

Ipsos MORI June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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	Millennials	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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Right direction	397 35%	197 37%	187 34%	104 34% EI	94 24%	198 45% DEHIJK	45 39% EI	60 31% I	38 20%	56 29%	67 37% EI	131 51% DEHIJK	52 40% NO	79 26%	76 27%	160 45% NO	31 50% **	89 29%	107 33%	88 39% R	113 42% RS	105 39% a	105 36% a	91 34%	55 35%	19 34% *	23 23% *	331 36%	66 33%	235 37%	101 31%	61 37% *	101 33%	296 36%	107 30%	290 38% i	197 29%	200 44% k
Wrong direction	447 40%	222 42% C	191 35%	121 40% L	184 48% DFKL	142 32%	44 38%	78 41% L	98 52% DFGHKL	86 44% FL	67 37%	75 29%	49 38%	136 45% P	128 46% P	120 33%	14 23% **	147 48% TU	136 42% U	79 35%	84 31%	97 36%	93 32%	108 41% W	65 42%	23 41% *	61 63% VWXYZ*	357 39%	90 44%	247 39%	138 42%	63 38% *	130 42%	317 39%	176 49% J	271 35%	302 45% I	145 32%
Neither	205 18%	79 15%	120 22% B	55 18%	75 20%	74 17%	20 18%	35 18%	35 19%	40 20%	33 19%	41 16%	21 16%	57 19%	56 20%	56 16%	15 24% **	54 18%	57 18%	40 18%	53 20%	43 16%	68 23% a	45 17%	31 20% a	10 18% *	9 9% *	169 18%	36 18%	113 18%	63 20%	28 17% *	56 18%	149 18%	50 14%	155 20% i	131 19%	74 16%
Don't know	79 7%	27 5%	51 9% B	23 8%	32 8%	24 5%	6 5%	18 9%	18 10%	14 7%	13 7%	11 4%	7 5%	31 10%	17 6%	22 6%	1 2% **	16 5%	26 8%	20 9%	17 6%	22 8% Y	26 9% Y	19 7%	4 2%	4 6% *	4 4% *	68 7%	11 6%	44 7%	23 7%	12 7% *	20 7%	58 7%	24 7%	55 7%	44 7%	34 8%

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q,R/S/T/U,V/W/X/Y/Z/a,b/c,d/e/f,g/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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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									
		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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484
Right direction	397 35%	226 63% CDE	52 19%	12 15% *	44 30% CD	100 23%	231 52% F	245 71% IJKLMNOPQ	63 13%	81 28% I	222 44% IJLMNP	68 35% INP	160 38% IUNP	86 25% I	130 45% IJLMNP	50 26% I	217 44% IJLMNP	272 73% STUVVWYZa	69 13%	74 33% SWY	211 42% STWYZ	260 61% STUVWYZa	41 13%	128 69% STUVWYZa	139 22% SW	82 30% SWY	212 44% STWYZ
Wrong direction	447 40%	59 16%	167 60% B	53 63% B*	75 52% B	244 57% G	109 24%	40 11%	340 68% HIKLMNOQ	156 54% HKMOQ	174 34% H	97 49% HKMOQ	163 39% HKQ	193 57% HKLMOQ	99 34% H	123 63% HIKLMNOQ	150 31% H	38 10%	359 68% RTUVVXYZa	112 50% RUVXa	190 38% RVXa	93 22% R	216 71% RTUVXYZa	36 19% R	347 55% RUVXa	152 55% RUVXa	159 33% RVX
Neither	205 18%	61 17%	44 16%	12 14% *	24 16%	59 14%	87 19%	48 14%	72 14%	40 14%	89 18% P	27 13% P	69 17% P	48 14% P	45 16% P	19 10% P	93 19% HIP	47 13% X	75 14% X	24 11% P	80 16% X	55 13% X	37 12% P	12 7% RSTVWXZ	112 18% RSTVWXZ	35 13% X	91 19% RSTVWX
Don't know	79 7%	14 4%	14 5%	7 9% E*	3 2%	25 6%	19 4%	14 4%	27 5% P	11 4% P	23 4% P	6 3%	26 6% P	13 4% P	16 6% P	2 1% P	29 6% P	16 4%	22 4%	14 6% Z	22 4%	18 4%	12 4%	10 5%	29 5%	9 3%	21 4%

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

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Fieldwork 25-28 June

Adults online aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?									
	Keir Starmer, Leader of the Labour party	Boris Johnson, Leader of the Conservative Party and Prime Minister	Rishi Sunak, Chancellor of the Exchequer	Matt Hancock, Secretary of State for Health and Social Care	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)	45 4%	136 12% ADEF GHJ	127 11% ADEFHJ	47 4%	81 7% ADHJ	66 6% AH	111 10% ADFHJ	35 3%	98 9% ADFHJ	55 5% H
Fairly favourable (1)	179 16% DJ	237 21% ADHJ	298 26% ABDEFGHIJ	140 12%	196 17% DJ	222 20% ADHJ	237 21% ADHJ	163 14%	242 21% ADEHJ	139 12%
Neither favourable nor unfavourable (0)	336 30% BDFG	196 17%	323 29% BDG	257 23% B	297 26% BG	288 25% BG	228 20% B	438 39% ABCDEF GJ	412 37% ABCDEF GJ	327 29% BDFG
Fairly unfavourable (-1)	251 22% BCDE GJ	166 15%	162 14%	207 18% BCI	171 15%	238 21% BCE GJ	173 15%	220 19% BCE GJ	158 14%	179 16%
Very unfavourable (-2)	251 22% CHI	360 32% ACFGHI	143 13%	420 37% ABCEFGHIJ	313 28% ACFHI	270 24% CHI	330 29% ACFHI	199 18% CI	132 12%	310 27% ACFHI
Don't know	65 6% BF	33 3%	75 7% BDFG	57 5% B	71 6% BFG	44 4%	50 4% B	74 7% BFG	86 8% ABDFG	118 10% ABCDEF GHI

Net: Favourable	224 20%	373 33% ADEFHJ	425 38% ABDEFGHIJ	187 17%	277 25% ADHJ	287 25% ADHJ	348 31% ADEFHJ	198 18%	340 30% ADEFHJ	194 17%
Net: Unfavourable	502 45% CHI	526 47% CHI	305 27%	627 56% ABCEFGHIJ	484 43% CHI	509 45% CHI	503 45% CHI	418 37% CI	290 26%	489 43% CHI
Net Difference	-278 -25%	-152 -14%	120 11%	-440 -39%	-206 -18%	-221 -20%	-155 -14%	-221 -20%	50 4%	-295 -26%

Mean	-0.46 D	-0.34 DJ	0.10 ABDEFGHIJ	-0.76	-0.41 DJ	-0.39 DJ	-0.35 DJ	-0.36 ADJ	0.02 ABDEFGHIJ	-0.54 D
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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(**)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(**)

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party
All Adults 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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	45 4%	29 5%	15 3%	19 6%	13 3%	13 3%	6 5%	13 7%	6 3%	7 4%	6 3%	7 3%	7 5%	18 6%	7 3%	13 4%	- --	10 3%	13 4%	14 6%	8 3%	5 2%	16 6%	15 6%	6 4%	2 3%	1 1%	40 4%	6 3%	30 5%	12 4%	3 2%	19 6%	26 3%	11 3%	34 4%	35 5%	10 2%
Fairly favourable (1)	179 16%	83 16%	90 16%	69 23%	55 14%	55 13%	30 26%	39 21%	27 14%	28 14%	27 15%	28 11%	32 25%	58 19%	37 13%	45 13%	7 11%	52 17%	58 18%	28 12%	41 15%	44 17%	45 15%	41 15%	33 22%	9 16%	7 7%	147 16%	32 16%	97 15%	57 18%	25 15%	58 19%	121 15%	77 21%	102 13%	117 17%	62 14%
Neither favourable nor unfavourable (0)	336 30%	129 25%	186 34%	85 28%	124 32%	128 29%	30 26%	55 29%	62 33%	62 31%	56 31%	71 28%	35 27%	89 29%	88 32%	103 29%	22 36%	86 28%	104 32%	55 24%	91 34%	69 26%	92 32%	76 29%	50 33%	23 41%	26 26%	274 30%	62 31%	182 29%	97 30%	57 35%	92 30%	244 30%	101 28%	235 31%	209 31%	127 28%
Fairly unfavourable (-1)	251 22%	127 24%	114 21%	49 16%	84 22%	118 27%	18 16%	31 16%	43 23%	41 21%	44 24%	74 29%	20 16%	61 20%	58 21%	94 26%	17 29%	82 27%	72 22%	53 23%	44 17%	57 21%	67 23%	55 21%	32 21%	6 11%	34 35%	190 21%	61 30%	151 24%	66 20%	34 21%	56 18%	195 24%	87 24%	164 21%	144 21%	107 24%
Very unfavourable (-2)	251 22%	137 26%	105 19%	49 16%	86 22%	116 27%	15 13%	34 18%	34 18%	52 26%	44 25%	72 28%	19 15%	47 15%	75 27%	99 27%	12 19%	60 19%	70 21%	58 25%	64 24%	76 28%	47 16%	64 24%	23 15%	15 27%	26 27%	212 23%	40 19%	153 24%	61 19%	38 23%	65 21%	186 23%	61 17%	190 25%	131 19%	120 26%
Don't know	65 6%	21 4%	39 7%	33 11%	23 6%	8 2%	16 14%	18 9%	17 9%	7 3%	3 2%	5 2%	17 13%	29 10%	11 4%	5 1%	3 5%	17 5%	11 3%	19 9%	19 7%	16 6%	24 8%	12 5%	8 5%	1 2%	3 3%	63 7%	3 1%	26 4%	31 10%	8 5%	17 6%	48 6%	20 6%	45 6%	37 6%	28 6%
Net: Favourable	224 20%	111 21%	105 19%	88 29%	68 18%	68 15%	36 31%	53 28%	34 18%	35 18%	33 18%	35 14%	39 30%	77 25%	45 16%	58 16%	7 11%	62 20%	70 22%	42 18%	50 19%	50 19%	61 21%	55 21%	40 26%	10 19%	8 8%	187 20%	37 18%	127 20%	69 21%	28 17%	77 25%	147 18%	88 25%	136 18%	152 23%	72 16%
Net: Unfavourable	502 45%	264 50%	219 40%	98 32%	170 44%	234 54%	33 29%	65 34%	77 41%	93 48%	88 49%	146 57%	39 30%	108 36%	133 48%	193 54%	29 48%	141 46%	142 43%	111 49%	108 40%	132 50%	114 39%	120 45%	55 36%	22 38%	60 62%	401 43%	101 50%	304 48%	127 39%	72 44%	122 39%	381 46%	148 41%	354 46%	275 41%	228 50%
Net Difference	-278 -25%	-152 -29%	-114 -21%	-10 -3%	-102 -26%	-166 -38%	3 3%	-13 -7%	-43 -23%	-59 -30%	-56 -31%	-111 -43%	-1 *	-31 -10%	-88 -32%	-135 -38%	-23 -37%	-79 -26%	-71 -22%	-69 -30%	-59 -22%	-83 -31%	-53 -18%	-64 -24%	-15 -10%	-11 -20%	-52 -53%	-214 -23%	-64 -31%	-177 -28%	-57 -18%	-44 -27%	-44 -14%	-234 -29%	-60 -17%	-218 -28%	-122 -18%	-156 -34%
Mean	-0.46	-0.52	-0.40	-0.14	-0.48	-0.63	-0.06	-0.19	-0.41	-0.55	-0.53	-0.70	-0.11	-0.22	-0.59	-0.63	-0.60	-0.44	-0.41	-0.54	-0.46	-0.61	-0.31	-0.45	-0.22	-0.45	-0.82	-0.45	-0.49	-0.49	-0.36	-0.51	-0.31	-0.51	-0.32	-0.52	-0.34	-0.62

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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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Fieldwork 25-28 June

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

All Adults 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 the SNP (P)	Unfavourable to the SNP (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Hancock (X)	Unfavourable to Hancock (Y)	Favourable to Nicola Sturgeon (Z)	Unfavourable to Nicola Sturgeon (a)					
Unweighted base	1128	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453					
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484					
Very favourable (2)	45	10	22	5	2	22	17	13	27	39	2	26	7	35	2	18	10	16	25	45	-	21	13	18	18	24	11					
	4%	3%	8%	6%	2%	5%	4%	4%	5%	13%	*	13%	2%	10%	1%	9%	2%	4%	5%	20%	-	5%	4%	10%	3%	8%	2%					
			BE	*				KD	KMOQ	HKMOQ		HKMOQ		HKMOQ		HKMOQ	K	U	U	RSUVWXYZa		Ua	RSUVWYa	U	RSUVWYa							
Fairly favourable (1)	179	24	86	15	17	97	39	37	113	124	24	64	50	78	29	49	49	50	112	179	-	69	63	41	110	76	39					
	16%	7%	31%	18%	12%	23%	9%	11%	22%	43%	5%	32%	12%	23%	10%	25%	10%	13%	21%	80%	-	16%	21%	22%	18%	27%	8%					
			BDE	B*		G		K	HKMOQ	HIKLMNOPQ		HKMNOQ	K	HKMOQ	K	HKMOQ	K	Ua	RUYa	RSUVWXYZa		Ua	RUa	RUYa	Ua	RSUVWYa	U					
Neither favourable nor unfavourable (0)	336	81	96	32	39	149	99	84	139	86	72	59	57	100	45	60	96	88	145	-	-	105	68	43	165	93	90					
	30%	23%	35%	38%	26%	35%	22%	24%	28%	30%	14%	30%	14%	29%	15%	31%	20%	24%	28%	-	-	25%	22%	23%	26%	34%	19%					
			B	B*		G		KMO	KMOQ	KMOQ		KMOQ		KMOQ		KMOQ	KM	TUa	TUa	TUa		TUa	TUa	TU	TUa	RSUVWXYa	TU					
Fairly unfavourable (-1)	251	106	44	21	40	92	119	96	110	20	175	32	107	72	72	36	145	83	130	-	251	99	80	30	162	50	139					
	22%	29%	16%	25%	33%	22%	27%	28%	22%	7%	34%	16%	26%	21%	25%	19%	30%	22%	25%	-	50%	23%	26%	16%	26%	18%	29%					
			C	*	C			JLP	J		HIJLMNOPQ	J	JL	J	JL	J	ULNP	TX	TXZ		RSUVWXYZa	TX	TXZ	T	TXZ	TXZ	RTVXZ					
Very unfavourable (-2)	251	130	20	10	48	56	160	111	101	8	227	12	186	47	136	27	182	123	98	-	251	123	76	50	156	31	196					
	22%	36%	7%	11%	33%	13%	36%	32%	20%	3%	45%	6%	45%	14%	47%	14%	37%	33%	19%	-	50%	29%	25%	26%	25%	11%	40%					
			CD	*	CD		F	ULNP	JLNP		HIJLNPQ	J	HIJLNPQ	JL	HIJLNPQ	JL	ULNP	STVXYZ	TZ		RSUVWXYZa	STZ	STZ	STZ	STZ	T	RSUVWXYZ					
Don't know	65	10	9	1	*	12	13	7	14	11	8	5	11	8	6	4	6	13	15	-	-	8	6	4	15	4	8					
	6%	3%	3%	1%	*	3%	3%	2%	3%	4%	2%	2%	3%	2%	2%	2%	1%	3%	3%	-	-	2%	2%	2%	2%	1%	2%					
				*						Q			Q				TU	TU				TU	TU	TU	TU	TU	U					
Net: Favourable	224	34	108	20	20	119	56	50	140	162	26	90	56	114	32	67	59	66	137	224	-	90	76	59	129	99	50					
	20%	9%	39%	24%	13%	28%	12%	14%	28%	56%	5%	46%	13%	33%	11%	34%	12%	18%	26%	100%	-	21%	25%	32%	21%	36%	10%					
			BDE	B*		G		K	HKMOQ	HIKLMNOPQ		HKMNOQ	K	HKMOQ	K	HKMOQ	K	Ua	RUYa	RSUVWXYZa		Ua	RUYa	RUYa	Ua	RSUVWYa	U					
Net: Unfavourable	502	236	63	31	87	148	279	207	211	28	402	44	294	119	208	64	327	207	228	-	502	222	156	80	318	81	335					
	45%	65%	23%	37%	60%	35%	62%	59%	42%	10%	79%	22%	70%	35%	72%	33%	67%	55%	43%	-	100%	52%	51%	43%	51%	29%	69%					
		CD		C*	CD		F	ULNP	JLNP		HIJLMNOPQ	J	HIJLNP	JL	HIJLNP	JL	STXZ	STXZ	TXZ		RSUVWXYZa	STXZ	STZ	STZ	STZ	T	RSUVWXYZ					
Net Difference	-278	-201	45	-11	-67	-29	-223	-157	-71	134	-376	46	-237	-5	-176	3	-268	-141	-91	224	-502	-132	-80	-21	-190	19	-285					
	-25%	-56%	16%	-13%	-46%	-7%	-50%	-45%	-14%	47%	-74%	23%	-57%	-2%	-61%	2%	-55%	-38%	-17%	100%	-100%	-31%	-26%	-11%	-30%	7%	-59%					
Mean	-0.46	-0.91	0.18	-0.18	-0.78	-0.15	-0.84	-0.75	-0.30	0.60	-1.20	0.32	-1.02	-0.05	-1.09	-0.03	-0.91	-0.69	-0.32	1.20	-1.50	-0.56	-0.48	-0.28	-0.53	0.04	-0.99					
			BDE	BE*		G		KMOQ	HKMOQ	HIKLMNOPQ		HKMNOQ	K	HKMOQ	K	HKMOQ	KMD	Ua	RUWYTa	RSUVWXYZa		RUa	Ua	RUWYa	Ua	RSUVWXYTa	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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	320	473	325	525	221	394	355	282	204	469
Weighted base	1128	287	509	348	503	198	418	340	290	194	489
Very favourable (2)	45 4%	39 13% C	2 *	13 4%	27 5%	26 13% G	7 2%	35 10% I	2 1%	18 9% K	10 2%
Fairly favourable (1)	179 16%	124 43% C	24 5%	37 11%	113 22% D	64 32% G	50 12%	78 23% I	29 10%	49 25% K	49 10%
Neither favourable nor unfavourable (0)	336 30%	86 30% C	72 14%	84 24%	139 28%	59 30% G	57 14%	100 29% I	45 15%	60 31% K	96 20%
Fairly unfavourable (-1)	251 22%	20 7%	175 34% B	96 28%	110 22%	32 16%	107 26% F	72 21%	72 25%	36 19%	145 30% J
Very unfavourable (-2)	251 22%	8 3%	227 45% B	111 32% E	101 20%	12 6%	186 45% F	47 14%	136 47% H	27 14%	182 37% J
Don't know	65 6%	11 4%	8 2%	7 2%	14 3%	5 2%	11 3%	8 2%	6 2%	4 2%	6 1%

Net: Favourable	224 20%	162 56% C	26 5%	50 14%	140 28% D	90 46% G	56 13%	114 33% I	32 11%	67 34% K	59 12%
Net: Unfavourable	502 45%	28 10%	402 79% B	207 59% E	211 42%	44 22%	294 70% F	119 35%	208 72% H	64 33%	327 67% J
Net Difference	-278 -25%	134 47%	-376 -74%	-157 -45%	-71 -14%	46 23%	-237 -57%	-5 -2%	-176 -61%	3 2%	-268 -55%

Mean	-0.46	0.60 C	-1.20	-0.75	-0.30 D	0.32 G	-1.02	-0.05 I	-1.09	-0.03 K	-0.91
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I 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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 (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 (j)	Working (k)	Not working (l)	
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379	
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455	
Very favourable (2)	136	78	56	38	23	76	16	22	11	12	22	53	19	29	16	59	13	33	34	33	36	37	50	15	24	8	3	117	19	81	29	26	31	105	33	104	66	70	
	12%	15% C	10%	12%	6%	17%	14%	11%	6%	6%	12%	21%	14%	10%	6%	17%	21%	11%	10%	15%	14%	14%	17%	6%	16%	14%	3%	13%	9%	13%	9%	16%	10%	13%	9%	13%	10%	15%	
Fairly favourable (1)	237	104	127	49	74	114	16	33	36	38	36	78	16	52	60	100	9	51	81	47	58	53	57	81	30	8	9	185	52	146	55	36	69	168	64	173	124	113	
	21%	20%	23%	16%	19%	26%	14%	17%	19%	20%	20%	30%	13%	17%	22%	28%	15%	17%	25%	21%	22%	20%	19%	31%	19%	15%	9%	20%	25%	23%	17%	22%	22%	21%	18%	22%	18%	25%	
Neither favourable nor unfavourable (0)	196	86	98	58	72	66	20	38	32	40	28	38	23	54	53	55	11	35	57	43	61	56	50	37	28	11	14	167	29	97	71	28	56	140	49	147	119	77	
	17%	16%	18%	19%	19%	15%	18%	20%	17%	20%	15%	15%	18%	18%	19%	15%	18%	12%	18%	19%	23%	21%	17%	14%	18%	20%	14%	18%	14%	15%	22%	17%	18%	17%	14%	19%	18%	17%	
Fairly unfavourable (-1)	166	58	104	57	60	49	24	33	29	31	26	23	28	53	37	37	11	58	44	26	38	39	35	36	29	5	23	136	30	93	48	24	50	116	60	106	109	57	
	15%	11%	19%	19%	16%	11%	21%	17%	15%	16%	15%	9%	22%	18%	13%	10%	17	18%	19%	14%	11%	14%	15%	36	19%	9%	23%	15%	15%	15%	15%	15%	16%	14%	17%	14%	16%	12%	
Very unfavourable (-2)	360	189	144	84	145	131	28	56	74	71	66	65	33	99	104	106	18	117	106	70	66	71	84	91	41	23	48	286	74	204	109	46	91	268	145	215	233	127	
	32%	36% C	26%	27%	38%	30%	24%	29%	39%	36%	37%	25%	26%	33%	37%	29%	29%	38%	33%	31%	25%	27%	29%	35%	27%	41%	50%	31%	36%	32%	34%	28%	30%	33%	41%	28%	35%	28%	
Don't know	33	12	19	19	12	2	10	9	7	5	2	-	10	14	7	2	-	12	4	8	9	10	15	5	2	-	1	33	-	18	12	3	11	22	7	26	22	11	
	3%	2%	4%	6%	3%	*	9%	5%	4%	2%	1%	-	8%	5%	2%	1%	-	4%	1%	4%	3%	4%	5%	2%	1%	-	1%	4%	-	3%	4%	2%	4%	3%	2%	3%	3%	2%	
Net: Favourable	373 33%	181 35%	183 33%	86 28%	97 25%	190 43%	32 28%	54 29%	47 25%	50 25%	58 32%	132 51%	35 27%	81 27%	76 27%	159 44%	22 36%	84 27%	114 35%	80 35%	94 35%	91 34%	106 37%	95 36%	54 35%	16 29%	11 12%	303 33%	70 35%	227 36%	84 26%	62 38%	100 32%	273 33%	97 27%	276 36%	190 28%	183 40%	
Net: Unfavourable	526 47%	246 47%	248 45%	141 46%	205 53%	180 41%	52 46%	89 47%	103 54%	102 52%	92 51%	88 34%	61 48%	153 50%	141 40%	143 40%	28 46%	175 57%	151 46%	97 42%	104 39%	110 41%	119 41%	127 48%	70 46%	28 51%	71 73%	421 51%	104 51%	298 47%	157 48%	71 43%	141 46%	385 47%	205 57%	321 42%	342 51%	184 40%	
Net Difference	-152 -14%	-65 -12%	-65 -12%	-54 -18%	-108 -28%	10 2%	-20 -17%	-34 -18%	-56 -30%	-51 -26%	-34 -19%	44 17%	-26 -21%	-71 -24%	-65 -23%	17 5%	-6 -10%	-91 -30%	-36 -11%	-16 -7%	-9 -3%	-19 -7%	-13 -4%	-32 -12%	-17 -11%	-12 -22%	-60 -61%	-119 -13%	-34 -17%	-71 -11%	-73 -22%	-9 -5%	-41 -13%	-111 -14%	-108 -30%	-44 -6%	-152 -23%	-1 *	
Mean	-0.34	-0.34	-0.29	-0.35 EI	-0.61	-0.11 DEUK	-0.30 EI	-0.38	-0.65	-0.58	-0.44	0.12 DEFGHUK	-0.35	-0.49	-0.56	-0.08 NO	-0.18 **	-0.60	-0.34 R	-0.24 R	-0.15 R	-0.21 a	-0.17 a	-0.42 a	-0.22 a	-0.49 a*	-1.10 *	-0.32	-0.44	-0.31	-0.49	-0.18 *	-0.34	-0.34	-0.63 i	-0.21 i	-0.49	-0.13 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

