	48	4	21	35	77	42	65	47	53	30	57	35	49	23	68	49	66	25	66	55	41	35	64	26	73
	16%	11%	16% D	6% *	14%	8%	17% F	10% N	15% N	16% HN	11%	14%	13%	10%	17% HKN	11%	14% H	11% H	15% Z	11% H	14% H	12% H	15% Z	10% H	16% RTXZ	9% H	15% RXZ
Fairly negative	238	57	73	23	35	140	45	60	122	84	75	49	77	94	44	47	92	66	126	54	79	76	70	62	108	74	80
	21%	15%	25% B	33% B*	24% B	32% G	10%	15%	28% HKMOQ	28% HKMOQ	16%	23% HKO	18%	26% HKMOQ	15%	23% HKO	18% H	15% H	28% RUVXa	23% RVa	16%	16% H	25% RUVXa	18% H	27% RUVXa	26% RUVXa	17% H
Very negative	228	13	109	29	37	179	15	14	187	92	71	60	76	119	35	78	65	22	185	81	76	40	121	21	147	108	62
	20%	3%	37% BE	41% BE*	25% B	41% G	3%	4%	42% HJKLMNOQ	31% HKMOQ	15% H	28% HKMOQ	18% HOQ	33% HKMOQ	12% H	39% HJKLMQ	13% H	5% RTUVXXYa	41% RUVXa	35% RVX	16% RVX	9% RX	43% RTUVXXYa	6% H	37% RUVXa	38% RUVXa	13% RVX
Don't know	81	17	14	3	7	16	27	17	15	12	16	5	15	13	7	3	22	23	19	10	19	26	7	21	17	13	21
	7%	4%	5%	5% *	5%	4%	6%	4%	3%	4% P	3%	2%	3%	4%	3%	1%	4%	5%	4%	4%	4%	6%	3%	6% H	4%	4%	4%

Net: Positive	406 36%	256 66% CDE	47 16%	11 16% *	47 32% CD	70 16%	293 64% F		276 67% UKLMNOPQ	53 12%	64 21% I	262 55% ULMNPQ	71 33% U	203 47% ULNP	102 28% U	151 53% ULNP	51 25% I	251 51% ULNP	293 65% STUWXYZa	53 12%	64 27% SWY	245 50% STWYZ	267 58% STUWYZa	39 14%	209 60% STUWYZa	64 16% S	60 21% SWY	243 51% STWYZ
Net: Negative	466 41%	71 18% BE	181 62% BE	52 74% BE*	73 49% B	318 73% G	60 13%		74 70% HJKLMNOPQ	309 59% HJKLMQ	176 31% H	146 51% HKMOQ	109 36% HKO	153 36% HKLMOQ	213 59% H	79 28% HKLMOQ	126 62% HKLMOQ	156 31% H	87 19% RTUVXXYa	311 69% RUVXa	135 32% RVX	155 32% R	116 25% RTUVXXYa	191 69% R	83 24% RUVXa	256 64% RTUVXa	182 65% RTUVXa	142 30% RVX
Net Difference	-61 -5%	185 48%	-134 -46%	-41 -58%	-26 -17%	-248 -57%	233 51%		202 49%	-256 -58%	-112 -37%	115 24%	-38 -18%	51 12%	-111 -31%	72 25%	-74 -37%	95 19%	205 45%	-258 -58%	-71 -30%	89 18%	151 33%	-152 -55%	127 36%	-191 -48%	-122 -43%	100 21%

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

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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... - Summary
All Adults aged 18+ in Great Britain

	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 make no difference?	Has changed the Labour party for the better, worse, or made no difference?
	(A)	(B)
Unweighted base	1128	1128
Weighted base	1128	1128
Better	247 22%	220 20%
Worse	200 18%	217 19%
No difference	482 43%	535 47% A
Don't know	199 18% B	156 14%