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

Ipsos MORI June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	136 12% CDE	101 28% CDE	9 3%	2 2% *	12 8% C	28 7%	95 21% F	115 33% IJKLMNOPQ	8 2%	18 6% I	89 17% IULNP	21 11% II	76 18% IULNP	35 10% II	49 17% IUNP	18 9% IUNP	79 16% IUNP	136 36% STUVWYZa	- -	27 12% SWY	78 15% SWY	113 27% STUVWYZa	3 1% S	83 44% RSTUVWYZa	22 3% SW	30 11% SWY	78 16% SWY	
Fairly favourable (1)	237 21% CDE	145 40% CDE	21 8%	11 13% *	23 15% C	61 14%	139 31% F	168 48% IJKLMNOPQ	23 5%	39 29% I	146 29% IULMNP	94 14% IUN	94 22% IUNP	41 12% I	83 29% IULMNP	27 14% IUNP	129 26% IUNP	237 64% STUVWXYZa	- -	39 17% SW	129 26% STWYZ	158 37% STUVWYZa	17 5% S	70 37% STUVWYZa	84 13% SW	42 15% SW	140 29% STWYZ	
Neither favourable nor unfavourable (0)	196 17% CDE	56 16%	30 11%	11 13% *	22 15%	57 13%	71 16%	31 9%	31 6%	29 10% I	73 14% HNP	21 11% I	56 13% HNP	39 11% IP	44 15% HNP	14 7% HNP	81 17% HUNP	- -	- -	20 9% RS	64 13% RSWX	58 14% RS	22 7% RS	13 11% RS	71 9% RS	24 16% RSTUWXYZ	78	
Fairly unfavourable (-1)	166 15% CDE	29 8%	51 19% B	10 12% *	25 17% B	51 12%	67 15%	24 7% HKMNOPQ	105 21% HMP	58 20% HMP	73 14% H	35 18% HP	57 14% HP	60 18% HP	45 15% H	21 11% H	80 16% H	- -	166 32% RTUVWXYZa	36 16% RX	81 16% RX	55 13% RX	50 16% RX	15 8% R	124 20% RUVXZa	36 13% R	76 16% RX	
Very unfavourable (-2)	360 32% BE	28 8%	163 59% BE	50 59% B*	63 43% B	228 53% G	69 15%	9 3% HJKLMNOQ	333 66% HKLMOQ	138 48% HKLMOQ	129 25% H	80 40% HKOQ	134 32% HKOQ	164 48% HKLMOQ	69 57% H	111 24% HJKLMNOQ	119 57% H	- -	360 68% RTUVXYZa	101 45% RUVXa	147 29% RVXa	39 9% RX	212 69% RTUVXYZa	5 3% R	322 51% RUVXa	144 52% RUVXa	112 23% RVX	
Don't know	33 3%	2 1%	3 1%	1 1% *	1 1%	2 1%	5 1%	1 *	2 *	5 2% IKNOQ	- -	2 1% Q	1 *	2 *	- -	3 1% KQ	- -	- -	- -	1 *	3 1% S	1 *	1 *	1 1%	4 1% S	2 1% S	1 *	
Net: Favourable	373 33% CDE	246 68% CDE	30 11%	12 15% *	34 23% C	89 21%	235 53% F	283 81% IJKLMNOPQ	31 6%	57 20% I	234 46% IULMNP	60 31% IUN	170 41% IULNP	76 22% I	132 46% IULNP	45 23% I	208 43% IULNP	373 100% STUVWXYZa	- -	66 29% SWY	207 41% STWYZ	271 64% STUVWYZa	20 7% S	153 82% STUVWYZa	106 17% SW	72 26% SWY	217 45% STWYZ	
Net: Unfavourable	526 47% BE	57 16%	214 77% BE	60 71% B*	88 61% B	280 65% G	136 30% 9	33 87% HJKLMNOQ	439 68% HKLMOQ	196 40% H	201 58% H	114 58% HKOQ	191 46% HKO	224 66% HKLMOQ	114 39% H	132 68% HKLMOQ	199 41% H	- -	526 100% RTUVWXYZa	137 61% RUVXa	228 45% RVXa	94 22% RX	262 86% RTUVXYZa	21 11% R	446 71% RTUVXZa	180 65% RUVXa	187 39% RVX	
Net Difference	-152 -14%	189 52%	-184 -67%	-48 -56%	-54 -37%	-190 -44%	99 22%	251 72%	-408 -81%	-139 -48%	33 7%	-54 -27%	-21 -5%	-148 -44%	18 6%	-87 -45%	9 2%	373 100%	-526 -100%	-71 -32%	-22 -4%	177 42%	-242 -79%	132 71%	-340 -54%	-108 -39%	30 6%	
Mean	-0.34	0.73 CDE	-1.24	-1.15 *	-0.73 C	-0.92	0.28 F	1.03 IJKLMNOPQ	-1.46	-0.92 I	-0.01 IULMNP	-0.57 IUNP	-0.19 IULNP	-0.82 I	-0.01 IULMNP	-0.94 I	-0.06 IULNP	1.36 STUVWXYZa	-1.68	-0.65 SWY	-0.18 STWYZ	0.59 STUVWYZa	-1.48 S	1.13 STUVWYZa	-1.03 SW	-0.81 SWY	-0.01 STUWYZ	

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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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	320	473	325	525	221	394	355	282	204	469
Weighted base	1128	287	509	348	503	198	418	340	290	194	489
Very favourable (2)	136	18	89	115	8	21	76	35	49	18	79
	12%	6%	17% B	33% E	2%	11%	18% F	10%	17% H	9%	16% J
Fairly favourable (1)	237	39	146	168	23	39	94	41	83	27	129
	21%	14%	29% B	48% E	5%	20%	22%	12%	29% H	14%	26% J
Neither favourable nor unfavourable (0)	196	29	73	31	31	21	56	39	44	14	81
	17%	10%	14%	9%	6%	11%	13%	11%	15%	7%	17% J
Fairly unfavourable (-1)	166	58	73	24	105	35	57	60	45	21	80
	15%	20%	14%	7%	21% D	18%	14%	18%	15%	11%	16%
Very unfavourable (-2)	360	138	129	9	333	80	134	164	69	111	119
	32%	48% C	25%	3%	66% D	40%	32%	48% I	24%	57% K	24%
Don't know	33	5	-	1	2	2	1	2	-	3	-
	3%	2% C	-	* E	* D	1% F	* G	* H	-	1% K	-

Net: Favourable	373	57	234	283	31	60	170	76	132	45	208
	33%	20%	46% B	81% E	6%	31%	41% F	22%	46% H	23%	43% J
Net: Unfavourable	526	196	201	33	439	114	191	224	114	132	199
	47%	68% C	40%	9%	87% D	58% G	46%	66% I	39%	68% K	41%
Net Difference	-152	-139	33	251	-408	-54	-21	-148	18	-87	9
	-14%	-48%	7%	72%	-81%	-27%	-5%	-44%	6%	-45%	2%

Mean	-0.34	-0.92	-0.01 B	1.03 E	-1.46	-0.57	-0.19 F	-0.82	-0.01 H	-0.94	-0.06 J
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I 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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	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/ 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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	127 11%	78 15%	48 9%	24 8%	34 9%	69 16% DEGHUK	8 7%	16 8%	19 10%	14 7%	19 10%	51 20% DEGHUK	9 7%	28 9%	28 10%	56 16% MN	7 11% **	36 12%	33 10%	27 12%	32 12%	34 13%	37 13%	22 8%	22 14%	6 11% *	6 6% *	107 12%	20 10%	89 14% ef	28 9%	10 6% *	27 9%	100 12%	35 10%	92 12%	67 10%	59 13%
Fairly favourable (1)	298 26%	140 27%	147 27%	63 21%	93 24%	143 33% DEGHI	23 20%	40 21%	44 23%	49 25%	58 32% DGH	85 33% DGH	26 20%	66 22%	67 24%	114 32% MN	25 42% **	72 24%	102 31% U	71 31% U	53 20%	66 25%	86 29%	78 30%	31 20%	10 18% *	27 28% *	27 25%	70 35% b	189 30% e	67 21%	43 26% *	80 26%	218 27%	95 26%	204 26%	176 26%	123 27%
Neither favourable nor unfavourable (0)	323 29%	126 24%	178 32% B	90 30% G	116 30% 30%	116 27% 27%	25 22%	65 34% DG	55 29%	62 31%	50 28%	67 26%	30 23%	99 33%	80 29%	91 25%	23 38% **	80 26%	94 29%	57 25%	91 34%	80 30%	80 28%	74 28%	48 31%	21 38% a*	19 20% *	275 30% 30%	48 24%	160 25%	99 31%	63 39% d*	99 32%	224 27%	96 27%	227 29%	204 30%	119 26%
Fairly unfavourable (-1)	162 14%	77 15%	78 14%	45 15%	54 14%	63 14% I	21 19%	24 12%	20 10%	35 18%	21 11%	42 16%	24 19%	37 12%	40 14%	56 16%	6 10% **	48 16%	50 15%	28 12%	36 14%	36 13%	37 13%	46 18%	21 14%	10 18% *	13 13% *	132 14%	30 15%	94 15%	39 12%	30 18% *	43 14%	119 15%	62 17%	100 13%	94 14%	68 15%
Very unfavourable (-2)	143 13%	83 16% C	47 8%	44 14% FL	65 17% FL	34 8% L	18 16% FL	26 14% FL	34 18% FL	31 16% FL	26 14% FL	8 3%	19 15% P	42 14% P	52 19% P	30 8%	- 10% **	46 15%	35 11%	31 14%	32 12%	32 12%	30 10%	32 12%	18 12%	7 13% *	24 25% VWXY*	116 13% 13%	27 13% 13%	78 12% f	57 17% df	8 5% *	41 13%	102 12%	49 14%	94 12%	92 14%	51 11%
Don't know	75 7%	21 4%	51 9%	39 13% EFJEL	23 6% J	12 3% EFJEL	20 17% EFJEL	20 9% FJEL	17 9% EFJL	6 3%	7 4%	5 2%	20 16%OP	33 11% OP	9 3%	12 3%	- 10% **	24 8%	14 4%	14 6%	23 9%	18 7%	21 7%	12 5%	13 9%	2 3% *	9 9% *	67 7%	8 4%	29 4%	36 11% d	10 6% *	18 7%	57 6%	21 7%	53 7%	40 6%	34 8%
Net: Favourable	425 38%	218 42%	195 36%	87 28%	127 33%	212 48% DEGHI	30 27%	56 30%	64 34%	63 32%	77 43% DGH	136 53% DEGHI	35 27%	93 31%	95 34%	170 47% MNO	32 52% **	108 35%	135 41% U	98 43% U	85 32%	101 38%	123 42%	100 38%	53 35%	16 29% *	33 34% *	335 36%	90 44%	278 44% ef	95 29%	53 32% *	107 35%	318 39%	129 36%	296 38%	243 36%	182 40%
Net: Unfavourable	305 27%	160 31% C	125 23%	89 29% L	120 31% FL	97 22% 31%	40 35% FL	49 26%	54 28%	66 34% FL	46 26%	50 20%	43 34% P	78 26%	92 33% P	86 24%	6 10% **	94 31%	84 26%	59 26%	68 25%	68 26%	67 23%	78 30%	39 26%	17 30% *	36 38% VW*	248 27% 28%	57 28%	172 27%	95 29%	38 23% *	84 27%	221 27%	111 31% j	194 25%	186 28%	119 26%
Net Difference	120 11%	58 11%	71 13%	-2 -1%	7 2%	115 26% DEGHUK	-9 -8%	7 4%	10 5%	-3 -2%	30 17%	85 33%	-8 -6%	15 5%	3 1%	84 23%	26 43%	14 5%	50 15%	39 17%	16 6%	33 12%	56 19%	22 8%	14 9%	-1 -2%	-4 -4%	87 9%	33 16%	106 17%	-1 *	14 9%	23 8%	97 12%	18 5%	102 13%	57 8%	64 14%
Mean	0.10	0.10	0.14	-0.09	-0.07	0.36 DEGHUK	-0.21	-0.02	-0.03	-0.10	0.13 G	0.51 DEFGHIK	-0.17	*	-0.08	0.32 MNO	0.53 **	0.02	0.15	0.16	0.07	0.14 a	0.23 a	0.05	0.13	-0.04 *	-0.25 *	0.09	0.13	0.19 e	-0.10	0.10 *	0.03	0.12	0.01	0.14	0.05	0.17

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
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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 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 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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	127	99	10	3	6	20	96	96	15	20	90	24	74	29	49	17	84	109	11	21	82	127	-	59	39	26	85	
	11%	27% CDE	4%	4% *	4%	5%	21% F	28% IUKLMNOPQ	3%	7% I	18% IUNP	12% II	18% IUNP	9% I	17% IUNP	9% I	17% IUNP	29% STUWYZa	2% W	10% SWY	16% STWYZ	30% STUWYZa	-	31% STUWYZa	6% SW	9% SW	18% STWYZ	
Fairly favourable (1)	298	157	44	24	28	107	143	160	70	61	168	57	103	74	90	35	163	163	83	69	141	298	-	86	134	72	155	
	26%	43% CDE	16%	28% C*	19%	25%	32%	46% IUKLMNOPQ	14%	21% I	33% IUMNP	29% IUNP	25% I	22% I	31% IUMNP	18% UMNP	33% UMNP	44% STUWYZa	16% W	31% SWY	28% SWY	70% RSTUWKYZa	-	46% STUWYZa	21% SW	26% SW	32% SWY	
Neither favourable nor unfavourable (0)	323	66	84	28	41	130	112	64	136	87	109	52	91	92	58	57	106	71	142	53	105	-	-	26	166	77	110	
	29%	18% B	30% B	33% B*	28% B	30%	25%	18% HKMQQ	27% HKMQQ	30% HKMQQ	21% H	26% H	22% H	27% H	20% HKMQ	29% HKMQ	22% VWX	19% VWX	27% RUVWX	24% VWX	21% VWX	-	-	14% VW	26% RUVWX	28% RUVWX	23% VWX	
Fairly unfavourable (-1)	162	21	71	16	28	75	51	15	128	62	64	33	59	61	39	29	66	12	131	51	69	-	162	11	132	40	60	
	14%	6% B	26% B	18% B*	20% B	18% G	11%	4% HKL MNOPQ	25% HKMQQ	22% H	13% H	17% H	14% H	18% HK	15% H	13% H	25% RUVXYZa	3% RVX	23% RVX	14% RVX	-	53% RSTUVXYZa	6% V	21% RUVXZa	14% RVX	12% RVX		
Very unfavourable (-2)	143	8	57	13	37	80	32	4	130	43	59	26	73	70	39	51	56	8	131	25	87	-	143	3	135	55	60	
	13%	2% B	21% B	15% B*	25% B	19% G	7%	1% HKL MNQOQ	26% H	15% H	12% H	13% H	17% HKQ	21% HKLOQ	13% H	26% HKL MNQOQ	11% H	2% V	25% RTUVXYZa	11% RVX	17% RVXa	-	47% RSTUVXYZa	2% V	21% RTUVXa	20% RTVXa	12% RVX	
Don't know	75	10	11	1	6	16	13	9	24	14	19	6	18	14	14	5	14	11	27	5	19	-	-	3	22	7	14	
	7%	3% CDE	4%	1% *	4%	4%	3%	3% I	5% IUKLMNOPQ	5% I	4% IUNP	3% IUNP	4% IUNP	4% I	5% IUMNP	3% I	3% IUMNP	3% IUMNP	5% STUWYZa	2% W	4% SWY	4% SWYZ	-	-	2% VW	3% VW	3% VW	
Net: Favourable	425	255	54	27	33	127	239	256	85	82	258	81	177	103	139	53	247	271	94	90	222	425	-	144	172	97	239	
	38%	71% CDE	19%	32% C*	23%	30%	54% F	74% IUKLMNOPQ	17%	28% I	51% IUMNP	41% UNP	42% UNP	30% I	48% IUMNP	27% I	51% IUMNP	73% STUWYZa	18% W	40% SWY	44% SWYZ	100% RSTUWKYZa	-	77% STUWYZa	27% SW	35% SWY	50% STUWYZ	
Net: Unfavourable	305	29	128	29	65	155	83	19	258	105	123	59	132	131	78	80	122	20	262	76	156	-	305	14	267	95	120	
	27%	8% B	46% B	34% B*	45% B	36% G	19% F	6% HKL MNOPQ	51% HKLOQ	37% H	30% H	32% H	38% HKQ	27% HKL MNQOQ	41% H	25% H	5% V	34% RTUVXYZa	31% RVXa	31% RVXa	-	100% RSTUVXYZa	7% V	43% RTUVXZa	34% RVXa	25% RVX		
Net Difference	120	226	-74	-2	-32	-28	156	237	-172	-23	135	22	45	-28	61	-27	125	251	-168	15	66	425	-305	130	-95	2	120	
	11%	63% CDE	-27%	-2% *	-22%	-7%	35%	68%	-34%	-8%	26%	11%	11%	-8%	21%	-14%	26%	67%	-32%	7%	13%	100%	-100%	70%	-15%	1	25%	
Mean	0.10	0.90 CDE	-0.46	-0.14 *	-0.45	-0.22	0.51 F	0.97 IUKLMNOPQ	-0.60	-0.17 I	0.34 IUMNP	0.11 UNP	0.12 UNP	-0.21 I	0.26 UNP	-0.32 I	0.32 IUMNP	0.97 STUWYZa	-0.58 W	0.05 SWY	0.13 SWYZ	1.30 RSTUWKYZa	-1.47	1.01 STUWYZa	-0.31 SW	-0.10 SWY	0.31 STUWYZ	

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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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	320	473	325	525	221	394	355	282	204	469
Weighted base	1128	287	509	348	503	198	418	340	290	194	489
Very favourable (2)	127	20	90	96	15	24	74	29	49	17	84
	11%	7%	18% B	28% E	3%	12%	18%	9%	17% H	9%	17% J
Fairly favourable (1)	298	61	168	160	70	57	103	74	90	35	163
	26%	21%	33% B	46% E	14%	29%	25%	22%	31% H	18%	33% J
Neither favourable nor unfavourable (0)	323	87	109	64	136	52	91	92	58	57	106
	29%	30% C	21%	18%	27% D	26%	22%	27%	20%	29%	22%
Fairly unfavourable (-1)	162	62	64	15	128	33	59	61	39	29	66
	14%	22% C	13%	4%	25% D	17%	14%	18%	14%	15%	13%
Very unfavourable (-2)	143	43	59	4	130	26	73	70	39	51	56
	13%	15%	12%	1%	26% D	13%	17%	21% I	13%	26% K	11%
Don't know	75	14	19	9	24	6	18	14	14	5	14
	7%	5%	4%	3%	5%	3%	4%	4%	5%	3%	3%

Net: Favourable	425	82	258	256	85	81	177	103	139	53	247
	38%	28%	51% B	74% E	17%	41%	42%	30%	48% H	27%	51% J
Net: Unfavourable	305	105	123	19	258	59	132	131	78	80	122
	27%	37% C	24%	6%	51% D	30%	32%	38% I	27%	41% K	25%
Net Difference	120	-23	135	237	-172	22	45	-28	61	-27	125
	11%	-8%	26%	68%	-34%	11%	11%	-8%	21%	-14%	26%

Mean	0.10	-0.17	0.34 B	0.97 E	-0.60	0.11	0.12	-0.21	0.26 H	-0.32	0.32 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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 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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	47 4%	29 6%	17 3%	14 5%	7 2%	26 6% EUK	7 6% EI	7 4%	3 2%	5 2%	4 2%	21 8% EUK	7 5%	9 3%	5 2%	22 6% O	3 6% O	11 4%	9 3%	9 4%	17 6%	7 3%	16 5%	8 3%	13 8% VX	1 2% +	2 2% +	36 4%	11 5%	31 5%	12 4%	3 2% +	11 3%	36 4%	15 4%	32 4%	24 4%	23 5%
Fairly favourable (1)	140 12%	74 14%	61 11%	49 16%	31 8%	60 14% EI	19 16% EI	30 16% EI	18 10%	13 7%	20 11% EI	40 16% EI	20 15% O	43 14% O	18 7%	50 14% O	8 4% O	38 12% O	45 14% O	29 13%	28 11%	32 12%	36 14% a	36 19% Za	29 4% +	2 5% +	5 13%	117 11%	23 13%	82 12%	38 12% +	19 14% +	43 12%	97 12%	41 13%	99 12%	79 13%	61 13%
Neither favourable nor unfavourable (0)	257 23%	98 19%	147 27% B	63 21%	79 21%	114 26%	22 19%	41 22%	34 18%	46 23%	44 24%	70 27%	27 21%	58 19%	59 21%	93 26%	20 32% O	53 17%	80 25% R	52 23%	72 27% R	76 29% XTa	76 26% a	50 19%	25 17%	15 27% +	14 15% +	209 23%	48 24%	136 21%	66 20%	54 33% de*	66 22%	190 23%	60 17%	196 25% i	138 21%	118 26%
Fairly unfavourable (-1)	207 18%	93 18%	106 19%	49 16%	74 19%	83 19%	21 18%	29 15%	34 18%	40 21%	35 19%	48 19%	22 17%	47 16%	58 21%	73 20%	6 10% O	53 17%	64 20%	44 19%	46 17%	40 15%	52 18%	46 18%	32 21%	11 20% v*	25 26% +	167 18%	40 20%	118 19%	60 18%	29 17% +	54 18%	153 19%	72 20%	135 18%	121 18%	86 19%
Very unfavourable (-2)	420 37%	214 41% C	182 33%	103 34%	174 45% DFGL	143 33%	33 29%	71 37%	88 46% DFGL	86 44% DFGL	71 40% FL	72 28%	40 31%	121 40% P	127 46% MP	113 31%	20 32% O	134 44% U	119 36%	78 34%	90 34%	99 37%	94 32%	111 42% WV	44 28%	26 46% Y*	48 50% WV*	341 37%	79 39%	247 39%	123 38%	50 31% +	117 38%	303 37%	155 43% j	265 34%	284 42% i	137 30%
Don't know	57 5%	17 3%	38 7% B	26 9% FJRL	20 5%	11 3%	13 12% EFJRL	13 7% F	13 7% FL	7 4%	5 3%	6 2%	13 10% OP	24 8% OP	9 3%	8 2%	3 5% O	3 6%	17 3%	10 7% S	16 6%	15 5%	12 6%	18 4%	12 7%	10 3% +	3 3% +	55 6% c	3 1%	24 4%	25 8% d	8 5% +	17 6%	40 5%	15 4%	43 6%	28 4%	29 6%
Net: Favourable	187 17%	104 20% C	77 14%	62 21% EUI	39 10%	86 20% EUK	25 22% EUI	37 20% EUI	21 11%	17 9%	24 13% EUI	61 24% EUK	27 21% O	53 17% O	23 8%	72 20% O	12 19% O	49 16%	54 16% O	38 17%	45 17%	39 15%	51 18% Za	44 17% a	42 27% VWZa	3 5% +	7 7% +	153 17%	34 17%	114 18%	50 16%	23 14% +	53 17%	134 16%	56 17%	131 15%	103 15%	84 18%
Net: Unfavourable	627 56%	307 58%	287 52%	153 50%	248 64% DFGHL	227 52%	54 47%	99 52%	121 64% DFGHL	126 64% DFGHL	106 59% FL	120 47%	62 48%	169 56% MNP	185 67% MNP	186 52%	26 43% O	187 61% U	183 56%	122 54%	135 51%	139 52%	145 60%	157 60%	76 49%	36 65% +	73 75% VWXY*	508 55%	119 58%	365 57%	183 56%	79 48% +	172 56%	456 56%	227 63% j	400 52%	404 60% i	223 49%
Net Difference	-440 -39%	-203 -39%	-210 -38%	-90 -30%	-209 -54%	-141 -32%	-28 -25%	-62 -33%	-100 -53%	-109 -55%	-82 -46%	-59 -23%	-35 -27%	-116 -38%	-162 -59%	-113 -32%	-14 -23%	-137 -45%	-129 -39%	-84 -37%	-90 -34%	-100 -38%	-94 -32%	-112 -43%	-34 -22%	-34 -60%	-66 -68%	-355 -38%	-85 -42%	-251 -39%	-133 -41%	-56 -34%	-118 -38%	-322 -39%	-171 -48%	-269 -35%	-301 -45%	-139 -31%
Mean	-0.76	-0.76	-0.73	-0.65 EU	-1.03	-0.61 EUK	-0.54 EUK	-0.71 EUI	-1.05	-1.01	-0.86	-0.43 EFUK	-0.59 O	-0.81 O	-1.06	-0.58 NO	-0.53 O	-0.90	-0.75	-0.72	-0.65	-0.75 a	-0.63 Za	-0.85 a	-0.45 VXZa	-1.07 +	-1.19 +	-0.76	-0.77	-0.76	-0.81	-0.66 +	-0.77	-0.75	-0.91	-0.69 i	-0.87	-0.59 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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 the SNP (P)	Unfavourable to the SNP (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Hancock (X)	Unfavourable to Hancock (Y)	Favourable to Nicola Sturgeon (Z)	Unfavourable to Nicola Sturgeon (a)
Unweighted base	1128	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484
Very favourable (2)	47	35	4	*	5	13	31	38	4	9	30	10	24	13	13	7	21	42	3	16	20	41	-	47	-	15	23
	4%	10% CDE	1%	* *	3%	3%	7% F IKLMNOPQ	11% I IKLMNOPQ	1%	3%	6%	5%	6%	4%	5%	4%	4%	11% SUNWYZa	1%	7% SWY	4%	10% SUNWYZa	- RSTUVWYZa	25% RSTUVWYZa	-	6% SWY	5% SWY
Fairly favourable (1)	140	71	22	12	13	41	66	102	19	44	62	41	48	42	51	27	70	111	17	44	60	103	14	140	-	37	65
	12%	20% CE	8%	15% *	9%	10%	15% F IKLMNOPQ	29% I IKLMNOPQ	4%	15%	12%	21% IKMNPQ	11%	12%	18%	14%	14%	30% STUVWYZa	3%	19% SUNWYZa	12% SWY	24% SUNWYZa	5% Y	75% RSTUVWYZa	-	13% SWY	13% SWY
Neither favourable nor unfavourable (0)	257	104	48	11	21	85	108	96	46	49	104	30	75	50	60	30	102	103	49	34	96	103	20	-	-	40	110
	23%	29% CDE	17%	14% *	15%	20%	24% F IKLMNOPQ	28% I IKLMNOPQ	9%	17%	20% IN	15% I	18%	15%	21%	15%	21%	28% STUVWXYZ	9% WXY	15% SWXY	19% SWXY	24% STUVWXYZ	7% XY	-	-	14% SWXY	23% STUVWXYZ
Fairly unfavourable (-1)	207	74	36	15	37	70	95	60	100	39	122	32	85	56	63	30	106	58	109	25	109	80	52	-	207	40	103
	18%	20% C	13%	18% *	25% C	16%	21% I	17% J HULNP	20% J	13%	24% HULNP	16% J	20% J	16%	22% J	15%	22% J	15% X	21% TXZ	11% X	22% RTXZ	19% TX	17% TX	- RSTUVWXZa	33% X	15% RTXZ	21% RTXZ
Very unfavourable (-2)	420	68	159	43	68	209	135	45	318	141	182	81	175	170	96	98	180	49	338	104	209	92	215	-	420	141	178
	37%	19% B	57% B	51% B*	47% B	29% G	30% I	13% HUKLMNOPQ	63% HUKLMNOPQ	49% HUKLOQ	36% H	41% H	42% HKO	50% HKLMOQ	33% H	51% HKLMOQ	37% H	13% X	64% RTUVXZa	46% RVXa	42% RVXa	22% RX	70% RSTUVXZa	- RSTUVXZa	67% RTUVXZa	51% RUVXa	37% RVX
Don't know	57	8	8	2	1	11	13	7	16	5	9	4	12	9	7	2	9	12	10	2	8	6	4	-	-	3	4
	5%	2%	3%	2% *	1%	3%	3%	2%	3% P	2%	2%	2%	3%	3%	2%	1%	2%	3% VXYa	2%	1%	2%	1%	1% Y	-	-	1%	1% Y

Net: Favourable	187 17%	106 29% CDE	25 9%	13 15% *	18 12%	54 13%	97 22% F IKLMNOPQ	140 40% I IKLMNOPQ	23 5%	53 19% I	92 18% I	51 26% IKMNPQ	72 17% I	55 16% I	65 22% IM	34 18% I	91 19% I	153 41% STUVWYZa	21 4% Y	59 27% SUNWYZa	80 16% SWY	144 34% STUVWYZa	14 5% Y	187 100% RSTUVWYZa	- - -	52 19% SWY	88 18% SWY
Net: Unfavourable	627 56%	142 39% B	195 70% B	58 69% B*	105 72% B	279 65% G	229 51% I HUKLMNOPQ	105 30% I HUKLMNOPQ	418 83% H	180 63% H	304 60% H	113 57% H	259 62% HO	226 66% HLOQ	158 55% H	128 66% HLO	287 59% H	106 28% X	446 85% RTUVXZa	129 57% RVX	318 63% RVXa	172 40% RX	267 87% RTUVXZa	- - RSTUVWXYZa	627 100% RSTUVWXYZa	182 66% RTVX	281 58% RVX
Net Difference	-440 -39%	-36 -10%	-170 -61%	-46 -54%	-87 -60%	-225 -53%	-132 -29% F	35 10% IKLMNOPQ	-395 -79% I	-126 -44% I	-212 -42% INP	-62 -31% UNP	-188 -45% I	-171 -50% I	-94 -32% I	-94 -49% I	-195 -40% IN	46 12% STUVWYZa	-426 -81% WY	-69 -31% SWYZ	-238 -47% SWY	-28 -7% STUVWYZa	-253 -83% Y	187 100% RSTUVWYZa	-627 -100% SWY	-130 -47% SWY	-192 -40% SUNWY

Mean	-0.76	-0.20 CDE	-1.21	-1.07 *	-1.04	-1.01	-0.54 F IKLMNOPQ	0.08 IKLMNOPQ	-1.46	-0.91 I	-0.73 INP	-0.68 UNP	-0.83 I	-0.99 I	-0.62 IUNP	-0.96 I	-0.74 IN	0.11 STUVWYZa	-1.47 WY	-0.71 SWYZ	-0.86 SWY	-0.19 STUVWYZa	-1.55 Y	1.25 RSTUVWYZa	-1.67 SWY	-0.93 SWY	-0.72 SUNWY
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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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble	Favourabl e	Unfavoura ble
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	320	473	325	525	221	394	355	282	204	469
Weighted base	1128	287	509	348	503	198	418	340	290	194	489
Very favourable (2)	47 4%	9 3%	30 6%	38 11% E	4 1%	10 5%	24 6%	13 4%	13 5%	7 4%	21 4%
Fairly favourable (1)	140 12%	44 15%	62 12%	102 29% E	19 4%	41 21% G	48 11%	42 12%	51 18%	27 14%	70 14%
Neither favourable nor unfavourable (0)	257 23%	49 17%	104 20%	96 28% E	46 9%	30 15%	75 18%	50 15%	60 21%	30 15%	102 21%
Fairly unfavourable (-1)	207 18%	39 13%	122 24% B	60 17%	100 20%	32 16%	85 20%	56 16%	63 22%	30 15%	106 22%
Very unfavourable (-2)	420 37%	141 49% C	182 36%	45 13%	318 63% D	81 41%	175 42%	170 50% I	96 33%	98 51% K	180 37%
Don't know	57 5%	5 2%	9 2%	7 2%	16 3%	4 2%	12 3%	9 3%	7 2%	2 1%	9 2%

Net: Favourable	187 17%	53 19%	92 18%	140 40% E	23 5%	51 26% G	72 17%	55 16%	65 22%	34 18%	91 19%
Net: Unfavourable	627 56%	180 63%	304 60%	105 30%	418 83% D	113 57%	259 62%	226 66% I	158 55%	128 66%	287 59%
Net Difference	-440 -39%	-126 -44%	-212 -42%	35 10%	-395 -79%	-62 -31%	-188 -45%	-171 -50%	-94 -32%	-94 -49%	-195 -40%

Mean	-0.76	-0.91	-0.73	0.08 E	-1.46	-0.68	-0.83	-0.99	-0.62 H	-0.96	-0.74
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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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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 (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)	(a)	Urban (b)	Rural (c)	Married/ Living as Married (d)	Single (e)	Widowed/ 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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379		
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455		
Very favourable (2)	81	43	32	16	33	32	6	10	16	18	14	18	6	21	23	27	4	16	22	17	25	10	14	17	7	1	31	58	23	48	23	10	20	61	32	49	58	23		
	7%	8%	6%	5%	9%	7%	6%	5%	8%	9%	8%	7%	5%	7%	8%	7%	6%	5%	7%	8%	9%	4%	5%	7%	5%	3%	32%	6%	11%	8%	7%	6%	6%	7%	9%	6%	9%	5%		
Fairly favourable (1)	196	73	107	66	66	64	25	41	38	28	30	35	26	67	39	52	11	71	66	26	33	37	45	49	32	8	24	164	32	110	54	32	56	140	89	107	132	64		
	17%	14%	19%	22%	17%	15%	22%	21%	20%	14%	16%	13%	20%	22%	14%	15%	18%	23%	20%	11%	12%	14%	16%	19%	21%	14%	25%	18%	16%	17%	17%	20%	18%	17%	25%	14%	20%	14%		
Neither favourable nor unfavourable (0)	297	124	158	111	107	79	43	68	52	55	26	53	46	99	73	69	9	84	71	58	84	66	81	67	56	17	10	258	39	151	105	40	96	201	90	207	182	115		
	26%	24%	29%	36%	28%	18%	38%	36%	28%	28%	15%	21%	36%	33%	27%	19%	15%	27%	22%	26%	31%	25%	28%	25%	37%	30%	10%	28%	19%	24%	32%	25%	31%	25%	27%	27%	20%	25%		
Fairly unfavourable (-1)	171	81	83	38	52	80	13	25	18	34	42	38	20	33	47	62	9	43	50	30	48	49	39	48	18	8	8	133	38	102	40	29	47	124	44	127	95	76		
	15%	15%	15%	13%	13%	18%	11%	13%	10%	17%	23%	15%	15%	11%	17%	17%	15%	14%	15%	13%	18%	18%	13%	48	18	8	15%	8%	14%	19%	16%	12%	18%	15%	15%	12%	16%	14%	17%	
Very unfavourable (-2)	313	184	122	42	99	172	16	26	46	53	61	111	18	49	80	141	25	72	103	75	63	88	88	65	29	20	23	244	69	197	72	44	69	244	85	228	163	150		
	28%	35%	22%	14%	26%	39%	14%	14%	24%	27%	34%	43%	14%	16%	29%	39%	41%	23%	32%	33%	23%	33%	30%	25%	19%	35%	23%	26%	34%	31%	22%	27%	22%	30%	24%	30%	24%	33%		
Don't know	71	20	47	31	29	10	11	20	20	9	7	3	13	34	13	7	3	19	14	22	16	16	24	16	11	2	1	68	3	31	31	9	21	50	19	52	44	27		
	6%	4%	9%	10%	8%	2%	9%	11%	10%	5%	4%	1%	10%	11%	5%	2%	5%	6%	4%	10%	6%	6%	8%	6%	7%	4%	1%	7%	1%	5%	10%	5%	7%	6%	5%	7%	6%	6%		
Net: Favourable	277	117	139	82	99	96	32	51	54	45	44	52	32	89	62	79	15	88	88	43	58	47	59	67	39	9	55	222	55	158	76	42	76	201	121	156	190	87		
	25%	22%	25%	27%	26%	22%	28%	27%	28%	23%	24%	20%	25%	29%	22%	22%	25%	29%	27%	19%	22%	18%	20%	25%	26%	16%	57%	24%	27%	25%	24%	26%	25%	25%	34%	20%	28%	19%		
Net: Unfavourable	484	265	205	80	151	252	29	51	64	87	103	149	37	81	128	204	34	115	154	105	110	137	127	113	47	28	31	377	106	299	112	73	116	368	129	355	258	226		
	43%	51%	37%	26%	39%	58%	25%	27%	34%	44%	57%	58%	29%	27%	46%	57%	55%	38%	47%	46%	41%	51%	44%	43%	31%	50%	32%	41%	52%	47%	34%	44%	45%	36%	46%	38%	50%			
Net Difference	-206	-149	-67	2	-52	-156	3	-1	-10	-42	-60	-97	-5	7	-66	-125	-19	-27	-65	-62	-52	-90	-68	-47	-8	-19	25	-155	-51	-140	-35	-31	-40	-167	-8	-198	-68	-139		
	-18%	-28%	-12%	1%	-13%	-36%	2%	*	-5%	-21%	-33%	-38%	-4%	2%	-24%	-35%	-31%	-9%	-20%	-27%	-20%	-34%	-23%	-18%	-5%	-33%	26%	-17%	-25%	-22%	-11%	-19%	-13%	-20%	-2%	-26%	-10%	-31%		
Mean	-0.41	-0.57	-0.31	-0.09	-0.33	-0.69	-0.07	-0.10	-0.24	-0.41	-0.61	-0.75	-0.14	-0.07	-0.47	-0.68	-0.69	-0.29	-0.47	-0.58	-0.36	-0.67	-0.53	-0.38	-0.21	-0.68	0.35	-0.40	-0.48	-0.48	-0.29	-0.41	-0.31	-0.45	-0.18	-0.53	-0.27	-0.62		

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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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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	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative	Labour	Liberal Democrats	Other			Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	(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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	81 7%	14 4%	19 7%	3 3%	33 23% BCD	43 10% G	25 6%	14 4% Q	55 11% HKMOQ	29 10% HKOQ	30 6% OQ	26 13% HKMOQ	28 7% OQ	52 15% HUKMOQ	6 2% Q	65 33% HUKLMNOQ	3 1%	21 6% a	54 10% RUJa	29 13% RUVVa	33 7% a	33 8% a	34 11% RUJa	16 9% a	58 9% Ua	81 29% RSTUVWXYa	- -	
Fairly favourable (1)	196 17%	31 8%	63 23% B	28 34% B*	37 25% B	117 27% G	36 8%	47 14% Q	121 24% HKMOQ	86 30% HKMOQ	52 10% Q	60 30% HKMOQ	49 12% Q	105 31% HKMOQ	27 9% Q	92 47% HUKLMNOQ	24 5% Ua	50 13% Ua	126 24% RUVVa	70 31% RSUVWXYa	48 10% a	64 15% RUJa	61 20% RUJa	36 19% RUJa	123 20% RUJa	196 71% RSTUVWXYa	- -	
Neither favourable nor unfavourable (0)	297 26%	58 16%	105 38% BE	22 26% BE	22 15% B	129 30% G	71 16%	66 19% KOPQ	136 27% HKMOQ	104 36% HUKLMNOPQ	70 14%	52 27% HKMOQ	59 14%	85 25% KMOQ	34 12% Q	21 11% Q	65 13% Za	68 18% Za	144 27% RUVY2a	70 31% RUVX2a	76 15% Za	73 17% RUV2a	86 28% U2a	40 21% RU2a	150 24% RUV2a	- -	- -	
Fairly unfavourable (-1)	171 15%	60 17%	45 16%	15 18% *	17 12%	63 15%	86 19%	55 16% JP	77 15% JP	29 10% P	98 19% JMNPP	31 16% P	63 15% P	42 12% P	54 19% JP	11 6% HUMNP	104 21% Z	69 18% Z	77 15% Z	28 13% Z	87 17% Z	72 17% Z	45 15% Z	28 15% Z	93 15% Z	- -	171 35% RSTUVWXYZ	
Very unfavourable (-2)	313 28%	186 51% CDE	33 12%	14 16% *	37 25% C	64 15% F	213 48% ULNP	157 45% ULNP	97 19% JLNP	28 10% P	249 56% ULNP	21 50% P	207 13% ULNP	45 56% HUKLMNP	163 47% P	3 1% HUKLMNP	287 59% HUKLMNP	149 40% STWXYZ	110 21% Z	21 10% Z	248 49% STWXYZ	168 39% STWXYZ	75 25% TZ	60 32% TZ	188 30% STWZ	- -	313 65% RSTUVWXYZ	
Don't know	71 6%	12 3%	12 4% E	3 3% *	- -	13 3%	16 4%	9 3%	18 4% PQ	11 4% PQ	10 2% Q	7 3% Q	13 3% Q	12 3% PQ	5 2% Q	2 1% Q	6 1% Q	17 4% UW2a	15 3% Za	5 2% Za	11 2% Za	16 4% Za	4 1% Za	7 4% Za	15 2% Za	- -	- -	
Net: Favourable	277 25%	45 12%	82 30% B	31 37% B*	70 48% BC	160 37% G	61 14%	62 18% OQ	175 35% HKMOQ	115 40% HKMOQ	82 16% Q	86 43% HKMOQ	76 18% OQ	157 46% HKMOQ	34 12% Q	157 81% HUKLMNOQ	27 5% Q	72 19% a	180 34% RUVVa	99 44% RSUVWXYa	81 16% a	97 23% Ua	95 31% RUVa	52 28% RUa	182 29% RUVa	277 100% RSTUVWXYa	- -	
Net: Unfavourable	484 43%	246 68% CDE	78 28%	29 34% *	54 37%	127 30%	299 67% F	212 61% ULNP	174 35% JLNP	57 20% P	347 68% HJLNP	53 27% JP	270 64% ULNP	87 26% JP	218 75% HUKLMNP	14 7% HUKLMNOP	391 80% HUKLMNOP	217 58% STWXYZ	187 36% TZ	50 22% Z	335 67% RSTWXYZ	239 56% STWXYZ	120 39% TZ	88 47% STZ	281 45% STWZ	- -	484 100% RSTUVWXYZ	
Net Difference	-206 -18%	-201 -56%	4 1%	2 3%	16 11%	33 8%	-238 -53%	-150 -43%	2 *	58 20%	-265 -52%	33 17%	-193 -46%	70 21%	-184 -63%	143 74%	-364 -75%	-146 -39%	-7 -1%	49 22%	-254 -51%	-142 -33%	-24 -8%	-36 -19%	-99 -16%	277 100%	-484 -100%	
Mean	-0.41	-1.07	-0.04 B	-0.11 B*	0.09 B	0.03 G	-0.99	-0.86 OQ	-0.08 HKMOQ	0.22 HKMOQ	-0.97 OQ	0.20 HKMOQ	-0.92 OQ	0.24 HKMOQ	-1.19 Q	1.07 HUKLMNOQ	-1.34	-0.77 Ua	-0.13 RUVXYa	0.26 RSUVWXYa	-0.95 a	-0.68 Ua	-0.22 RUVYa	-0.44 RUVa	-0.37 RUVa	1.29 RSTUVWXYa	-1.65	