Net Difference 1-2	47 4%	3 *
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of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
*ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*
*ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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 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	Millennial	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)	(l)
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461
Better	247 22%	132 24%	114 20%	67 21%	77 20%	103 24%	29 24%	38 20%	38 21%	39 20%	42 24%	61 23%	34 25%	61 20%	52 19%	85 23%	15 27% *	79 27% U	72 21%	55 23%	42 16%	46 17%	67 23%	53 21%	42 28% V	14 25% *	25 25% *	217 23%	31 18%	146 22%	62 21%	39 23%	63 19%	185 23%	101 29% J	147 19%	150 22%	97 21%
Worse	200 18%	121 22% C	78 14%	55 18%	58 15%	87 20%	23 19%	33 17%	31 17%	27 14%	36 21%	50 19%	28 21%	49 16%	41 16%	73 20%	9 15% *	61 21%	53 16%	45 19%	41 16%	49 18%	51 17%	49 19%	24 16%	5 9% *	22 22% *	167 17%	33 19%	110 17%	59 20%	31 18%	55 17%	145 18%	56 16%	144 18%	120 18%	80 17%
No difference	482 43%	234 43%	245 43%	123 39%	170 45%	190 43%	46 38%	77 40%	78 43%	92 47%	74 43%	116 44%	49 36%	122 40%	125 47% M	161 44%	25 44% *	127 43%	150 45%	92 39%	113 43%	123 46%	123 42%	113 44%	56 37%	26 47% *	41 41% *	401 42%	81 48%	296 45%	116 39%	70 41%	142 44%	340 42%	140 40%	342 44%	286 43%	196 42%
Don't know	199 18%	62 11%	136 24% B	69 22% FKL	71 19%	59 13%	23 19%	46 24% FKL	35 19%	36 19%	21 12%	37 14%	25 18%	69 23% P	48 18%	49 13%	8 14% *	29 10%	58 17% R	43 18% R	68 26% RS	51 19%	53 18%	44 17%	29 19%	10 19% *	11 11% *	173 18%	26 15%	106 16%	63 21%	30 18%	65 20%	134 17%	49 14%	150 19% I	110 17%	88 19%
Net Difference 1-2	47 4%	11 2%	36 6%	12 4%	19 5%	17 4%	6 5%	6 3%	7 4%	12 6%	6 3%	11 4%	6 4%	13 4%	10 4%	12 3%	7 11%	18 6%	18 5%	10 4%	1 *	-3 -1%	15 5%	5 2%	18 12%	9 16%	4 4%	49 5%	-2 -1%	36 5%	3 1%	8 5%	7 2%	40 5%	44 13%	3 *	30 4%	18 4%

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Overlap formulae used

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Ipsos MORI May 2021 Political Pulse

PUBLIC

Fieldwork: 7-10 May 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 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 the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon
	(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)
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479
Better	247 22%	74 19%	97 34% BE	22 32% BE*	27 18%	135 31% G	86 19%	81 20% K	128 29% HKMOQ	119 40% HIKLMNOPQ	69 14%	62 29% HKMQ	80 19% K	95 26% HKM	60 21% K	57 28% HKM	103 21% K	86 19% U	133 30% RUVXa	136 58% RSUVWXYZa	39 8%	103 22% U	75 27% RUa	78 22% U	107 27% RUa	95 34% RUVWXYa	92 19% U
Worse	200 18%	83 21% D	53 18%	7 10% *	34 23% D	68 16%	98 21% F	78 19% J	80 18% J	36 12%	111 23% HIJ	37 17%	108 25% HIJLQ	75 21% J	73 26% HIJLQ	38 19% J	104 21% J	82 18% T	85 19% T	17 7%	155 32% RSTVXYZa	82 18% T	78 28% RSTVXYZa	60 17% T	95 24% STVZ	52 18% T	101 21% T
No difference	482 43%	200 52% CD	93 32%	27 38% *	70 47% C	174 40%	223 49% F	216 53% ULMNPQ	163 37% J	101 34% IJLMNPQ	247 52% IJLMNPQ	92 43% J	194 45% IJ	146 40% J	133 46% IJ	85 42% J	237 48% IJN	232 51% STWYZ	161 36% T	58 25%	248 51% STWYZ	229 49% STWYZ	94 34% T	167 48% STWYZ	152 38% T	97 34% T	234 49% STWYZ
Don't know	199 18%	31 8%	47 16% B	14 20% B*	16 11%	62 14%	50 11%	35 9%	71 16% HKMOPQ	43 14% HO	50 10%	25 11%	46 11% O	47 13% HO	21 7%	22 11%	53 11% O	52 12%	70 16% TUVWYb	23 10%	42 9%	51 11%	31 11%	43 12%	48 12%	38 13% U	53 11%
Net Difference 1-2	47 4%	-9 -2%	45 15%	15 21%	-7 -5%	67 15%	-11 -2%	3 1%	49 11%	83 28%	-43 -9%	25 12%	-29 -7%	19 5%	-13 -5%	19 9%	* *	4 1%	48 11%	119 51%	-116 -24%	21 4%	-2 -1%	17 5%	12 3%	43 15%	-9 -2%