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	81 7%	29 13% C	33 7%	21 6%	54 10% D	33 8%	34 11%	16 9%	58 9%	81 29% K	- -
Fairly favourable (1)	196 17%	70 31% C	48 10%	50 13%	126 24% D	64 15%	61 20%	36 19%	123 20%	196 71% K	- -
Neither favourable nor unfavourable (0)	297 26%	70 31% C	76 15%	68 18%	144 27% D	73 17%	86 28% F	40 21%	150 24%	- -	- -
Fairly unfavourable (-1)	171 15%	28 13%	87 17%	69 18%	77 15%	72 17%	45 15%	28 15%	93 15%	- -	171 35% J
Very unfavourable (-2)	313 28%	21 10%	248 49% B	149 40% E	110 21%	168 39% G	75 25%	60 32%	188 30%	- -	313 65% J
Don't know	71 6%	5 2%	11 2%	17 4%	15 3%	16 4%	4 1%	7 4%	15 2%	- -	- -

Net: Favourable	277 25%	99 44% C	81 16%	72 19%	180 34% D	97 23%	95 31% F	52 28%	182 29%	277 100% K	- -
Net: Unfavourable	484 43%	50 22%	335 67% B	217 58% E	187 36%	239 56% G	120 39%	88 47%	281 45%	- -	484 100% J
Net Difference	-206 -18%	49 22%	-254 -51%	-146 -39%	-7 -1%	-142 -33%	-24 -8%	-36 -19%	-99 -16%	277 100%	-484 -100%

Mean	-0.41	0.26 C	-0.95	-0.77	-0.13 D	-0.68	-0.22 F	-0.44	-0.37	1.29 K	-1.65
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id 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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)	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/ 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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	66 6%	34 6%	29 5%	38 12% EFUKL	13 3%	15 3%	19 17% EFUKL	19 10% EFUKL	7 3%	6 3%	5 3%	10 4%	22 17% NOP	22 7% O	6 2%	12 3%	2 4% **	18 6%	22 7%	10 4%	15 6%	18 7% a	19 6% a	14 5%	12 8% a	2 4% *	1 1% *	56 6%	10 5%	35 5%	25 8%	6 3% *	23 8%	42 5%	20 5%	46 6%	40 6%	26 6%
Fairly favourable (1)	222 20%	91 17%	119 22%	87 29% EFUKL	68 18%	67 15% L	34 30% EFUKL	53 28% EFUKL	36 19%	32 16%	38 21% FL	29 11%	35 27% OP	75 25% NOP	47 17%	59 16%	6 9% **	67 22%	60 19%	49 21%	46 17%	51 19%	46 16%	46 18%	46 30% VWxa	16 28% w*	17 17% *	186 20%	36 18%	117 18%	75 23%	30 18% *	72 23%	150 18%	88 25% j	134 17%	147 22%	75 16%
Neither favourable nor unfavourable (0)	288 25%	129 25%	142 26%	77 25% GL	119 31% FGL	92 21% L	19 30% DFGL	57 32% FGL	60 30% FGL	59 28% FGL	50 28% FGL	42 16%	24 18%	94 31% MP	83 30% M	81 23%	6 10% **	80 26%	81 25%	46 20%	80 30% T	71 27%	74 25%	71 27%	34 22%	16 28% *	21 22% *	232 25%	55 27%	161 25%	93 29%	34 20% *	86 28%	202 25%	91 25%	196 26% i	198 29% i	90 20%
Fairly unfavourable (-1)	238 21%	116 22%	111 20%	46 15%	84 24% DH	108 25% DHK	20 18%	26 14%	37 20%	47 24% DH	27 15%	81 31% DEFGHIK	22 17%	52 17%	55 20%	85 24%	23 38% **	69 22%	78 24%	48 21%	44 17%	56 21%	75 18%	48 14%	21 14%	6 11% *	32 33% VWxz*	186 20%	53 26%	139 22%	62 19%	38 23% *	55 18%	184 22%	81 23%	158 20%	128 19%	110 24%
Very unfavourable (-2)	270 24%	143 27%	119 22%	32 11%	88 34% DGH	150 21% DEGHU	10 9%	22 11%	39 21% DGH	49 25% DGH	58 32% DEGHI	92 36% DEGHU	14 11%	38 13%	79 29% MN	119 33% MN	20 33% **	60 20%	80 24%	62 27%	69 26%	62 23%	59 20%	75 29%	36 24%	14 25% *	24 25% *	222 24%	48 24%	166 26% e	53 16%	51 31% e*	58 19%	212 26% g	66 19% i	204 26% i	136 20% k	134 29% k
Don't know	44 4%	13 2%	29 5%	24 8% EFUKL	14 4% J	6 1%	11 10% EFUKL	13 7% FKL	3 6%	1 2%	4 1%	2 2%	11 9% OP	22 7% OP	6 2%	2 1%	3 5% **	12 4%	5 2%	14 6% s	12 5%	9 4%	18 6%	8 3%	4 3%	2 4% *	3 5% *	42 5% c	2 1%	16 3%	6 5% *	14 5%	30 4% *	12 3%	33 4% *	24 4% *	21 5%	
Net: Favourable	287 25%	124 24%	148 27%	125 41% EFUKL	81 21%	82 19%	53 47% EFUKL	72 38% EFUKL	42 22%	39 20%	43 24% F	39 15%	58 45% NOP	97 32% OP	54 19%	71 20%	8 13% **	85 28%	83 25%	58 26%	62 23%	68 26%	65 22%	61 23%	58 38% VWxa	18 32% *	18 18% *	242 26%	45 22%	151 24%	101 31% d	36 22% *	95 31% h	192 23%	108 30% j	180 23%	187 28%	100 22%
Net: Unfavourable	509 45%	259 49%	230 42%	79 26% DGH	172 45% DEGHUK	258 27% DEGHUK	31 25%	48 40%	76 49%	96 49%	85 47% DEFGHIK	173 67% DEFGHIK	37 28%	90 30%	134 49% MN	204 57% MN	44 71% **	128 42%	157 48%	110 48%	113 42%	118 44%	134 46%	123 47%	57 37%	20 36% *	56 57% Yz*	408 44%	101 50%	305 48% e	115 35%	89 54% e*	113 37%	396 48% g	147 41%	362 47%	265 39%	244 54% k
Net Difference	-221 -20%	-134 -26%	-82 -15%	46 15%	-91 -24%	-176 -40%	22 20%	24 12%	-34 -18%	-58 -29%	-42 -23%	-134 -52%	21 16%	6 2%	-81 -29%	-132 -37%	-35 -58%	-43 -14%	-75 -23%	-51 -23%	-52 -19%	-50 -19%	-70 -24%	-63 -24%	1 1%	-2 -4%	-38 -39%	-166 -18%	-56 -27%	-154 -24%	-14 -4%	-53 -33%	-18 -6%	-203 -25%	-39 -11%	-182 -24%	-78 -12%	-144 -32%
Mean	-0.39	-0.48	-0.33	0.18 EFUKL	-0.45 FL	-0.72	0.30 EFUKL	0.11 EFUKL	-0.37 FL	-0.52 L	-0.53 FL	-0.85	0.25 NOP	-0.03 OP	-0.57	-0.67	-0.93 **	-0.29	-0.41	-0.48	-0.41	-0.37	-0.40	-0.48	-0.15 xa	-0.26 *	-0.65 *	-0.38	-0.47	-0.46	-0.14 df	-0.63 *	-0.18 h	-0.47	-0.25 j	-0.46	-0.27 i	-0.58

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q,R/S/T/U/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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	66 6%	7 2%	45 16%	2 2%	4 3%	28 6%	20 4%	16 5%	41 8%	66 23%	-	32 16%	12 3%	45 13%	6 2%	24 12%	18 4%	19 5%	40 8%	46 21%	4 1%	23 5%	20 7%	17 9%	34 5%	26 9%	12 2%	
			BDE	*				K	KMOQ	HKLMNOPQ	-	HKMOQ	K	HKMOQ	K	HKMOQ	K	Ua	UYa	RSUVWXYZa		Ua	Ua	RUVYa	Ua	RUVYa		
Fairly favourable (1)	222 20%	23 6%	118 43%	18 21%	22 15%	131 31%	37 8%	36 10%	155 31%	222 77%	-	80 40%	50 12%	102 30%	28 10%	66 34%	54 11%	108 30%	156 30%	116 52%	24 5%	58 14%	85 28%	36 19%	146 23%	90 32%	45 9%	
			BDE	B*	B	G		K	HKMOQ	HKLMNOPQ	-	HKMOQ	K	HKMOQ	K	HKMOQ	K	U	RUVYXa	RSUVWXYZa		RUa	RUVYa	RUVYa	RUVYa	RUVYXa		
Neither favourable nor unfavourable (0)	288 25%	53 15%	70 25%	27 32%	39 27%	119 28%	84 19%	61 18%	111 22%	-	-	45 23%	52 12%	88 26%	37 13%	48 25%	70 14%	71 19%	122 23%	32 14%	67 13%	78 18%	76 25%	38 20%	136 22%	78 28%	76 16%	
			B	B*	B	G		JKM	JKMOQ	-	-	JKMOQ	JK	HKMOQ	JK	HKMOQ	JK	U	TUa	RSUVWXYZa		TUa	U	TUa	RTUVYXa			
Fairly unfavourable (-1)	238 21%	106 29%	32 12%	26 31%	41 28%	92 21%	114 26%	87 25%	107 21%	-	238 47%	22 11%	105 25%	63 19%	63 22%	35 18%	138 28%	87 23%	114 22%	23 10%	163 32%	101 24%	65 21%	29 16%	150 24%	54 19%	130 27%	
			C	C*	C			ILN	IL	HKLMNOPQ	-	ILNP	IL	ILNP	IL	IL	ILNP	TX	T	RSTVWXYZa		TX	T	TX	TX	STXZ		
Very unfavourable (-2)	270 24%	167 46%	8 3%	11 13%	39 27%	53 12%	185 41%	143 41%	88 18%	-	270 53%	18 9%	199 48%	40 12%	155 54%	19 10%	209 43%	147 17%	87 13%	3 2%	240 48%	156 37%	58 19%	63 24%	154 10%	28 45%		
			CDE	C*	CD	F	ILNP	ILNP	ILNP	-	HKLMNPQ	J	ILNP	J	HKLMNPQ	J	ILNP	STWYZ	STWYZ	STWYZ		STWYZ	TZ	STWYZ	STWYZ	STWYZ	STWYZ	
Don't know	44 4%	4 1%	4 2%	1 1%	1 *	5 1%	6 1%	4 1%	2 *	-	-	1 1%	1 *	2 1%	1 *	2 1%	-	10 3%	6 1%	4 2%	5 1%	8 2%	1 *	4 1%	8 1%	2 1%	3 1%	
				*	*			KQ	*	-	-	1%	*	1%	*	JKQ	-	UWa				a	*	2%	1%	1%		
Net: Favourable	287 25%	30 8%	163 59%	20 23%	26 18%	159 37%	57 13%	52 15%	195 39%	287 100%	-	112 57%	61 15%	147 43%	35 12%	90 46%	71 15%	57 15%	196 37%	162 72%	28 6%	82 19%	105 34%	53 29%	180 29%	115 42%	57 12%	
			BDE	B*	B	G		K	HKMOQ	HKLMNOPQ	-	HKMOQ	K	HKMOQ	K	HKMOQ	K	U	RUVYa	RSUVWXYZa		RUa	RUVYa	RUVa	RUVa	RUVYXa	U	
Net: Unfavourable	509 45%	273 76%	40 15%	37 43%	80 55%	145 34%	300 67%	231 66%	195 39%	-	509 100%	39 20%	304 73%	103 30%	218 75%	53 28%	348 71%	234 63%	201 38%	26 12%	402 80%	123 61%	92 40%	304 49%	82 30%	347 72%		
			CDE	C*	C	F	ILNP	ILNP	ILNP	-	HKLMNOPQ	J	ILNP	IL	ILNP	IL	ILNP	STWYZ	STWYZ	TZ	RSTVWXYZa	STWYZ	TZ	STZ	STWZ	T	RSTVWXYZ	
Net Difference	-221 -20%	-243 -67%	122 44%	-17 -20%	-54 -37%	13 3%	-242 -54%	-178 -51%	* *	287 100%	-509 -100%	73 37%	-243 -58%	44 13%	-183 -63%	37 19%	-276 -57%	-177 -48%	-5 -1%	136 61%	-375 -75%	-176 -41%	-18 -6%	-39 -21%	-124 -20%	34 12%	-290 -60%	
Mean	-0.39	-1.13	0.58 BDE	-0.31 B*	-0.61 B	-0.03 G	-0.92	-0.89 KO	-0.09 HKMOQ	1.23 HKLMNOPQ	-1.53	0.44 HKMNOQPQ	-1.03 K	0.14 HKMOQ	-1.15 K	0.22 HKMOQ	-0.96 KO	-0.84 Ua	-0.10 RUVYta	0.81 RSUVWXYZa	-1.23	-0.74 Ua	-0.18 RUVYta	-0.46 RUVa	-0.39 RUVa	0.11 RSUVWYta	-1.03 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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	66 6%	46 21% C	4 1%	19 5%	40 8%	23 5%	20 7%	17 9%	34 5%	26 9% K	12 2%
Fairly favourable (1)	222 20%	116 52% C	24 5%	38 10%	156 30% D	58 14%	85 28% F	36 19%	146 23%	90 32% K	45 9%
Neither favourable nor unfavourable (0)	288 25%	32 14%	67 13%	71 19%	122 23%	78 18%	76 25%	38 20%	136 22%	78 28% K	76 16%
Fairly unfavourable (-1)	238 21%	23 10%	163 32% B	87 23%	114 22%	101 24%	65 21%	29 16%	150 24% H	54 19%	130 27% J
Very unfavourable (-2)	270 24%	3 2%	240 48% B	147 39% E	87 17%	156 37% G	58 19%	63 34% I	154 24%	28 10%	217 45% J
Don't know	44 4%	4 2%	5 1%	10 3%	6 1%	8 2%	1 *	4 2%	8 1%	2 1%	3 1%

Net: Favourable	287 25%	162 72% C	28 6%	57 15%	196 37% D	82 19%	105 34% F	53 29%	180 29%	115 42% K	57 12%
Net: Unfavourable	509 45%	26 12%	402 80% B	234 63% E	201 38%	258 61% G	123 40%	92 49%	304 48%	82 30%	347 72% J
Net Difference	-221 -20%	136 61%	-375 -75%	-177 -48%	-5 -1%	-176 -41%	-18 -6%	-39 -21%	-124 -20%	34 12%	-290 -60%

Mean	-0.39	0.81 C	-1.23	-0.84	-0.10 D	-0.74	-0.18 F	-0.46	-0.39	0.11 K	-1.03
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id 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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)	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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	111 10%	65 12% C	42 8%	34 11% EU	17 4%	60 14% EUK	13 11% EU	21 11% EU	9 5%	8 4%	12 7%	48 19% DEFUK	15 12% O	27 9%	13 5%	43 12% O	12 20% **	29 10%	24 7%	27 12%	31 12%	27 10% a	38 13% Xa	16 6%	22 14% Xz	5 9% *	2 2% *	92 10%	19 9%	69 11%	25 8%	17 10% *	29 10%	81 10%	29 8%	81 11%	52 8%	58 13% k
Fairly favourable (1)	237 21%	102 19%	131 24%	44 14%	68 18%	126 29% DEGHIK	13 15% DEGHIK	29 15%	30 16%	38 19%	41 23%	85 33% DG	15 11%	46 15%	54 20% M	101 28% MNO	21 34% **	64 21%	83 25% U	46 17%	44 20%	56 21%	75 26% Za	60 23%	28 18%	5 10% *	13 13% *	181 20%	56 28% b	148 23% e	50 15%	39 24% *	50 16%	187 23% g	57 16%	180 18%	118 23%	119 26% i
Neither favourable nor unfavourable (0)	228 20%	99 19%	116 21%	67 22%	84 22%	77 18%	24 21%	43 23%	44 23%	40 21%	38 21%	38 15%	27 21%	65 21%	61 22%	66 18%	10 16% **	50 16%	68 21%	48 21%	62 23%	56 21%	55 19%	51 19%	34 22%	16 29% *	15 16% *	191 21%	36 18%	109 17%	81 25% d	38 23% *	75 24% h	152 19%	68 19%	160 21%	151 22%	77 17%
Fairly unfavourable (-1)	173 15%	76 15%	89 16%	57 19% F	63 16%	53 12%	26 22% FEL	31 16%	29 16%	34 17%	22 12%	31 12% P	29 22% P	51 17%	43 15%	40 11%	10 16% **	54 18%	41 13%	39 17%	38 14%	37 14%	43 15%	43 16%	23 15%	6 12% *	20 21% *	148 16%	24 12%	103 16%	48 15%	21 13% *	51 17%	121 15%	67 19% j	106 14%	109 16%	64 14%
Very unfavourable (-2)	330 29%	170 32% C	136 25%	74 24%	140 36% DFGHL	116 27% L	25 21%	49 26%	67 35% DGL	73 37% DFGHL	65 36% DFGL	51 20%	30 23%	90 30%	100 36% M	102 28% M	9 14% **	96 31%	105 32%	57 25%	73 27%	72 27%	66 23%	86 33% W	41 26%	20 36% *	46 47% VWXY*	265 29%	66 32%	182 28%	104 32%	45 27% *	85 28%	245 30%	127 35% j	204 26%	217 32% i	113 25%
Don't know	50 4%	13 2%	34 6% B	30 10% EFJEL	13 3% J	7 2%	13 11% EFJEL	17 9% EFJEL	10 5%	3 2%	2 1%	5 2%	13 10% OP	25 8%	6 2%	7 2%	- -	13 4%	6 2%	11 5%	19 7% S	19 7% X	15 5%	7 3%	6 4%	3 5% *	1 1% *	47 5% c	2 1%	28 4%	18 6%	4 2% *	17 6%	32 4%	10 3%	39 5%	27 4%	23 5%
Net: Favourable	348 31%	167 32%	174 32%	77 25%	85 22% DEGHIK	186 42% DEGHIK	27 24%	50 26%	39 21%	46 23%	53 29%	133 51% DEFGHIK	30 23%	73 24%	67 24%	144 40% MNO	33 54% **	93 30%	106 33%	73 32%	76 28%	84 31% a	112 39% XZa	76 29% a	50 33% a	10 18% *	15 15% *	273 30%	75 37%	218 34% e	74 23%	56 34% e*	79 26%	269 33% g	86 24%	262 34% i	170 25%	178 39% k
Net: Unfavourable	503 45%	246 47%	226 41%	130 43% L	203 53% DFHL	169 39% L	50 44% L	80 42%	96 51% FL	107 55% DFHL	87 48% FL	82 32%	59 46%	141 46%	143 52% P	142 40%	19 30% **	150 49%	146 45%	96 42%	111 42%	109 41%	109 37%	130 49% W	64 41%	27 48% *	66 68% VWXYZ*	413 45%	90 44%	285 45%	152 47%	66 40% *	136 44%	367 45% j	193 54% j	310 40%	326 48% i	177 39%
Net Difference	-155 -14%	-80 -15%	-52 -9%	-53 -17%	-119 -31%	16 4%	-23 -20%	-30 -16%	-57 -30%	-61 -31%	-34 -19%	51 20%	-29 -22%	-68 -22%	-75 -27%	2 1%	15 24%	-57 -19%	-39 -12%	-23 -10%	-36 -13%	-25 -9%	4 1%	-53 -20%	-13 -9%	-16 -29%	-51 -53%	-140 -15%	-15 -8%	-67 -11%	-78 -24%	-10 -6%	-57 -19%	-98 -12%	-107 -30%	-48 -6%	-155 -23%	* *
Mean	-0.35	-0.36	-0.28	-0.34 EU	-0.65	-0.09 DEIUK	-0.34 EU	-0.34 EU	-0.64	-0.65	-0.49	0.19 DEFGHIK	-0.37	-0.47	-0.60	-0.16 NO	0.29 **	-0.42	-0.37	-0.25	-0.31	-0.28 a	-0.09 XZa	-0.48 a	-0.21 a	-0.60 *	-0.99 *	-0.36	-0.31	-0.29 e	-0.51	-0.24 *	-0.39	-0.33	-0.59	-0.23 i	-0.50	-0.13 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
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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

Adults online aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	111 10%	88 24% CDE	8 3%	1 1% *	7 5%	25 6%	76 17% F	111 32% IJKLMNOPQ	- -	21 7% I	69 14% UNP	24 12% UN	57 14% UNP	21 6% I	44 15% UNP	16 8% I	60 12% UN	102 27% STUVWYZa	2 * SWY	18 8% SWY	57 11% SWYZ	85 20% STUVWYZa	5 2% S	65 35% RSTUVWYZa	17 3% S	17 6% SWY	65 13% STWYZ	
Fairly favourable (1)	237 21%	167 46% CDE	17 6%	9 11% *	11 8%	56 13%	149 33% F	237 68% IJKLMNOPQ	- -	32 11% I	161 32% ULMNP	35 18% U	105 25% UNP	53 16% U	78 12% ULNP	28 14% I	154 32% ULMNP	181 48% STUVWXYZa	30 6% SW	32 14% STWYZ	150 30% STWYZ	171 40% STUWYZa	14 5% STUWYZa	75 40% STUWYZa	88 14% SW	44 16% SW	147 30% STWYZ	
Neither favourable nor unfavourable (0)	228 20%	62 17%	35 13%	10 12% *	32 22% C	74 17%	80 18%	- -	- -	34 12% HI	78 15% HI	21 11% HI	58 14% HI	42 16% HI	51 18% HIL	21 11% HI	92 19% HUKLMNP	47 13% H	51 10% H	30 13% H	75 15% SW	75 18% RSWX	27 9% H	20 11% H	95 15% SW	37 13% S	88 18% RSUWX	
Fairly unfavourable (-1)	173 15%	25 7%	54 20% B	22 26% B*	34 23% B	67 16%	69 15%	- -	173 34% HUKLMNOPQ	60 21% HMP	83 16% H	43 22% HMP	59 14% H	63 18% HP	42 15% H	22 11% H	76 16% H	26 7% RUVWXYZa	123 23% RVX	43 19% RX	78 15% RX	50 12% R	54 18% RVX	16 9% R	124 20% RUVXa	41 15% RX	76 16% RVX	
Very unfavourable (-2)	330 29%	14 4%	156 56% BE	41 49% B*	61 42% B	202 47% G	66 15%	- -	330 66% HUKLMNOPQ	135 47% HKLMQ	112 22% H	74 37% HKQ	134 32% HKQ	158 46% HKLMQ	70 24% H	105 54% HKLMNQ	101 21% H	5 1% RTUVXYZa	316 60% RUVXa	97 43% RVXa	133 26% RVXa	36 8% RX	204 67% RSTUVXYZa	6 3% R	294 47% RUVXa	134 48% RUVXa	97 20% RVX	
Don't know	50 4%	5 1%	6 2%	1 1% *	- -	4 1%	8 2%	- -	- -	6 2% HI	6 1% HI	2 1% I	5 1% HI	4 1% HI	4 1% HI	3 2% HI	6 1% HI	12 3% SW	3 1% H	4 2% H	10 2% SW	9 2% H	1 * H	4 2% H	9 1% SW	3 1% H	10 2% SW	
Net: Favourable	348 31%	255 71% CDE	26 9%	10 12% *	19 13%	82 19%	225 50% F	348 100% IJKLMNOPQ	- -	52 18% I	231 45% ULMNP	58 30% UN	163 39% ULNP	74 22% I	123 42% ULNP	43 22% I	214 44% IULNP	283 76% STUVWYZa	33 6% SWY	50 22% SWY	207 41% STWYZ	256 60% STUWYZa	19 6% STUWYZa	140 75% STUVWYZa	105 17% SW	62 22% SWY	212 44% STWYZ	
Net: Unfavourable	503 45%	39 11% BE	210 76% BE	63 74% B*	95 65% B	269 63% G	134 30%	- 100% HUKLMNOPQ	503 68% HUKLMQ	195 38% H	195 59% HKMOQ	116 46% HKMOQ	193 65% HKQ	220 65% HKMOQ	112 39% H	127 65% HKMOQ	177 36% H	31 8% RTUVXYZa	439 84% RUVXa	140 62% RVXa	211 42% RVXa	85 20% RX	258 84% RTUVXYZa	23 12% R	418 67% RUVXa	175 63% RUVXa	174 36% RVX	
Net Difference	-155 -14%	217 60%	-184 -67%	-53 -62%	-76 -52%	-187 -44%	91 20%	348 100%	-503 -100%	-143 -50%	36 7%	-58 -29%	-30 -7%	-146 -43%	10 4%	-84 -43%	37 7%	252 -77%	-406 -77%	-90 -40%	-4 -1%	170 40%	-239 -78%	117 63%	-313 -50%	-114 -41%	38 8%	
Mean	-0.35	0.82 CDE	-1.23	-1.11 *	-0.89 C	-0.86	0.23 F	1.32 IJKLMNOPQ	-1.66	-0.91 I	-0.01 ULMNP	-0.55 UNP	-0.26 ULNP	-0.84 I	-0.05 ULMNP	-0.91 I	-0.01 ULMNP	0.97 STUVWYZa	-1.38	-0.77 SWY	-0.16 STWYZ	0.53 STUWYZa	-1.44	0.96 STUVWYZa	-0.95 SW	-0.84 SW	0.01 STUWYZ	

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
		e (B)	ble (C)	e (D)	ble (E)	e (F)	ble (G)	e (H)	ble (I)	e (J)	ble (K)
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	111 10%	18 8%	57 11%	102 27% £	2 *	85 20% G	5 2%	65 35% I	17 3%	17 6%	65 13% J
Fairly favourable (1)	237 21%	32 14%	150 30% B	181 48% £	30 6%	171 40% G	14 5%	75 40% I	88 14%	44 16%	147 30% J
Neither favourable nor unfavourable (0)	228 20%	30 13%	75 15%	47 13%	51 10%	75 18% G	27 9%	20 11%	95 15%	37 13%	88 18%
Fairly unfavourable (-1)	173 15%	43 19%	78 15%	26 7%	123 23% D	50 12%	54 18% F	16 9%	124 20% H	41 15%	76 16%
Very unfavourable (-2)	330 29%	97 43% C	133 26%	5 1%	316 60% D	36 8%	204 67% F	6 3%	294 47% H	134 48% K	97 20%
Don't know	50 4%	4 2%	10 2%	12 3% £	3 1%	9 2%	1 *	4 2%	9 1%	3 1%	10 2%

Net: Favourable	348 31%	50 22%	207 41% B	283 76% £	33 6%	256 60% G	19 6%	140 75% I	105 17%	62 22%	212 44% J
Net: Unfavourable	503 45%	140 62% C	211 42%	31 8%	439 84% D	85 20%	258 84% F	23 12%	418 67% H	175 63% K	174 36%
Net Difference	-155 -14%	-90 -40%	-4 -1%	252 68%	-406 -77%	170 40%	-239 -78%	117 63%	-313 -50%	-114 -41%	38 8%

Mean	-0.35	-0.77	-0.16 B	0.97 £	-1.38	0.53 G	-1.44	0.96 I	-0.95	-0.84	0.01 J
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id 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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)	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/ 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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	35 3%	18 3%	15 3%	15 5% K	11 3%	9 2% K	6 5% K	9 5% K	7 4%	3 2%	1 1%	8 3%	6 5%	14 5%	5 2%	7 2%	3 4% **	10 3%	12 4%	4 2%	8 3%	5 2%	8 3%	14 5% V	7 5%	- 1% *	1 1% *	26 3%	9 4%	22 3%	8 2%	5 3% *	12 4%	22 3%	14 4%	21 3%	27 4%	8 2%
Fairly favourable (1)	163 14%	76 15%	81 15%	69 23% EFJL	47 12%	46 11% L	28 25% EFJL	41 22% EFJL	25 13% L	22 11%	29 16% FL	17 7%	29 22% OP	58 19% P	36 13%	41 11%	- 1% **	53 17%	50 15%	26 11%	34 13%	34 17% Z	49 14% Z	37 20% Z	31 3%	2 10% *	10 3%	139 15%	24 12%	87 14% df	61 19% df	15 9% *	42 14%	121 15%	65 18% J	98 13%	103 15%	60 13%
Neither favourable nor unfavourable (0)	438 39%	174 33%	236 43% B	102 33% G	170 44% DG	166 38% G	31 27% G	70 37% G	75 40% G	95 48% DFGH	70 39%	96 37%	38 30%	114 38% MP	123 45% MP	128 36%	34 56% **	125 41%	122 37%	82 36%	108 40%	107 40%	107 37%	109 41%	55 36%	20 40% *	39 40% *	353 38%	84 41%	247 39%	123 38%	68 41% *	120 39%	318 39%	144 40%	294 38%	279 41%	159 35%
Fairly unfavourable (-1)	220 19%	120 23% C	89 16%	51 17%	69 18%	100 23%	22 19%	30 16%	33 17%	36 18%	38 21%	62 24%	25 20%	52 17%	46 17%	87 24% O	9 14% **	49 16%	73 22%	48 21%	50 19%	40 15%	58 20%	43 16%	29 19%	20 35% vwxy*	30 31% vwxy*	176 19%	43 21%	120 19%	63 20%	36 22% *	58 19%	161 20%	63 18%	157 20%	126 19%	93 21%
Very unfavourable (-2)	199 18%	116 22% C	77 14%	31 10%	67 23% DGH	101 23% DGH	11 10%	20 10%	33 18% D	33 17% D	34 19% DGH	67 26% DEGH	13 10%	34 11%	54 20% MN	85 24% MN	12 20% **	51 17%	59 18%	47 21%	42 16%	58 22%	46 16%	48 18%	21 14%	11 19% *	15 15% *	165 18%	34 17%	126 20% e	43 13%	30 18% *	49 16%	150 18%	54 15%	145 19%	98 15%	101 22% k
Don't know	74 7%	21 4%	50 9% B	36 12% EFJL	23 6% J	15 3%	16 14% EFJL	20 11% FJL	16 8% FL	7 4%	7 4%	8 3%	17 13% OP	30 10% OP	12 4%	12 3%	3 5% **	18 6%	11 3%	20 9% S	25 9% S	22 8%	22 8%	13 5%	11 7%	4 7% *	2 2% *	65 7%	10 5%	37 6%	27 8%	11 7% *	27 9%	47 6%	18 5%	57 7%	41 6%	34 7%
Net: Favourable	198 18%	94 18%	96 18%	84 28% EFJL	58 15%	56 13% L	34 30% EFJL	50 26% EFJL	33 17%	25 13%	30 17%	25 10%	35 27% OP	72 24% OP	41 15%	47 13%	3 4% **	63 21%	61 19%	30 13%	43 16%	39 15% Z	57 20% Z	51 19% Z	38 25% VZa	2 3% *	11 11% *	165 18%	33 16%	109 17%	69 21% f	20 12% *	54 18%	143 17%	79 22% J	118 15%	130 19%	68 15%
Net: Unfavourable	418 37%	235 45% C	166 30%	82 27%	135 35% DH	201 46% DEGHJ	33 29%	49 26%	66 35%	69 35%	72 40% DH	129 50% DEGHJ	39 30%	86 28%	100 36%	172 48% MNO	21 34% **	100 33%	132 40%	95 42%	92 34%	98 37%	104 36%	90 34%	50 32%	31 54% vwxy*	45 46% *	342 37%	77 38%	246 39%	106 33%	66 40% *	107 35%	311 38%	117 33% i	302 39% i	224 33% k	194 43% k
Net Difference	-221 -20%	-141 -27%	-69 -13%	2 1%	-77 -20% FL	-145 -33% FL	1 1%	1 1%	-33 -17%	-44 -23%	-42 -23%	-104 -40%	-4 -3%	-14 -5%	-59 -22%	-125 -35%	-18 -30%	-36 -12%	-71 -22%	-65 -28%	-49 -18%	-59 -22%	-47 -16%	-39 -15%	-12 -8%	-29 -51% *	-34 -35% *	-176 -19%	-44 -22%	-137 -21%	-37 -11%	-46 -28% *	-53 -17%	-168 -20%	-37 -10% J	-183 -24% J	-94 -14% I	-126 -28% I
Mean	-0.36	-0.47	-0.26 B	-0.05 EFJL	-0.37 FL	-0.56 FL	-0.04 EFJL	-0.06 EFJL	-0.34 FL	-0.39 L	-0.43 L	-0.65 L	-0.10 OP	-0.12 OP	-0.41 OP	-0.59 OP	-0.48 **	-0.27 T	-0.37	-0.52	-0.34	-0.46	-0.31 Z	-0.29 Z	-0.18 VZa	-0.75 *	-0.50 *	-0.37	-0.35	-0.40	-0.24	-0.46 *	-0.32	-0.38	-0.23 J	-0.43	-0.26 I	-0.52

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	35 3%	8 2%	7 3%	14 17% BCE*	1 1%	18 4%	9 2%	10 3% KMOQ	20 4% KMOQ	24 8% HIKMOQ	4 1% M	35 18% HIKMNOPQ	- -	30 9% HIKMOQ	* *	21 11% HIKMOQ	6 1% MO	11 3% Ua	20 4% UYa	22 10% RSUVWYa	6 1% Ua	14 3% a	8 3% RUVWYa	13 7% Ua	15 2% Ua	21 8% RSUVWYa	3 1% -	
Fairly favourable (1)	163 14%	26 7%	58 21% B	30 36% BCE*	22 15% B	85 20% G	44 10% -	48 14% KMOQ	96 19% KMOQ	88 31% HIKMOQ	35 7% M	163 82% HIKMNOPQ	- -	97 29% HIKMOQ	21 7% M	50 26% HIKMOQ	49 10% KM	95 13% U	49 18% UYa	68 30% RSUVWXYZa	38 8% Ua	67 16% Ua	50 17% RUa	38 20% Ua	98 16% Ua	65 23% RSUVWYa	50 10% U	
Neither favourable nor unfavourable (0)	438 39%	121 34%	119 43% B	30 35% *	48 33% -	190 44% G	140 31% -	117 34% LMO	182 36% KLMOQ	103 36% M	149 29% LMO	- -	- -	119 35% LMO	47 16% LM	59 30% LMO	144 29% LMO	124 33% Ua	207 39% Tua	69 31% -	148 30% SVYZ	151 36% Ua	110 36% U	57 31% -	230 37% Ua	105 38% Tua	146 30% -	
Fairly unfavourable (-1)	220 19%	94 26% D	53 19% D	6 8% *	39 27% D	79 19% -	108 24% -	78 22% L	106 21% LN	50 17% L	133 26% IULN	- -	220 53% HIKLNOPQ	57 17% L	86 30% HIKLNQ	37 19% L	120 25% JLN	81 22% -	102 19% -	50 22% SVYZ	132 26% SVYZ	84 20% -	69 23% -	38 20% -	135 22% -	51 18% -	117 24% SV	
Very unfavourable (-2)	199 18%	100 28% CD	28 10% CD	3 3% *	34 23% CD	42 10% F	127 29% F	85 24% IULNP	87 17% JLNP	12 4% L	171 34% HULNP	- -	199 47% HIKLNQ	32 9% JL	133 46% HIKLNQ	22 11% JL	159 32% HULNP	89 24% STXZ	89 17% TZ	7 3% RSTVWXYZ	161 32% RSTVWXYZ	94 22% TZ	62 20% TZ	33 18% TZ	124 20% STZ	25 9% T	152 32% RSTVWXYZ	
Don't know	74 7%	12 3%	12 4%	1 1% *	1 1%	14 3%	19 4%	10 3% LM	12 2% LM	11 4% LMN	16 3% LMO	- -	- -	5 1% LM	3 1% M	5 2% LM	11 2% LM	20 5% W	13 3% -	9 4% W	17 3% -	16 4% -	4 1% -	7 4% -	25 3% SW	10 3% -	15 3% -	
Net: Favourable	198 18%	34 9% B	65 23% B	44 53% BCE*	24 16% G	103 24% G	53 12% -	58 17% KMOQ	116 23% KMOQ	112 39% HIKMOQ	39 8% M	198 100% HIKMNOPQ	- -	128 37% HIKMOQ	21 7% M	71 37% HIKMOQ	55 11% KMO	60 16% Ua	114 22% UYa	90 40% RSUVWXYZa	44 9% Ua	81 19% Ua	59 19% Ua	51 27% RUVYa	113 18% Ua	86 31% RSUVWYa	53 11% -	
Net: Unfavourable	418 37%	193 54% CD	80 29% D	9 11% *	73 50% CD	121 28% F	235 53% F	163 47% IULNP	193 38% JLNP	61 21% L	304 60% HULNP	- -	418 100% HIKLNOPQ	89 26% L	219 76% HIKLNQ	59 31% JL	279 57% HULNP	170 45% STXZ	191 36% TZ	56 25% RSTVWXYZ	294 58% RSTVWXYZ	177 42% TZ	132 43% STZ	72 38% TZ	259 41% STZ	76 28% STZ	270 56% RSTVWXYZ	
Net Difference	-221 -20%	-159 -44%	-15 -6%	35 42%	-49 -34%	-18 -4%	-182 -41%	-104 -30%	-76 -15%	51 18%	-265 -52%	198 100%	-418 -100%	39 11%	-198 -68%	12 6%	-224 -46%	-109 -29%	-76 -15%	34 15%	-250 -50%	-96 -23%	-73 -24%	-21 -11%	-146 -23%	9 3%	-217 -45%	
Mean	-0.36	-0.72	-0.14 Bf	0.56 BCE*	-0.56	-0.10 G	-0.70	-0.53 KMOQ	-0.29 HIKMOQ	0.23 HIKMOQ	-0.88 MO	1.18 HIKMNOPQ	-1.47	0.11 HIKMOQ	-1.15 M	0.06 HIKMOQ	-0.79 MO	-0.53 Ua	-0.28 RUVYa	0.23 RSUVWXYZa	-0.83	-0.43 Ua	-0.42 Ua	-0.23 RUVa	-0.42 Ua	0.02 RSUVWYa	-0.78	

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl (B)	Unfavoura (C)	Favourabl (D)	Unfavoura (E)	Favourabl (F)	Unfavoura (G)	Favourabl (H)	Unfavoura (I)	Favourabl (J)	Unfavoura (K)
		e	ble	e	ble	e	ble	e	ble	e	ble
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	35 3%	22 10% C	6 1%	11 3%	20 4%	14 3%	8 3%	13 7% I	15 2%	21 8% K	3 1%
Fairly favourable (1)	163 14%	68 30% C	38 8%	49 13%	95 18%	67 16%	50 17%	38 20%	98 16%	65 23% K	50 10%
Neither favourable nor unfavourable (0)	438 39%	69 31%	148 30%	124 33%	207 39%	151 36%	110 36%	57 31%	230 37%	105 38% K	146 30%
Fairly unfavourable (-1)	220 19%	50 22%	132 26%	81 22%	102 19%	84 20%	69 23%	38 20%	135 22%	51 18%	117 24%
Very unfavourable (-2)	199 18%	7 3%	161 32% B	89 24% I	89 17%	94 22%	62 20%	33 18%	124 20%	25 9%	152 32% J
Don't know	74 7%	9 4%	17 3%	20 5%	13 3%	16 4%	4 1%	7 4%	25 4%	10 3%	15 3%

Net: Favourable	198 18%	90 40% C	44 9%	60 16%	114 22%	81 19%	59 19%	51 27% I	113 18%	86 31% K	53 11%
Net: Unfavourable	418 37%	56 25%	294 58% B	170 45% I	191 36%	177 42%	132 43%	72 38%	259 41%	76 28%	270 56% J
Net Difference	-221 -20%	34 15%	-250 -50%	-109 -29%	-76 -15%	-96 -23%	-73 -24%	-21 -11%	-146 -23%	9 3%	-217 -45%

Mean	-0.36	0.23 C	-0.83	-0.53	-0.28 D	-0.43	-0.42	-0.23	-0.42	0.02 K	-0.78
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Id 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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)	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 (j)	Working (k)	Not working (l)		
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379		
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455		
Very favourable (2)	98	45	45	41	34	22	18	23	19	16	14	9	18	36	23	22	-	38	31	7	21	21	24	19	20	3	10	81	17	45	40	13	25	73	39	59	67	31		
	9%	9%	8%	13%	9%	5%	16%	12%	10%	8%	7%	3%	14%	12%	8%	6%	-	12%	10%	3%	8%	8%	8%	7%	13%	6%	10%	9%	9%	7%	12%	8%	8%	9%	11%	8%	10%	7%		
Fairly favourable (1)	242	105	123	61	101	80	23	37	56	46	42	39	27	73	71	56	16	80	77	47	39	46	63	53	45	8	27	195	47	145	64	33	75	168	104	138	165	78		
	21%	20%	22%	20%	26%	18%	20%	20%	30%	23%	23%	15%	21%	24%	26%	16%	27%	26%	24%	21%	14%	17%	22%	20%	29%	15%	28%	21%	23%	23%	20%	20%	24%	20%	29%	18%	24%	17%		
Neither favourable nor unfavourable (0)	412	181	212	104	145	163	35	68	62	83	66	97	41	106	107	130	27	102	116	89	104	101	103	105	49	26	28	341	71	234	122	56	110	302	120	292	240	172		
	37%	34%	39%	34%	38%	37%	31%	36%	33%	42%	36%	38%	32%	35%	39%	36%	45%	33%	36%	39%	39%	38%	35%	40%	42%	40%	26	28	37%	37%	38%	34%	36%	37%	33%	38%	36%	38%		
Fairly unfavourable (-1)	158	82	71	33	44	81	12	22	21	23	22	59	13	34	32	71	8	44	38	36	39	42	38	38	18	8	13	127	31	94	34	30	37	121	47	111	85	73		
	14%	16%	13%	11%	11%	18%	10%	11%	11%	11%	12%	23%	10%	11%	12%	20%	14%	14%	12%	16%	15%	16%	13%	15%	12%	13%	13%	14%	15%	15%	11%	18%	12%	15%	13%	14%	13%	16%		
Very unfavourable (-2)	132	83	46	26	37	69	11	15	15	22	28	42	15	17	33	61	6	21	48	30	34	30	37	34	11	4	15	108	24	75	36	21	34	98	29	103	70	62		
	12%	16%	8%	8%	10%	16%	10%	8%	8%	11%	15%	16%	11%	6%	12%	17%	9%	7%	15%	13%	13%	11%	13%	13%	7%	8%	16%	12%	12%	12%	11%	13%	11%	12%	8%	13%	10%	14%		
Don't know	86	30	52	40	24	22	15	25	16	8	10	13	16	37	11	19	3	20	17	19	30	27	26	13	10	6	3	74	12	47	28	11	29	57	19	67	47	39		
	8%	6%	10%	13%	6%	5%	13%	13%	8%	4%	5%	5%	12%	12%	4%	5%	5%	6%	5%	8%	11%	10%	9%	5%	7%	11%	4%	8%	6%	7%	9%	7%	9%	5%	9%	7%	8%			
Net: Favourable	340 30%	150 29%	168 31%	102 33% FL	136 35% FL	103 23% L	41 36% FL	60 32% L	75 39% FL	61 31% L	55 31% FL	48 18%	45 35% P	109 36% P	93 34% P	77 22%	16 27% **	118 39% TU	108 33% TU	54 24%	60 22%	67 25%	86 30%	72 27%	65 42% vwxyz	12 21% *	37 38% v*	276 30%	65 32%	190 30%	104 32%	46 28% *	99 32%	241 29%	143 40% J	198 26%	232 34% I	108 24%		
Net: Unfavourable	290 26%	165 31% C	117 21%	59 19%	81 21% DEGHUK	150 34% DEGHUK	23 20%	36 19%	36 19%	45 23%	50 28%	100 39% DEGHUK	27 21%	51 17%	65 24%	132 37% MNO	14 23% **	66 21%	86 26%	66 29%	73 27%	72 27%	76 26%	72 28%	30 19%	12 21% *	28 29% *	234 25%	56 27%	168 26%	70 22%	51 31% *	70 23%	219 27%	76 21%	214 28% i	155 23% k	135 30%		
Net Difference	50 4%	-15 -3%	51 9%	43 14%	55 14%	-47 -11%	19 16%	24 13%	39 20%	17 8%	6 3%	-53 -21%	18 14%	57 19%	28 10%	-55 -15%	2 3%	53 17%	23 7%	-12 -5%	-13 -5%	-5 -2%	11 4%	*	36 23%	3 *	9 9%	41 4%	9 4%	22 3%	33 10%	-5 -3%	29 9%	22 3%	67 19%	-17 -2%	77 11%	-27 -6%		
Mean	0.02	-0.11	0.10 B	0.22 FRL	0.15 FL	-0.23	0.26 FRL	0.19 FL	0.25 FRL	0.05 FL	-0.05 FL	-0.35	0.19 P	0.28 OP	0.07 P	-0.28	-0.06 **	0.24 STU	0.02	-0.17	-0.11	-0.05	-0.01	-0.06	0.31 vwxyz	-0.02 *	0.04 *	0.02	0.01	-0.01	0.13	-0.08 *	0.07	*	0.23 J	-0.09	0.12 I	-0.14		