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Overlap formulae used

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Ipsos MORI May 2021 Political Pulse
PUBLIC
Fieldwork: 7-10 May 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... - Has changed the Labour party for the better, worse, or made 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	Millennial	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)	(l)
Unweighted base	1128	552	571	352	401	375	150	202	192	209	172	203	166	319	281	318	44	293	404	213	218	272	294	257	153	54	98	959	169	642	332	154	340	788	467	661	701	427
Weighted base	1128	549	574	314	375	438	120	194	181	194	174	264	136	301	266	368	57	296	333	234	265	269	294	259	151	55	99	957	171	659	301	169	325	803	346	782	667	461
Better	220 20%	127 23% C	93 16%	83 26% EFJL	59 16%	78 18%	36 30% EFJL	47 24% E	28 15%	31 16%	33 19%	45 17%	39 28% OP	68 23% O	36 13%	63 17%	14 25% *	79 27% STU	61 18%	41 18%	39 15%	42 16%	58 20%	52 20%	44 29% V	8 14% *	17 17% *	188 20%	32 18%	122 19%	73 24% f	25 15%	72 22%	148 18%	91 26% j	129 17%	151 23% i	69 15%
Worse	217 19%	123 22% C	89 16%	59 19%	69 18%	88 20%	26 22%	33 17%	36 20%	34 17%	38 22%	50 19%	30 22%	56 19%	46 17%	77 21%	8 14% *	60 20%	65 19%	42 18%	49 19%	59 22%	57 19%	50 19%	23 15%	5 10% *	23 23% *	179 19%	38 22%	125 19%	59 20%	32 19%	63 19%	154 19%	60 17%	157 20%	128 19%	88 19%
No difference	535 47%	256 47%	278 48%	112 36%	184 49% DGH	239 55% DGH	41 34%	71 37%	88 49% DGH	96 49% DGH	90 52% DGH	149 56% DGH	48 35%	113 38%	142 53% MN	201 55% MN	31 55% MN*	135 46%	165 49%	118 51%	117 44%	123 46%	138 47%	121 47%	67 45%	35 64% VWXY*	50 51% *	453 47%	82 48%	327 50% e	120 40%	88 52% e	132 41%	403 50% g	161 47%	374 48%	295 44%	240 52% k
Don't know	156 14%	43 8%	113 20% B	60 17% FGKL	63 17% FKL	33 8%	18 15% FKL	42 22% FKL	30 16% FKL	33 17% FKL	13 7%	21 8%	8 15% P	63 21% PQ	43 16% P	27 7%	4 6% *	22 7%	42 13% R	32 14% R	60 23% RST	45 17%	41 14%	36 14%	18 12% *	7 13% *	9 9% *	137 14%	19 11%	84 13%	48 16%	24 14%	57 17% h	99 12%	34 10%	122 16% i	93 14%	63 14%
Net Difference 1-2	3 *	3 1%	4 1%	24 8%	-10 -3%	-10 -2%	10 8%	14 7%	-8 -4%	-2 -1%	-5 -3%	-5 -2%	9 7%	12 4%	-10 -4%	-13 -4%	6 11%	18 6%	-3 -1%	-1 *	-11 -4%	-17 -6%	1 *	1 1%	21 14%	2 4%	-5 -5%	10 1%	-6 -4%	-3 *	14 5%	-8 -5%	9 3%	-6 -1%	31 9%	-28 -4%	23 3%	-19 -4%

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All Adults aged 18+ in Great Britain

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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 the SNP	Unfavourable to the SNP	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Hancock	Unfavourable to Hancock	Favourable to Nicola Sturgeon	Unfavourable to Nicola Sturgeon
	(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)
Unweighted base	1128	356	301	80	144	460	418	381	464	316	450	216	415	376	269	211	474	417	480	237	467	439	293	322	423	295	456
Weighted base	1128	388	290	71	147	438	457	410	442	300	476	215	428	362	286	203	497	452	449	234	485	465	279	348	401	282	479
Better	220 20%	60 16%	98 34% BE	21 30% BE*	19 13%	117 27% G	73 16%	72 18% K	109 25% HKMQ	114 38% HIKMNOQ	55 12%	71 33% HIKMNOQ	76 18% K	86 24% HKM	55 19% K	59 29% HKMQ	95 19% K	77 17% U	110 24% RUa	123 52% RSUVWXYZa	40 8% RUa	101 22% Ua	62 22% RUa	82 23% RUa	90 22% Ua	86 30% RSUVWXYa	75 16% U
Worse	217 19%	87 23% D	55 19%	7 10% *	34 23% D	78 18%	103 23%	90 22% J	89 20% J	41 14%	125 26% HIJLQ	37 17%	118 28% HIJLQ	82 23% J	76 27% IULQ	46 23% J	107 21% J	95 21% T	92 20% T	11 5% RSTVXYZa	172 35% T	84 18% T	85 30% RSTVXZa	61 18% T	106 26% STVXZa	59 21% T	102 21% T
No difference	535 47%	221 57% C	106 36%	38 54% C*	83 56% C	202 46%	246 54% F	226 55% IULMNP	194 44% H	116 39%	268 56% IULMNOP	92 43%	205 48% J	164 45% J	140 49% J	84 41%	265 53% IULMNP	243 54% STWYZ	200 45% TW	86 37% TW	246 51% STWYZ	255 55% STWYZ	106 38% TWYZ	181 52% TWYZ	169 42% TWYZ	111 39% TWYZ	272 57% STUWYZ
Don't know	156 14%	19 5%	32 11% B	5 7% *	11 8%	41 9%	35 8%	22 5%	50 11% HKMNOPQ	29 10% H	29 6%	15 7%	29 7%	30 8%	16 6%	14 7%	30 6%	38 8% UV	47 10% TUVa	14 6%	27 5%	24 5%	26 9% U	25 7%	36 9% UV	26 9% UV	30 6%
Net Difference 1-2	3 *	-27 -7%	43 15%	15 21%	-14 -10%	39 9%	-31 -7%	-17 -4%	20 4%	73 24%	-69 -15%	34 16%	-43 -10%	4 1%	-22 -8%	12 6%	-12 -2%	-18 -4%	18 4%	111 48%	-132 -27%	17 4%	-23 -8%	21 6%	-16 -4%	27 10%	-27 -6%

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