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very favourable (2)	98 9%	11 3%	34 12% B	6 7% *	31 21% BCD	53 12% G	16 4%	21 6% O	70 14% HKMOQ	54 19% HKMOQ	21 4% O	43 22% HKMOQ	25 6% O	98 29% HKMLMPQ	- -	50 26% HKMOQ	22 4% O	21 6% RUVYta	72 14% RUVYta	42 19% RSUVXta	27 5% RUVYta	27 6% RUVYta	46 15% RUVYta	18 9% Ra	65 10% RUVta	55 20% RSUVXta	21 4%	
Fairly favourable (1)	242 21%	43 12% B	90 33% B	24 28% B*	45 31% B	130 30% G	73 16%	53 15% O	150 30% HKMOQ	93 32% HKMOQ	82 16% O	85 43% HKMOQ	64 15% O	242 71% HKMLMPQ	- -	76 39% HKMOQ	70 14% O	55 15% RUVXta	152 29% RUVXta	72 32% RUVYta	91 18% a	76 28% RUVta	85 20% Ra	37 26% RUVta	161 37% RSUVWXYta	166 14%		
Neither favourable nor unfavourable (0)	412 37%	146 41% E	99 36% E	38 45% E*	29 20% E	151 35% G	163 36%	137 39% IKMLNPOQ	154 31% LMNO	92 32% LMNO	168 33% LMNO	45 23% NO	101 24% NO	- -	- -	51 26% NO	158 32% LMNO	140 37% UWYZ	166 32% RUVXta	70 31% RUVYta	155 31% a	163 38% SUWYZta	88 29% RUVta	53 29% W	211 34% RUVta	79 29% RSUVWXYta	158 33%	
Fairly unfavourable (-1)	158 14%	77 21% CE	30 11% B	10 12% *	15 11% B	48 11% G	84 19% F	63 18% NP	65 13% NP	30 11% NP	99 19% ILNP	18 9% N	102 24% HKILNP	- -	158 54% HKILMNPPQ	12 6% N	109 22% ILNP	71 19% STYZ	63 12% STYZ	25 11% STYZ	94 19% STYZ	73 17% STZ	43 14% STZ	36 19% STZ	86 14% STZ	29 10% STWYZ	98 20% STWYZ	
Very unfavourable (-2)	132 12%	68 19% CD	10 4% B	5 6% *	25 17% CD	25 6% G	87 17% F	59 17% ILNP	48 9% JLNP	4 2% N	119 23% N	3 2% N	117 28% HKILNP	- -	132 46% HKILMNPPQ	4 2% N	120 25% HKILNP	61 16% STYZ	51 10% STYZ	7 3% RSTVWXYZ	114 23% STZ	66 16% STZ	35 11% TZ	29 16% STZ	73 12% STZ	5 2% RSTVWXYZ	119 25% RSTVWXYZ	
Don't know	86 8%	16 4% E	14 5% E	2 2% *	- -	20 5% G	25 6% F	14 4% NO	16 3% NO	14 5% MNOPQ	20 4% MNOPQ	4 2% NO	9 2% NO	- -	- -	2 1% N	10 2% NO	26 7% UWZ	21 4% Zta	9 4% Zta	20 5% Zta	20 5% Zta	8 3% WZ	14 7% WZ	32 5% WZ	7 3% WZ	21 4%	
Net: Favourable	340 30%	54 15% B	124 45% B	30 35% B*	76 52% BD	183 43% G	89 20%	74 21% O	220 44% HKMOQ	147 51% HKMOQ	103 20% O	128 65% HKMOQ	89 21% O	340 100% HKMLMPQ	- -	125 65% HKMOQ	91 19% O	76 20% RUVYta	224 43% RUVYta	114 51% RSUVWXYta	119 24% a	103 24% a	131 43% RUVYta	55 30% Ra	226 36% RUVta	157 57% RSUVWXYta	87 18%	
Net: Unfavourable	290 26%	145 40% CDE	40 14% B	15 18% *	40 28% C	74 17% F	170 38% F	123 35% ILNP	112 22% JLNP	35 12% N	218 43% HKILNP	21 11% N	219 52% HKILNPQ	- -	290 100% HKILMNPPQ	16 8% N	229 47% HKILNP	132 35% STWYZ	114 22% TZ	32 14% TZ	208 41% RSTVWXYZ	139 33% STYZ	78 26% TZ	65 35% STYZ	158 25% STZ	34 12% RSTVWXYZ	218 45% RSTVWXYZ	
Net Difference	50 4%	-91 -25% B	84 30% B	15 18% B*	36 25% B	110 26% G	-81 -18% F	-48 -14% O	108 21% HKMOQ	112 39% HKMOQ	-115 -23% O	107 54% HKMOQ	-130 -31% O	340 100% HKMLMPQ	-290 -100% HKILMNPPQ	110 57% HKMOQ	-137 -28% O	-56 -15% RUVYta	110 21% RUVYta	82 37% RSUVWXYta	-89 -18% a	-36 -9% Ua	53 17% RUVYta	-9 -5% Ua	68 11% RUVta	124 45% RSUVWXYta	-131 -27% RSTVWXYZ	
Mean	0.02	-0.43	0.41	0.20	0.29	0.34	-0.36	-0.26	0.27	0.59	-0.44	0.76	-0.54	1.29	-1.46	0.81	-0.49	-0.28	0.26	0.55	-0.36	-0.19	0.21	-0.12	0.10	0.65	-0.49	

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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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl (B)	Unfavoura (C)	Favourabl (D)	Unfavoura (E)	Favourabl (F)	Unfavoura (G)	Favourabl (H)	Unfavoura (I)	Favourabl (J)	Unfavoura (K)
		e	ble	e	ble	e	ble	e	ble	e	ble
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	98 9%	42 19% C	27 5%	21 6%	72 14% D	27 6%	46 15% F	18 9%	65 10%	55 20% K	21 4%
Fairly favourable (1)	242 21%	72 32% C	91 18%	55 15%	152 29% D	76 18%	85 28% F	37 20%	161 26%	102 37% K	66 14%
Neither favourable nor unfavourable (0)	412 37%	70 31%	155 31%	140 37%	166 32%	163 38% G	88 29%	53 29%	211 34%	79 29%	158 33%
Fairly unfavourable (-1)	158 14%	25 11% B	94 19% B	71 19% E	63 12%	73 17%	43 14%	36 19%	86 14%	29 10%	98 20% J
Very unfavourable (-2)	132 12%	7 3%	114 23% B	61 16% E	51 10%	66 16%	35 11%	29 16%	73 12%	5 2%	119 25% J
Don't know	86 8%	9 4%	20 4%	26 7%	21 4%	20 5%	8 3%	14 7%	32 5%	7 3%	21 4%

Net: Favourable	340 30%	114 51% C	119 24%	76 20%	224 43% D	103 24%	131 43% F	55 30%	226 36%	157 57% K	87 18%
Net: Unfavourable	290 26%	32 14% B	208 41%	132 35% E	114 22%	139 33%	78 26% I	65 35% I	158 25%	34 12%	218 45% J
Net Difference	50 4%	82 37%	-89 -18%	-56 -15%	110 21%	-36 -9%	53 17%	-9 -5%	68 11%	124 45%	-131 -27%

Mean	0.02	0.55 C	-0.36	-0.28	0.26 D	-0.19	0.21 F	-0.12	0.10	0.65 K	-0.49
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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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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 Scottish National Party (SNP)
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)	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	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very favourable (2)	55	33	19	15	22	18	4	10	12	10	8	10	4	17	17	14	3	16	15	10	14	5	10	7	3	1	28	37	18	36	15	4	17	38	20	34	39	16
	5%	6%	4%	5%	6%	4%	4%	6%	7%	5%	4%	4%	3%	6%	6%	4%	4%	5%	4%	4%	5%	2%	3%	3%	2%	3%	29% * vwxyz*	4%	9%	6%	6%	4%	3%	5%	5%	6%	4%	6%
Fairly favourable (1)	139	64	63	57	45	37	22	36	28	17	14	22	24	57	22	31	6	50	46	18	25	27	23	34	26	4	26	116	23	76	44	20	42	98	53	86	96	43
	12%	12%	11%	19% EFKL	12%	8%	19% EFKL	19% EFKL	15% F	9%	8%	9%	18% OP	19% OP	8%	9%	10% **	16% TU	14% T	8%	9%	10%	8%	13%	17% W	7% *	26% vwxyz*	13%	11%	12%	13%	12%	14%	12%	15%	11%	14%	10%
Neither favourable nor unfavourable (0)	327	118	186	97	125	106	39	58	66	58	46	60	42	95	88	90	13	95	80	55	96	72	85	96	49	17	10	279	48	163	103	61	100	227	119	209	207	120
	29%	22%	34% B F	32% F	32% F	24% F	34% F	31% FL	35% FL	30% FL	25% FL	23% FL	33% OP	31% OP	32% OP	25% MN	21% **	31% TU	25% RU	24% RU	36% 31%	27% Y	29% Y	36% Va	32% a	30% a*	10% *	30% Xa*	30% a	26% a	32% a	37% a*	33% a	28% a	33% j	27% j	31% i	26% k
Fairly unfavourable (-1)	179	87	88	47	61	71	17	30	15	45	33	38	19	40	53	59	7	44	65	33	37	46	49	34	26	16	7	136	42	108	51	20	48	131	56	123	100	79
	16%	17%	16%	15% I	16% I	16% I	15% I	16% I	8% DEI	23% DEI	18% I	15% DEI	13% DEI	19% DEI	19% DEI	16% DEI	12% **	14% **	20% R	15% RU	14% RU	17% Y	17% Y	13% a	17% a	29% a*	7% *	15% Xa*	21% a	17% a	16% a	12% a	16% a	16% a	16% a	15% a	17% a	
Very unfavourable (-2)	310	185	118	41	91	178	12	30	44	47	69	108	16	53	71	148	22	67	99	80	64	82	90	67	31	14	25	254	56	192	72	46	67	243	80	230	167	144
	27%	35% C	22%	14% I	24% I	41% DEGHU	10% I	16% I	23% DG	24% DG	38% DEGHU	42% DEGHU	13% DG	18% MN	26% MN	41% MNO	36% **	22% **	30% R	35% RU	24% RU	31% Y	31% Y	25% a	20% a	25% a*	26% *	27% a	28% a	30% e	22% a	28% a*	22% a	30% g	22% g	30% i	25% i	32% k
Don't know	118	37	75	48	42	28	21	27	23	19	10	19	23	41	26	18	11	34	22	31	31	34	34	26	18	4	1	103	15	64	41	13	34	83	29	89	65	53
	10%	7%	14% B FKL	16% FKL	11% FKL	6% FKL	19% EFKL	14% FK	10% FK	10% FK	5% FK	7% FK	18% OP	13% P	9% P	5% P	17% **	11% **	7% S	14% S	12% a	13% a	12% a	10% a	12% a	7% a	1% *	11% a	7% a	10% a	13% a	8% a*	11% a	10% a	8% a	12% a	10% a	
Net: Favourable	194 17%	98 19%	82 15%	72 24%	68 18%	54 12%	26 23%	46 24%	41 22%	27 14%	22 12%	32 12%	28 22%	74 24%	39 14%	45 12%	9 14%	66 22%	61 19%	28 12%	39 15%	32 12%	32 11%	41 16%	29 19%	5 9%	54 56%	153 17%	41 20%	112 17%	58 18%	24 15%	58 19%	136 17%	74 21%	120 16%	135 20%	59 13%
Net: Unfavourable	489 43%	272 52%	206 38%	88 29%	152 39%	249 57%	28 25%	59 31%	59 31%	92 47%	103 57%	146 77%	35 27%	94 31%	124 45%	207 58%	29 47%	111 36%	164 50%	113 50%	101 38%	128 48%	140 48%	100 38%	58 38%	30 54%	32 33%	390 42%	98 48%	300 47%	122 38%	66 40%	115 37%	374 46%	136 38%	353 46%	266 40%	222 49%
Net Difference	-295 -26%	-175 -33%	-124 -23%	-16 -5%	-84 -22%	-195 -44%	-2 -2%	-13 -7%	-19 -10%	-66 -33%	-80 -45%	-114 -44%	-7 -6%	-20 -6%	-85 -31%	-162 -45%	-20 -33%	-45 -15%	-103 -32%	-85 -37%	-62 -23%	-96 -36%	-107 -37%	-59 -22%	-29 -19%	-25 -44%	22 22%	-238 -26%	-57 -28%	-188 -29%	-64 -20%	-42 -25%	-57 -18%	-238 -29%	-62 -17%	-232 -30%	-131 -19%	-163 -36%
Mean	-0.54	-0.67	-0.47 B	-0.16 EFKL	-0.45 FKL	-0.87	-0.10 EFKL	-0.20 EFKL	-0.30 FKL	-0.58 FL	-0.83	-0.89	-0.18 OP	-0.21 OP	-0.56 P	-0.87	-0.78 **	-0.35 ST	-0.62	-0.79	-0.47 T	-0.75	-0.73	-0.50 VW	-0.42 VW*	-0.72	0.25 vwxyz*	-0.55	-0.50	-0.60	-0.43	-0.56 *	-0.39 h	-0.60	-0.37 j	-0.63	-0.43 i	-0.72

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

Ipsos MORI June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 Scottish National Party (SNP)

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Unfavourable to Nicola Sturgeon
		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 the SNP (P)	Unfavourable to the SNP (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Hancock (X)	Unfavourable to Hancock (Y)	Favourable to Nicola Sturgeon (Z)		
Unweighted base	1128	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453		
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484		
Very favourable (2)	55 5%	5 1%	7 3%	1 1% *	35 24% BCD	31 7%	17 4%	9 2% Q	39 8% HKDQ	20 7% HDQ	22 4% OQ	17 8% HKDQ	23 5% HDQ	40 12% HUKMQQ	3 3% Q	55 28% HUKLMNOQ	- - -	9 3% a	40 8% RUJa	15 7% Ra	24 5% a	19 6% Ra	26 9% RUJa	8 4% a	38 6% Ra	47 18% RSTUVWXYa	4 1% -		
Fairly favourable (1)	139 12%	17 5%	51 19% B	16 19% B*	35 24% B	79 19% G	28 6%	35 10% KOQ	88 17% HKMQQ	70 24% HKMQQ	31 6% Q	55 28% HKMQQ	36 9% KOQ	86 25% HKMQQ	12 4% Q	139 72% HUKLMNOQ	- - -	36 10% a	92 18% RUVYa	51 23% RSUVXYa	40 8% a	33 54% RUVa	18 14% RUVa	26 90% RUVa	14 14% RSTUVWXYa	10 39% 2%			
Neither favourable nor unfavourable (0)	327 29%	71 20%	107 39% BE	30 35% BE*	28 19% G	146 34% G	89 20%	77 22% KMOPQ	151 30% HKMOPQ	100 35% HKMOPQ	75 15% PQ	59 30% KMOPQ	65 15% KMOPQ	95 28% KMOPQ	35 12% PQ	- - -	- - -	91 24% Ua	153 29% Ua	81 36% RSUVXYZa	86 17% Ua	99 23% Ua	30 90% Ua	46 24% Ua	163 73% Ua	58 12% 2%			
Fairly unfavourable (-1)	179 16%	68 19%	56 20% E	10 12% *	15 10%	73 17% F	73 16%	64 18% P	72 14% P	45 16% P	95 19% P	34 17% P	66 16% P	49 14% P	51 18% P	- - -	179 37% HUKLMNOP	58 15% Z	89 17% Z	39 18% Z	89 18% Z	78 17% Z	52 13% Z	25 18% Z	112 8% Z	22 22% RSUYTZ			
Very unfavourable (-2)	310 27%	180 50% CDE	35 13%	19 23% *	28 19%	63 15% F	214 48% ULNP	150 43% ULNP	105 21% JLNP	26 9% P	253 50% HULNP	20 10% P	213 51% P	42 12% HUKLMNP	178 61% P	- - -	310 63% HUKLMNP	151 40% STWYZ	111 20% TZ	238 9% RSTUVWXYZ	169 47% STWYZ	69 23% TZ	66 36% STWZ	174 28% STWZ	5 2% RSTUVWXYZ	283 58% 81%			
Don't know	118 10%	20 6%	20 7%	9 10% *	5 3%	36 8% F	27 6% G	13 4% PQ	48 9% HMQDQ	27 9% HMQDQ	33 6% MOPQ	13 7% PQ	15 4% PQ	29 8% HMQDQ	11 4% PQ	- - -	- - -	29 8% a	41 8% UWa	17 8% UWa	26 5% UWa	27 6% UWa	13 4% UWa	16 9% a	49 8% UWa	21 4% UWa			
Net: Favourable	194 17%	22 6%	59 21% B	17 20% B*	70 48% BCD	111 26% G	45 10%	43 12% OQ	127 25% HKMQQ	90 31% HKMQQ	53 11% OQ	71 36% HKMQQ	59 14% KOQ	125 37% HKMQQ	16 5% Q	194 100% HUKLMNOQ	- - -	45 12% a	132 25% RUVYa	67 30% RUVYa	64 13% a	53 12% a	80 26% RUVYa	34 18% RUa	128 20% RSTUVWXYa	14 3% 3%			
Net: Unfavourable	489 43%	248 69% CDE	91 33%	29 35% *	43 29%	136 32% F	286 64% ULNP	214 62% JLNP	177 35% P	71 25% HULNP	53 28% P	71 34% P	55 27% ULNP	279 79% HUKLMNP	91 22% 														
Net Difference	-295 -26%	-225 -62%	-32 -12%	-13 -15%	27 19%	-25 -6%	-241 -54%	-171 -49%	-50 -10%	19 7%	-294 -58%	17 8%	-220 -53%	34 10%	-213 -74%	194 100%	-489 -100%	-163 -44%	-67 -13%	7 3%	-264 -52%	-194 -46%	-42 -14%	-57 -31%	-158 -25%	130 47%	-377 -78%		
Mean	-0.54	-1.17	-0.23 B	-0.41 B*	0.24 BCD	-0.15 G	-1.04	-0.93 KOQ	-0.25 HKMQQ	0.05 HKMQQ	-1.10 OQ	0.07 HKMQQ	-1.02 Q	0.10 HKMQQ	-1.39 Q	1.28 HUKLMNOQ	-1.63	-0.88 a	-0.28 RUVYa	0.01 RSUVXYa	-1.00 a	-0.86 Ua	-0.29 RUVYa	-0.67 RUa	-0.51 RUa	0.68 RSTUVWXYa	-1.42		

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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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 Scottish National Party (SNP)

All Adults aged 18+ in Great Britain

	Total (A)	'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' :		'Nicola Sturgeon, Leader of the SNP and First Minister of Scotland' :	
		Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	1128	243	483	354	543	416	317	193	634	295	453
Weighted base	1128	224	502	373	526	425	305	187	627	277	484
Very favourable (2)	55 5%	15 7%	24 5%	9 3%	40 8%	19 5%	26 9%	8 4%	38 6%	48 17%	4 1%
Fairly favourable (1)	139 12%	51 23%	40 8%	36 10%	92 18%	33 8%	54 18%	26 14%	90 14%	109 39%	10 2%
Neither favourable nor unfavourable (0)	327 29%	81 36%	86 17%	91 24%	153 29%	99 23%	91 30%	46 24%	163 26%	73 26%	58 12%
Fairly unfavourable (-1)	179 16%	39 17%	89 18%	58 15%	89 17%	78 18%	52 17%	25 13%	112 18%	22 8%	108 22%
Very unfavourable (-2)	310 27%	20 9%	238 47%	151 40%	111 21%	169 40%	69 23%	66 36%	174 28%	5 2%	283 58%
Don't know	118 10%	17 8%	26 5%	29 8%	41 8%	27 6%	13 4%	16 9%	49 8%	21 8%	21 4%

Net: Favourable	194 17%	67 30%	64 13%	45 12%	132 25%	53 12%	80 26%	34 18%	128 20%	157 57%	14 3%
Net: Unfavourable	489 43%	59 26%	327 65%	208 56%	199 38%	247 58%	122 40%	91 49%	287 46%	27 10%	391 81%
Net Difference	-295 -26%	7 3%	-264 -52%	-163 -44%	-67 -13%	-194 -46%	-42 -14%	-57 -31%	-158 -25%	130 47%	-377 -78%

Mean	-0.54	0.01 C	-1.00	-0.88	-0.28 D	-0.86	-0.29 F	-0.67	-0.51	0.68 K	-1.42
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id 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
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 (j)	Working (k)	Not working (l)	
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379	
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455	
Very positive	158	98	55	36	38	84	5	31	21	17	22	62	9	38	29	68	13	32	48	40	38	42	34	34	26	6	17	136	22	92	40	27	34	124	35	123	76	83	
	14%	19% C	10%	12% G	10%	19% DEGUK	5%	16% DEGJ	11%	9%	12% G	24% DEFGUK	7%	13%	11%	19% MO	22% **	11%	15%	17% R	14%	16%	12%	13%	17%	10% *	17% *	15%	11%	14%	12%	16% *	11%	15%	10%	16% i	11%	18% k	
Fairly positive	203	97	102	49	49	105	21	29	15	33	28	77	22	37	41	90	14	61	52	42	48	44	57	50	27	11	14	156	47	120	50	34	50	153	62	142	101	103	
	18%	18%	18%	16% I	13% I	24% DEHIK	18% I	15% I	8%	17% D	16%	30% DEFGHIK	17%	12%	15%	25% MO	23% **	20%	16%	18%	18%	17%	20%	19%	17%	19%	19% *	15% *	17%	23%	19%	15%	21% *	16%	19%	17%	18%	15%	23% k
Made no difference	216	91	116	59	79	78	30	29	38	41	42	36	33	52	56	63	13	42	59	41	73	68	57	44	21	9	16	187	29	109	70	37	65	151	47	168	128	87	
	19%	17%	21%	19% H	20%	18% DHL	26% DHL	15% H	20%	21%	23% FL	14%	25% N	17%	20%	17%	16%	21% **	14%	18%	18%	27% RST	25% XY	20%	17%	14%	17% *	16% *	20%	14%	17%	22%	22% *	21%	18%	13%	22% i	19%	19%
Fairly negative	244	103	130	79	91	74	33	47	48	43	37	37	35	78	64	54	13	78	70	53	43	60	63	56	37	13	14	208	36	145	68	31	86	158	94	150	152	92	
	22%	20%	24%	26% FL	24% FL	17% FL	28% FL	25% FL	26% FL	22% FL	20% FL	14%	27% P	26% P	23% P	15%	22% **	26%	21%	23%	16%	22%	21%	24%	23%	24%	13% H	15% H	23%	18%	23%	21%	19% h	28% h	19%	26% j	19%	23%	20%
Very negative	257	117	117	64	108	85	19	45	55	53	45	40	23	81	73	72	7	80	83	44	50	47	56	65	38	16	35	199	58	147	78	31	60	197	111	146	186	71	
	23%	22%	21%	21% DFGL	28% DFGL	19% DFGL	17% DFGL	24% FGL	29% GL	27% GL	25% F	15%	18%	27% M	27%	20%	12% **	26%	25%	19%	19%	17%	19%	25%	25%	28% H	36% vw*	21%	29%	23%	24%	19% *	19%	24%	31% j	19%	28% i	16%	
Don't know	50	19	29	16	21	12	7	10	12	9	6	6	7	17	13	12	-	11	15	9	15	7	23	13	5	2	1	39	11	25	19	5	13	36	8	41	31	19	
	4%	4%	5%	5% I	5% I	3% I	6% I	5% I	6% I	5% I	4% I	2% I	5% I	6% I	5% I	3% I	- **	4% I	4% I	4% I	6% I	3% I	8% Va	5% I	3% I	3% *	1% I	4% I	5% I	4% I	6% I	3% *	4% I	4% I	2% I	5% i	5% I	4% I	
Net: Positive	362 32%	195 37% C	157 29%	86 28% I	86 22%	190 43% DEGHIK	26 23%	60 31% I	36 19%	50 26%	50 28%	139 54% DEFGHIK	31 24%	75 25%	70 25%	158 44% MNO	27 45% **	94 31%	100 31%	81 36%	86 32%	86 32%	91 31%	84 32%	53 34%	16 29% *	31 32% H	292 32%	69 34%	211 33%	90 28%	60 37% *	84 27%	277 34%	97 27%	265 34% i	177 26% k	185 41% k	
Net: Negative	501 44%	221 42%	247 45%	144 47% FL	199 52% FL	158 36% L	52 46% L	92 48% FL	104 55% FL	96 49% FL	82 45% FL	77 30% FL	58 45% P	159 52% P	137 50% P	126 35% P	21 34% H	158 52% U	153 47% U	96 42%	93 35%	106 40%	119 41%	122 46%	75 49%	29 52% H	49 51% H	407 44%	94 46%	293 46%	147 45%	62 38% H	146 47%	355 43%	205 57% j	296 38% i	338 50% I	163 36% I	
Net Difference	-139 -12%	-26 -5%	-90 -16%	-58 -19%	-113 -29%	31 7%	-26 -23%	-32 -17%	-67 -36%	-45 -23%	-31 -17%	62 24%	-27 -21%	-84 -28%	-67 -24%	32 9%	7 11%	-65 -21%	-53 -16%	-15 -7%	-7 -2%	-20 -8%	-28 -10%	-37 -14%	-23 -15%	-13 -23%	-18 -19%	-114 -12%	-25 -12%	-81 -13%	-57 -18%	-1 -1%	-61 -20%	-78 -10%	-108 -30%	-31 -4%	-161 -24%	22 5%	

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
ColumnsProportions (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(*)
ColumnsMeans (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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

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				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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very positive	158 14%	103 29% CDE	15 5%	1 1% *	24 17% CD	11 2%	137 31% F	101 29% IUKLN PQ	37 7%	25 9%	109 22% IULNP	23 12% I	105 25% IULNP	41 12% I	68 23% IULNP	23 12% I	112 23% IULNP	105 28% STUVWYZ	37 7%	26 12% SWZ	110 22% STWYZ	100 24% STWYZ	19 6% STUVWYZa	60 32% STUVWYZa	64 10% SW	20 7% STWYZ	118 24% STWYZ	
Fairly positive	203 18%	118 33% CDE	17 6%	4 5% *	30 20% CD	37 9%	134 30% F	116 33% IUKLMNPQ	36 7%	33 11% I	127 25% IULNP	27 14% I	95 23% IULNP	36 11% I	82 28% IULMN PQ	26 13% I	113 23% IULNP	125 33% STUVWYZa	39 7%	27 12% S	120 24% STWYZ	111 26% STWYZ	35 12% S	55 29% STWYZ	77 12% S	38 14% S	118 24% STWYZ	
Made no difference	216 19%	80 22% D	45 16%	8 9% *	21 14%	40 9%	114 25% F	63 18% NP	77 15% N	41 14%	102 20% IULNP	24 12% I	78 19% NP	38 11% IULNP	62 21% IULNP	20 11% IULNP	105 22% IULNP	68 18% Z	77 15% Z	32 14% Z	92 18% Z	73 17% Z	50 16% Z	26 14% Z	104 17% Z	29 10% STXYZ	104 21% STXYZ	
Fairly negative	244 22%	36 10%	85 31% BE	26 30% B*	26 18% B	136 32% G	42 9%	42 12%	137 27% HKMOPQ	82 29% HKMOPQ	83 16%	56 29% HKMOPQ	56 13%	88 26% HKMOPQ	37 13%	30 16%	87 18% HMO	53 14%	137 26% RUWXa	61 27% RUWVXa	82 16%	89 21% RUXa	62 20%	26 14% RUXa	157 25% RUXa	68 24% RUXa	74 15%	
Very negative	257 23%	15 4%	109 39% B	44 52% BE*	44 30% B	193 45% G	11 3%	14 4%	205 41% HUKLMQO	100 35% HKMOQ	73 14% H	65 33% HKMOQ	77 18% HKDQ	128 38% HKMOQ	36 12% H	93 48% HUKLMNOQ	63 13% H	14 4% RTUVXYa	218 42% RUWVXa	73 33% RUWVXa	84 17% RVXa	40 9% R	134 44% RTUVXYa	15 8% R	204 33% RUXa	117 42% RTUVXYa	58 12% R	
Don't know	50 4%	10 3%	6 2%	2 2% *	1 1%	12 3%	9 2%	12 3% P	11 2%	7 2%	13 3%	3 2%	7 2%	10 3% P	6 2%	1 1%	9 2%	9 2%	18 3%	5 2%	14 3%	13 3%	6 2%	5 3%	22 3%	5 2%	12 2%	
Net: Positive	362 32%	221 61% CDE	32 12%	5 6% *	54 37% CD	48 11%	272 61% F	216 62% IUKLMNOPQ	73 14%	58 20% I	237 47% IULNP	50 25% I	200 48% IULNP	76 22% I	150 52% IULNPQ	49 25% I	225 46% IULNP	229 61% STUVWYZa	76 14%	53 24% S	230 46% STWYZ	211 50% STWYZ	54 18% STUVWYZa	115 62% SW	140 22% S	58 21% S	236 49% STWYZ	
Net: Negative	501 44%	51 14% BE	194 70% BE	70 82% BE*	70 48% B	329 77% G	53 12%	57 16% HKLMOQ	342 68% HKMOQ	182 63% HKMOQ	156 31% HO	121 61% HKMOQ	133 32% HO	216 63% HKMOQ	73 25% H	124 64% HKMOQ	149 31% HO	67 18% RTUVXYa	355 68% RUWVXa	134 60% RUWVXa	166 33% RXa	128 30% RX	196 64% RUVXYa	41 22% RUXa	361 58% RUXa	185 67% RUVXYa	132 27% R	
Net Difference	-139 -12%	169 47%	-162 -58%	-64 -76%	-16 -11%	-282 -66%	219 49%	160 46%	-269 -54%	-124 -43%	80 16%	-72 -36%	67 16%	-139 -41%	77 26%	-75 -39%	76 15%	162 43%	-279 -53%	-81 -36%	64 13%	82 19%	-142 -46%	75 40%	-221 -35%	-127 -46%	104 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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
Adults online aged 18+ in GB

Q4. Would you say that the current Conservative government, led by Prime Minister Boris Johnson, is doing well or badly at running the country, or do you not have an opinion?
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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very well	94 8%	58 11% C	34 6%	31 10% EGI	18 5% J	45 10% EIK	6 5% EGIK	25 13% EGIK	13 7%	5 3%	11 6%	34 13% EGI	7 6%	34 11% O	10 4%	36 10% O	6 10% **	18 6%	23 7%	23 10%	31 11% R	27 10%	30 10%	16 6%	14 9%	3 5% *	4 4% *	79 9%	15 8%	63 10%	20 6%	11 7% *	28 9%	66 8%	21 6%	74 10% i	50 7%	44 10%
Fairly well	270 24%	117 22%	145 26%	64 21%	74 19%	133 30% DEHIK	26 20%	38 20%	28 15%	45 23%	43 24%	90 35% DEGHIK	29 22%	53 18%	60 22%	115 32% MNO	13 21% **	62 20%	89 27%	60 26%	60 22%	65 24%	70 24%	76 29%	37 24%	10 18% *	13 13% *	216 23%	54 27%	162 25%	64 20%	44 27% *	65 21%	206 25%	77 22%	193 25%	141 21%	129 28% k
Neither well nor badly	239 21%	117 22%	113 21%	65 21%	86 22%	88 20%	24 21%	40 21%	44 23%	42 21%	41 23%	47 18%	31 24%	60 20%	63 23%	74 21%	12 19% **	51 17%	69 21%	49 21%	70 26% R	60 22% a	67 23% a	50 19%	36 24% a	14 26% a*	11 11% *	199 22%	39 19%	121 19%	78 24%	40 24% *	75 24%	164 20%	57 16%	182 24% i	148 22%	90 20%
Fairly badly	231 20%	92 18%	127 23%	67 22%	82 21%	81 19%	28 25%	39 20%	38 20%	44 22%	36 20%	46 18%	31 24% P	65 22%	53 19%	58 16%	23 37% **	89 29% STU	53 16%	44 19%	45 17%	54 20%	58 20%	48 18%	36 23%	9 16% *	25 25% *	193 21%	38 19%	133 21%	66 20%	32 19% *	53 17%	178 22%	84 23%	147 19%	135 20%	96 21%
Very badly	265 23%	132 25%	111 20%	65 21%	115 30% DFGL	84 19% DFGL	23 20%	42 22%	59 31% DFGL	56 29% FL	48 27% FL	37 14%	24 19%	80 26%	83 30% MP	71 20% MP	6 11% **	78 26%	84 26%	47 21%	55 21%	54 20%	52 18%	68 26% W	28 18%	19 34% VWX**	43 44% VWXY**	209 23%	56 28%	147 23%	85 26%	33 20% *	77 25%	188 23%	112 31% j	152 20%	185 27% i	80 18%
Don't know	29 3%	9 2%	19 3%	13 4%	11 3%	6 1%	6 5% FK	7 4%	7 4%	4 2%	1 1%	4 2%	6 5% P	10 3%	7 3%	4 1%	1 2% **	8 3%	9 3%	6 3%	7 3%	7 2%	13 5%	6 2%	2 2%	- -	1 1% *	28 3%	1 *	13 2%	12 4%	4 2% *	10 3%	19 2%	7 2%	23 3%	14 2%	16 3%
Net: Well	365 32%	175 33%	179 33%	95 31% EI	92 24%	178 41% DEGIJK	32 28%	62 33% EI	42 22%	50 26%	54 30%	124 48% DEFGHIJK	36 28%	88 29%	70 25%	152 42% MNO	19 31% **	80 26%	112 34%	83 36% R	90 34%	92 34%	100 34%	91 35%	51 33% a	13 24% a	17 24% *	295 32%	70 34%	225 35% e	84 26%	56 34% *	93 30%	272 33%	98 27%	267 35% i	192 28%	173 38% k
Net: Badly	495 44%	224 43%	238 43%	132 43% L	197 51% FL	166 38% L	51 45% L	81 43% L	97 51% FL	100 51% FL	84 46% FL	82 32%	56 43%	146 48% P	136 49% P	129 36%	29 48% **	167 55% STU	137 42%	91 40%	100 37%	108 41%	110 38%	116 44%	64 42%	28 51% *	68 70% VWXYZ**	402 43%	94 46%	280 44%	151 46%	65 40% *	130 42%	365 45%	196 55% j	299 39%	320 48% i	175 39%
Net Difference	-131 -12%	-49 -9%	-59 -11%	-38 -12%	-105 -27%	12 3%	-19 -17%	-19 -10%	-55 -29%	-50 -25%	-30 -17%	42 16%	-19 -15%	-58 -19%	-66 -24%	23 6%	-11 -17%	-87 -28%	-26 -8%	-8 -4%	-10 -4%	-16 -6%	-10 -3%	-25 -9%	-13 -9%	-15 -27%	-51 -52%	-106 -11%	-24 -12%	-54 -9%	-67 -21%	-10 -6%	-37 -12%	-94 -11%	-98 -27%	-33 -4%	-128 -19%	-2 -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,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 June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

Adults online aged 18+ in GB

Q4. Would you say that the current Conservative government, led by Prime Minister Boris Johnson, is doing well or badly at running the country, or do you not have an opinion?

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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484
Very well	94 8%	66 18% CDE	10 4%	1 1% *	11 8%	20 5%	69 15% F	77 22% UKLMNOPQ	9 2%	20 7% I	57 11% I	22 11% II	52 12% II	30 9% I	34 12% I	22 11% II	55 23% I	84 23% STUVWYZa	4 1%	18 8% SWY	53 11% SWY	70 16% STUWYZa	5 2% STUWYZa	61 33% RSTUVWYZa	14 2% S	20 7% SWY	55 11% SWY
Fairly well	270 24%	174 48% CDE	22 8%	13 16% *	21 14%	65 15%	164 37% F	196 56% UKLMNOPQ	19 4%	37 13% I	168 33% IILMNP	47 24% UNP	108 26% UNP	50 15% I	90 31% IUMNP	26 13% I	151 31% IUMNP	221 59% STUVWXYZa	11 2%	40 18% SW	157 31% STWYZ	185 43% STUWYZa	17 6% S	84 45% STUWYZa	84 13% SW	47 17% SW	153 32% STWYZ
Neither well nor badly	239 21%	71 20%	43 16%	13 16% *	30 21%	78 18%	92 20%	45 13%	64 13%	42 14% P	104 20% HIUNP	24 12% HIUNP	85 20% HIUNP	43 13%	75 26% HIUKLMNP	18 9% HIUNP	113 23% HIUNP	58 16% STUVWXYZa	59 11%	31 14%	90 18% SWZ	88 21% RSTWXZ	37 12% RSTWXZ	22 12% RSTWXZ	113 18% SWZ	31 11% RSTUWXYZ	116 24% RSTUWXYZ
Fairly badly	231 20%	38 11% B	73 26% B	27 32% B*	28 19% B	92 21%	79 18%	27 8% HKL MNOPQ	158 31% HKMOPQ	79 27% HMO	96 19% HMO	63 23% H	87 15% HKMOPQ	39 26% H	33 13% H	84 17% H	9 2%	191 36% RTUVWXYZa	54 24% RVXa	90 18% RX	65 15% RX	65 21% RX	13 7% R	175 28% RUVWXZa	62 23% RVX	84 17% RX	
Very badly	265 23%	10 3%	125 45% B	30 36% B*	54 37% B	174 41% G	37 8%	1 * HUKLMNOQ	247 49% HKLMNOQ	107 37% H	80 16% H	57 29% HKDQ	103 25% HKDQ	128 38% HKLMOQ	90 17% H	95 49% HUKLMNOQ	79 16% H	- - RTUVXYZa	255 79% RUVXa	79 35% RUVXa	103 21% RUVXa	17 4% R	176 57% RSTUVXYZa	5 3% R	234 37% RUVXa	114 41% RUVXa	72 15% RVX
Don't know	29 3%	2 *	4 1%	- - *	1 1%	- -	6 1% F	1 *	7 1%	3 1%	4 1%	2 1%	7 2%	4 1%	3 1%	- -	7 1%	1 *	5 1%	2 1%	8 2% RV	2 *	5 2%	1 1%	7 1%	3 1%	6 1%
Net: Well	365 32%	240 66% CDE	32 11%	14 17% *	32 22% C	85 20%	233 52% F	274 79% UKLMNOPQ	27 5%	58 20% I	225 44% IILMNP	69 35% UNP	160 38% UNP	79 23% I	124 43% UNP	48 25% I	205 42% UNP	305 82% STUVWYZa	15 3%	58 26% SWY	210 42% STWYZ	255 60% STUWYZa	22 7% S	146 78% STUVWYZa	98 16% SW	67 24% SWY	207 43% STWYZ
Net: Badly	495 44%	48 13%	198 71% BE	57 67% B*	82 56% B	265 62% G	116 26%	28 8% HUKLMNOPQ	404 80% HKLMNOQ	186 65% H	175 34% H	103 52% HKMOQ	167 40% HKDQ	214 63% HKLMOQ	88 30% H	128 66% HKLMOQ	163 33% H	9 2% RTUVWXYZa	446 85% RUVXa	133 39% RVXa	194 39% RVXa	82 19% RX	241 79% RTUVXYZa	18 9% R	409 65% RUVXa	176 64% RUVXa	155 32% RVX
Net Difference	-131 -12%	192 53%	-166 -60%	-43 -51%	-50 -34%	-181 -42%	117 26%	246 71%	-377 -75%	-128 -45%	50 10%	-34 -17%	-7 -2%	-135 -40%	35 12%	-80 -41%	42 9%	296 79%	-431 -82%	-75 -34%	16 3%	173 41%	-219 -72%	128 69%	-311 -50%	-109 -39%	52 11%

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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
Adults online aged 18+ in GB

Q5. Now imagine that Labour were in government and Keir Starmer was Prime Minister. Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it 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 (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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Keir Starmer and Labour would do a better job	291	140	132	103	113	75	40	62	64	49	37	38	46	107	67	63	9	99	89	51	53	62	71	76	45	15	22	244	48	162	91	38	99	192	129	162	206	85
	26%	27%	24%	34% FJKL	29% FL	17%	35% FKL	33% FKL	34% FKL	25% FL	21%	15%	36% OP	35% OP	24%	18%	14% **	32% TU	27%	22%	20%	23%	24%	29%	29%	27% *	23% *	26%	23%	25%	28%	23% *	32% h	23%	36% j	21%	31% i	19%
Keir Starmer and Labour would do a worse job	409	199	195	63	116	230	20	43	47	69	77	153	23	69	95	185	38	96	125	84	103	112	114	88	46	20	28	319	89	249	89	70	86	323	107	301	201	208
	36%	38%	36%	21% DGI	30% DEGHIJK	53%	17%	23%	25%	35% DEGHI	43% DEGHI	59% DEFGHIJK	18%	23%	34% MNO	51% MNO	62% **	31%	38%	37%	38%	42% Ya	39%	34%	30%	36% *	29% *	35%	44% b	39% e	27%	43% e*	28%	39% g	30%	39% i	30%	46% k
Would make no difference	302	147	141	78	111	112	34	44	52	59	57	55	38	71	87	94	12	78	88	57	78	57	81	68	41	16	39	247	55	165	98	39	77	225	79	222	183	119
	27%	28%	26%	26%	29%	26%	30%	23%	28%	30%	31% F	21%	30%	24%	31%	26%	19% **	26%	27%	25%	29%	21%	28%	26%	26%	41	28% *	40% vwxyz*	27%	27%	26%	30%	24% *	25%	27%	22%	29% i	27%
Don't know	126	39	80	60	45	21	20	41	27	18	9	12	21	56	29	17	3	32	24	36	34	36	25	30	22	6	8	115	12	63	47	16	46	80	42	84	84	42
	11%	7%	15% B	20% EFJKL	12% FKL	5%	17% FKL	21% EFJKL	14% FKL	9% F	5%	5%	17% P	19% OP	10% P	5%	5% **	11%	7%	16% s	13%	14%	8%	11%	14%	6 *	8% *	12% c	6%	10%	14%	10% *	15% h	10%	42% i	11%	13% j	42% k
Net Difference 1-2	-117 -10%	-59 -11%	-63 -12%	40 13%	-3 -1%	-155 -35%	21 18%	20 10%	17 9%	-20 -10%	-40 -22%	-115 -45%	23 18%	38 13%	-28 -10%	-121 -34%	-29 -47%	3 1%	-36 -11%	-33 -15%	-50 -19%	-49 -18%	-43 -15%	-12 -5%	-1 -1%	-5 -9%	-6 -6%	-76 -8%	-42 -20%	-88 -14%	2 1%	-32 -19%	13 4%	-131 -16%	21 6%	-139 -18%	5 1%	-123 -27%

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

Ipsos MORI June 2021 Political Pulse

PUBLIC

Fieldwork 25-28 June

Adults online aged 18+ in GB

Q5. Now imagine that Labour were in government and Keir Starmer was Prime Minister. Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it make 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 Labour	Unfavourable to Labour	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484
Keir Starmer and Labour would do a better job	291 26%	20 5%	164 59% BDE	32 38% B*	34 24% B	185 43% G	45 10%	34 10%	226 45% HKMOQ	188 65% HIKLMNOPQ	40 8%	91 46% HKMOQ	78 19% HKQ	150 44% HKMOQ	37 13% K	98 51% HKMOQ	72 15% HK	33 9%	235 45% RUVXYa	151 67% RSUVWXYZa	46 9%	71 17% RUa	139 45% RUVXYa	42 22% RUVa	212 34% RUVXa	118 43% RUVXYa	58 12% U
Keir Starmer and Labour would do a worse job	409 36%	262 73% CDE	17 6%	16 19% C*	58 40% CD	84 20%	279 62% F	239 69% IULMNOPQ	81 16% J	14 5%	327 64% IULMNOPQ	39 20% J	229 55% IULNP	74 22% IUP	167 58% IULNP	28 14% J	274 56% IULNP	249 67% STVWXYZa	78 15% T	20 9%	309 62% STWYZ	254 60% STWYZ	53 17% T	103 55% STWYZ	189 30% STWZ	52 19% T	294 61% STWYZ
Would make no difference	302 27%	66 18%	69 25%	27 32% B*	44 30% B	121 28%	101 23%	59 17%	152 30% HIKLMNOQ	52 18%	124 24% H	48 24% HJ	96 23% H	86 25% HJ	67 23% H	51 26% HJ	123 25% HJ	65 17%	168 32% RTUVXa	35 16%	127 25% RTVX	84 20% X	96 31% RTUVXa	24 13%	183 29% RTVXa	75 27% RTVX	112 23% RTX
Don't know	126 11%	13 4%	26 9% B	9 11% B*	10 7%	39 9% G	22 5%	15 4%	44 9% HKMQ	33 11% HKMQ	18 4%	21 10% HKMQ	15 4%	30 9% HKMQ	19 7% KMQ	17 9% KMQ	20 4%	27 7% UVa	45 9% UVWYa	19 8% UVa	20 4%	16 4%	18 6%	18 10% UVa	43 7% UVa	32 11% UVWYa	20 4%
Net Difference 1-2	-117 -10%	-242 -67%	147 53%	16 19%	-24 -16%	102 24%	-234 -52%	-205 -59%	145 29%	174 60%	-287 -56%	52 26%	-151 -36%	77 23%	-130 -45%	70 36%	-202 -41%	-215 -58%	157 30%	131 59%	-264 -52%	-182 -43%	86 28%	-61 -33%	23 4%	66 24%	-235 -49%

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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
Adults online aged 18+ in GB

Q6. Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Summary

All Adults aged 18+ in Great Britain

	Q6. Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?	
	Keir Starmer, Leader of the Labour party	Boris Johnson, Leader of the Conservative Party and Prime Minister
	(A)	(B)
Unweighted base	1128	1128
Weighted base	1128	1128
Very clear (3)	77 7%	207 18% A
Fairly clear (2)	260 23%	380 34% A
Not very clear (1)	386 34% B	245 22%
Not clear at all (0)	288 26% B	208 18%
Don't know	116 10% B	87 8%

Net: Very /fairly clear	337 30%	588 52% A
Net: Not very / not clear at all	675 60% B	454 40%
Net Difference	-338 -30%	134 12%

Mean	1.12	1.56 A
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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 June 2021 Political Pulse
PUBLIC
Fieldwork 25-28 June
Adults online aged 18+ in GB

Q6. Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - 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)	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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very clear (3)	77	37	38	31	23	23	8	23	11	12	12	11	9	30	16	20	1	13	19	19	25	12	23	22	13	1	6	61	16	49	17	12	32	45	21	56	55	22
	7%	7%	7%	10% EFL	6%	5%	7%	12% EFUL	6%	6%	6%	4%	7%	10%	6%	6%	2% **	4%	6%	8%	10% R	4%	8%	8%	8%	3% *	6% *	7%	8%	8%	5%	7% *	10% h	5%	6%	7%	8%	5%
Fairly clear (2)	260	118	130	102	83	75	47	55	45	38	33	41	52	86	49	64	9	82	68	40	70	60	72	50	48	14	16	218	42	138	89	33	80	180	86	174	161	99
	23%	23%	24%	34% EFUKL	21%	17%	41% DEFHUKL	29% FJKL	24%	19%	19%	16%	40% NOP	28% OP	18%	18%	14% **	27% T	21%	17%	26%	23%	25%	19%	31% Xa	25% *	16% *	24%	21%	22%	27%	20% *	26%	22%	24%	23%	24%	22%
Not very clear (1)	386	176	188	77	140	170	22	55	61	79	64	106	25	87	108	133	33	123	125	72	66	79	111	99	48	15	34	313	73	236	94	57	97	289	145	242	230	157
	34%	34%	34%	25% G	36% DG	39% DGH	19%	29%	32%	40%	35%	41%	19%	29%	39%	37%	54% U	40% MN	38%	32%	32%	25%	29%	38%	38%	31%	27% *	35% *	34%	36%	37% e	29%	35% *	32%	35%	40% j	31%	34%
Not clear at all (0)	288	158	116	45	94	149	19	26	45	49	59	90	22	49	79	124	15	64	83	67	74	87	53	65	30	18	36	226	63	155	83	51	59	229	79	209	152	136
	26%	30% C	21%	15% DH	24% DEGHJ	34% DEGHJ	17%	13%	24% DH	25% DH	33% DGH	35% DEGHI	17%	16%	28% MN	35% MN	24% **	21%	26%	29%	27%	32% WY	18%	25%	19%	33% W*	37% WXY*	24%	31%	24%	25%	31% *	19%	28% g	22%	27%	23%	30% k
Don't know	116	35	77	49	46	21	18	31	28	18	12	9	20	51	25	18	3	23	31	30	32	29	33	26	15	7	5	107	9	62	43	12	40	76	27	89	75	41
	10%	7%	14% B	16% FJKL	12% FL	5%	16% FJKL	16% FKL	15% FKL	9% L	7%	4%	15% P	17% OP	9%	5%	5% **	8%	9%	13%	12%	11%	11%	10%	10%	13% *	6% *	12% c	5%	10%	13%	7% *	13%	9%	12%	11%	9%	
Net: Very /fairly clear	337 30%	155 30%	168 31%	133 44% EFUKL	105 27%	98 22%	55 48% EFUKL	79 41% EFUKL	56 29%	50 25%	45 25%	53 21%	62 48% OP	116 38% OP	65 23%	85 24%	10 17% **	95 31%	87 27%	59 26%	95 36% ST	72 27%	95 33%	73 28%	61 39% VXa	15 27% *	21 22% *	279 30%	58 28%	186 29%	106 33%	45 27% *	112 36% h	225 27%	107 30%	230 30%	216 32%	121 27%
Net: Not very / not clear at all	675 60%	334 64% C	304 55%	122 40%	234 61% DGH	319 73% DEGHI	41 36%	81 42%	106 56% DGH	128 65% DGH	123 76% DGHJ	196 37%	47 45%	136 68% MN	187 72% MN	257 78% **	48 78%	187 61%	209 64% U	139 61%	140 52%	165 62%	164 56%	164 62% Y	78 51%	34 60% *	70 72% WY*	539 58%	136 67% b	390 61%	177 54%	108 66% *	156 51%	519 63% g	224 63%	451 59%	382 57%	293 64% k
Net Difference	-338 -30%	-179 -34%	-137 -25%	12 4%	-129 -33%	-221 -50%	14 12%	-2 -1%	-50 -26%	-78 -40%	-78 -43%	-143 -55%	14 11%	-20 -7%	-122 -44%	-172 -48%	-38 -61%	-92 -30%	-121 -37%	-80 -35%	-44 -17%	-93 -35%	-69 -24%	-92 -35%	-17 -11%	-18 -32%	-49 -50%	-260 -28%	-78 -38%	-204 -32%	-71 -22%	-63 -38%	-44 -14%	-294 -36%	-117 -33%	-221 -29%	-166 -25%	-172 -38%
Mean	1.12	1.07	1.19	1.47 EFUKL	1.10 FL	0.93	1.45 EFUKL	1.48 EFUKL	1.13 FL	1.07	0.99	0.90	1.45 OP	1.38 OP	1.01	0.94	0.95 **	1.16	1.08	1.05	1.20	0.99	1.25 Va	1.13	1.32 Va*	0.97 *	0.90 *	1.14	1.06	1.14	1.14	1.04 *	1.32 h	1.05	1.15	1.11	1.20 I	1.02

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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 June 2021 Political Pulse

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Fieldwork 25-28 June

Adults online aged 18+ in GB

Q6. Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Keir Starmer, Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to 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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very clear (3)	77 7%	16 4%	36 13% BE	4 5% *	9 6%	33 8%	32 7%	26 7% K	39 8% KQ	49 17% HIKMNOQ	12 2%	32 16% HIKMNOQ	21 5% K	37 11% IKMQ	17 6% K	28 14% HIKMNOQ	23 5% K	31 8% Ua	36 7% Ua	49 22% RSUVWYZa	8 2%	35 8% Ua	20 7% U	29 15% RSUVWYa	34 5% U	34 12% SUWYa	20 4% U	
Fairly clear (2)	260 23%	55 15%	106 38% BE	22 26% *	26 18%	127 30% G	61 14%	62 18% KO	133 27% HKMOQ	131 45% HIKLMNOPQ	60 12%	75 38% HIKMNOQ	65 15% K	102 30% HKMOQ	34 12%	66 34% HIKMNOQ	75 15% K	68 18% Ua	148 28% RUVYa	109 48% RSUVWXYZa	46 9%	88 21% Ua	80 26% RUa	50 27% RUVa	152 24% RUa	84 30% RUVYa	60 12% U	
Not very clear (1)	386 34%	138 38%	84 30%	43 51% CE*	46 31%	170 40%	153 34%	124 36% J	174 35% J	73 25%	190 37% JM	59 30%	128 31%	118 35% J	92 32%	57 29%	169 35% J	126 34% TX	192 36% TX	53 24%	180 36% TX	150 35% TX	109 36% TX	45 24%	233 37% TX	105 38% TX	177 37% TX	
Not clear at all (0)	288 26%	141 39% CD	30 11%	9 10% *	60 41% CD	69 16%	178 40% F	118 34% IULNP	123 24% JLN	18 6%	228 45% HIULNP	22 11% J	184 44% HIULNP	66 20% JL	129 45% HIULNP	37 19% JL	200 41% HIULNP	129 35% STWYZ	115 22% TZ	8 4%	247 49% RSTVWXYZa	138 32% STZ	80 26% STZ	54 29% TZ	173 28% STZ	42 15% T	202 42% RSTVWXYZ	
Don't know	116 10%	11 3%	21 8% B	7 9% *	6 4%	30 7%	23 5%	17 5%	34 7% K	17 6%	19 4%	9 5%	21 5% 5%	17 5% 5%	18 6% K	7 4%	22 4%	19 5%	35 7% TUV	5 2%	21 4%	15 3%	16 5%	9 5%	36 6% T	12 4%	25 5%	
Net: Very /fairly clear	337 30%	71 20%	142 51% BDE	26 31% *	35 24%	159 37% G	93 21%	88 25% KOQ	172 34% HKMOQ	179 62% HIKLMNOPQ	72 14%	107 54% HIKMNOQ	85 20% K	139 41% HKMOQ	50 17%	93 48% HIKMNOQ	98 20% K	99 26% Ua	184 35% RUYa	158 70% RSUVWXYZa	55 11%	123 29% Ua	100 33% Ua	78 42% RUVYa	185 30% Ua	118 43% RSUVWYa	80 16% U	
Net: Not very / not clear at all	675 60%	279 77% CD	113 41%	52 61% C*	105 72% C	239 56% F	330 74% F	243 70% IULNP	297 59% JLP	91 32% HIULNP	418 82% HIULNP	82 41% J	312 75% JL	185 54% HIULNP	222 76% J	94 48% J	369 75% STXZ	255 68% T	307 58% T	61 27% RSTVWXYZa	427 85% STXZ	288 68% TZ	189 62% TZ	99 53% T	406 65% STXZ	147 53% T	379 78% RSTVWXYZ	
Net Difference	-338 -30%	-208 -58%	29 10%	-26 -30%	-71 -49%	-80 -19%	-237 -53%	-155 -45%	-125 -25%	88 31%	-346 -68%	25 13%	-227 -54%	-46 -13%	-171 -59%	* *	-271 -55%	-157 -42%	-123 -23%	97 43%	-372 -74%	-165 -39%	-89 -29%	-21 -11%	-220 -35%	-29 -10%	-299 -62%	
Mean	1.12	0.84	1.58 BDE	1.28 BE*	0.88	1.31 G	0.88	0.99 KMOQ	1.19 HKMOQ	1.78 HIKLMNOPQ	0.71	1.62 HIKMNOQ	0.80 K	1.34 HKMOQ	0.77	1.45 HIKMNOQ	0.83 K	1.00 Ua	1.21 RUVYa	1.91 RSUVWXYZa	0.62	1.05 Ua	1.14 Ua	1.30 RUVYa	1.08 Ua	1.42 RSUVWYa	0.78 U	

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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(*)

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Q6. Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - 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 (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 (j)	Working (k)	Not working (l)
Unweighted base	1128	542	532	353	400	375	151	202	190	210	163	212	166	316	286	324	36	275	403	234	216	271	293	257	154	54	99	920	208	639	355	134	321	807	486	642	749	379
Weighted base	1128	525	549	304	386	438	114	190	189	196	180	258	129	303	276	359	61	306	327	228	267	267	291	263	154	56	97	925	203	639	325	164	308	820	358	770	673	455
Very clear (3)	207 18%	104 20%	91 17%	53 17%	55 14%	100 23% EU	19 17%	33 17%	27 14%	28 14%	36 20%	64 25% EU	22 17%	54 18%	38 14%	87 24% O	7 12% **	51 17%	58 18%	39 17%	60 22%	48 18%	60 21%	52 20%	31 20%	6 10% *	11 12% *	168 18%	39 19%	130 20%	49 15%	28 17% *	51 17%	156 19%	54 15%	154 20%	106 16%	101 22% k
Fairly clear (2)	380 34%	176 34%	189 34%	94 31%	128 33%	158 36%	34 29%	60 32%	58 31%	70 35%	62 34%	97 38%	38 29%	97 32%	93 34%	127 35%	25 41% **	92 30%	114 35%	78 34%	96 36%	96 36%	92 32%	91 35%	58 38%	18 32% *	25 25% *	308 33%	72 36%	207 32%	106 33%	67 41% *	103 33%	278 34%	123 35%	257 33%	223 33%	158 35%
Not very clear (1)	245 22%	114 22%	120 22%	67 22%	91 24%	87 20%	27 24%	40 21%	48 26%	42 22%	29 16%	58 22%	30 23%	63 21%	68 25%	63 18%	21 34% **	74 24%	71 22%	53 23%	48 18%	56 21%	72 25%	51 19%	24 16%	13 23% *	30 31% **	202 22%	43 21%	137 21%	76 24%	32 19% *	72 23%	174 21%	90 25%	156 20%	153 23%	93 20%
Not clear at all (0)	208 18%	107 20%	90 16%	52 17%	78 20%	78 18% L	19 17%	33 18%	36 19%	42 21%	44 25% FL	34 13%	23 18%	54 18%	57 21%	67 19%	8 12% **	73 24% TU	59 18%	36 16%	41 15%	45 17%	40 14%	55 21%	27 17%	14 24% *	29 30% vw**	168 18%	41 20%	114 18%	65 20%	30 18% *	52 17%	157 19%	71 20%	137 18%	134 20%	74 16%
Don't know	87 8%	24 5%	59 11% B	38 12% FKL	35 9% FL	14 3% FL	15 13% FKL	23 12% FKL	20 11% FL	14 7% FL	9 5%	5 2%	16 13% P	35 12% P	20 7%	14 4%	- - **	16 5%	26 8%	22 10%	23 9%	23 8%	27 9%	15 6%	13 9%	6 11% *	3 3% *	79 9%	8 4%	51 8%	28 9%	8 5% *	31 10%	55 7%	20 6%	67 9%	58 9%	28 6%
Net: Very /fairly clear	588 52%	280 53%	280 51%	147 48%	183 47%	258 59% DEGHI	53 46%	94 49%	85 45%	98 50%	98 54%	160 62% DEGHI	60 46%	151 50%	131 47%	214 60% MNO	33 53% **	143 47%	172 53%	117 51%	156 58% R	144 54% a	152 52% a	143 54% a	90 58% a	24 42% *	36 37% *	476 52%	111 55%	337 53%	156 48%	95 58% *	154 50%	434 53%	177 50%	410 53%	329 49%	259 57% k
Net: Not very / not clear at all	454 40%	221 42%	209 38%	120 39%	168 44%	165 38%	46 41%	74 39%	84 45%	84 43%	73 41%	92 36%	53 41%	117 39%	125 45% P	130 36%	29 47% **	147 48% U	129 40%	89 39%	88 33%	101 38%	112 38%	106 40%	51 33%	26 47% *	59 60% vw**	370 40%	84 41%	251 39%	141 43%	62 37% *	123 40%	330 40%	161 45% j	293 38%	286 43%	167 37%
Net Difference	134 12%	60 11%	71 13%	27 9%	14 4%	93 21%	7 6%	20 11%	* *	14 7%	25 14%	68 26%	7 5%	34 11%	6 2%	84 23%	4 7%	-4 -1%	42 13%	28 12%	68 25%	43 16%	40 14%	37 14%	39 25%	-3 -5%	-23 -24%	106 12%	27 13%	86 13%	15 4%	33 20%	30 10%	104 13%	17 5%	117 15%	42 6%	92 20%
Mean	1.56	1.55	1.58	1.55	1.46	1.66 EK	1.54	1.56	1.45	1.47	1.52	1.75 EU	1.53	1.56	1.44	1.68 O	1.53 **	1.42	1.57	1.58	1.72 R	1.60 a	1.65 a	1.56 a	1.67 a*	1.31 *	1.19 *	1.56	1.56	1.60	1.47	1.60 *	1.55	1.57	1.47	1.61	1.49	1.67 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(*)

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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									
		Conservative	Labour	Liberal Democrats	Other			Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	325	305	87	145	458	403	325	525	320	473	221	394	355	282	204	469	354	543	243	483	416	317	193	634	295	453	
Weighted base	1128	361	277	85	146	428	447	348	503	287	509	198	418	340	290	194	489	373	526	224	502	425	305	187	627	277	484	
Very clear (3)	207 18%	118 33% CDE	37 13%	7 8% *	21 15%	67 16%	112 25% F	127 36% UKLMNOPQ	61 12%	39 14%	121 24% U	45 23% U	95 23% U	72 21% U	57 20% I	41 21% U	102 38% U	142 10% STUVWYZa	53 20% SWY	44 21% SWY	103 29% SWY	124 12% STUVWYZa	36 43% STUVWYZa	81 12% S	78 18% SWY	50 22% SWY	108 22% SWY	
Fairly clear (2)	380 34%	168 47% CE	77 28%	28 34% *	40 27%	125 29%	185 41% F	169 49% UKLMNOPQ	117 23%	98 34% I	186 37% IN	74 37% IN	144 35% I	100 29% I	112 39% IN	59 30% I	182 37% IN	185 50% STUVWXYZa	123 23% SW	70 31% SWYZ	193 38% SWYZ	189 44% STUVWYZa	73 24% STWYZ	76 41% STWYZ	187 30% SW	85 31% SW	186 39% SWY	
Not very clear (1)	245 22%	47 13% B	74 27% B	27 31% B*	39 27% B	116 27% G	84 31% 19%	35 10% HKL MNOPQ	133 26% HLM	72 25% H	104 20% H	33 16% H	76 18% H	73 21% H	57 20% H	38 19% H	96 20% H	34 9% RUVXa	143 27% RVX	54 24% RX	100 20% RX	75 18% RX	79 26% RUVXa	18 26% RUVXa	163 24% RVX	67 19% RX	93 26% RX	
Not clear at all (0)	208 18%	23 6% B	75 27% B	17 20% B*	45 31% B	103 24% G	54 12% 12%	9 3% HUKLMNOPQ	173 34% HK	68 24% H	85 17% H	43 22% H	88 21% HK	86 25% HKOQ	49 17% H	53 27% HKOQ	92 19% H	2 1% RTUVXYZa	190 36% RVX	49 22% RVX	91 7% RVX	31 34% RX	105 28% RTUVXYZa	5 3% R	174 28% RTUVXa	66 24% RVXa	78 16% RVX	
Don't know	87 8%	5 1% BE	14 5% BE	5 6% BE*	1 1%	18 4%	13 3%	8 2%	20 4%	11 4%	13 3%	4 2%	15 4%	9 3%	15 5% HK	3 2%	18 4%	10 3%	17 3%	7 3%	16 3%	7 2%	12 4%	6 3%	25 4% V	9 3%	18 4% V	
Net: Very /fairly clear	588 52%	286 79% CDE	114 41%	35 42% *	61 42%	192 45%	297 66% F	296 85% UKLMNOPQ	178 35%	137 48% I	307 60% UNP	118 60% UN	239 57% U	172 51% I	169 58% U	100 52% I	283 58% UN	327 88% STUVWYZa	175 33% SWY	114 51% SWY	296 59% SWYZ	312 73% STUVWYZa	109 36% STUVWYZa	158 84% STUVWYZa	265 42% SW	136 49% SWY	294 61% STWYZ	
Net: Not very / not clear at all	454 40%	69 19% B	149 54% B	44 52% B*	84 58% B	218 51% G	138 31% 13%	44 61% HUKLMNOPQ	306 140 HKLMOQ	189 76 H	76 164 H	164 160 HKLMOQ	106 106 H	91 188 HLO	188 36 H	91 188 H	36 333 RTUVXYZa	102 191 RVXa	106 191 RVX	191 106 RX	106 191 RX	184 23 RTUVXYZa	23 337 RTUVXa	133 171 RUVXa	133 171 RVX			
Net Difference	134 12%	217 60% -13%	-35 -10%	-8 -10%	-23 -16%	-27 -6%	159 252 36%	252 73%	-128 -25%	-3 -1%	118 23%	43 22%	75 18%	13 4%	63 22%	9 5%	96 20%	291 78%	-158 -30%	12 5%	105 21%	206 48%	-75 -25%	135 72%	-72 -11%	3 1%	123 26%	
Mean	1.56 CDE	2.07 CDE	1.29	1.32 *	1.26	1.38	1.82 F	2.22 UKLMNOPQ	1.14	1.39 I	1.69 UNP	1.62 U	1.61 U	1.48 I	1.64 U	1.46 I	1.62 U	2.29 STUVWYZa	1.08 SWY	1.50 SWY	1.63 SWYZ	1.97 STUVWYZa	1.14	2.29 STUVWYZa	1.28 SW	1.45 SWY	1.70 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(*)