

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total	Gender		Age									Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431	
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456	
Very favourable (2)	114 10%	54 10%	60 11%	39 13%	34 9%	41 9%	14 12%	25 13%	10 6%	23 12%	19 11%	22 8%	38 13%	43 13%	18 8%	16 6%	33 12%	28 10%	20 8%	16 10%	9 17%	8 *	102 11%	11 6%	77 12%	28 9%	8 6%	38 13%	76 9%	50 14%	64 8%	77 12%	37 8%	
Fairly favourable (1)	255 23%	137 25%	117 21%	74 24%	85 23%	96 22%	30 26%	44 22%	41 23%	38 22%	58 22%	71 24%	79 24%	48 21%	57 22%	62 23%	64 22%	42 16%	46 30%	13 24%	29 30%	208 23%	47 24%	142 22%	82 25%	31 21%	62 20%	193 24%	105 31%	150 19%	146 22%	109 24%		
Neither favourable nor unfavourable (0)	352 31%	159 29%	191 33%	114 36%	102 28%	136 31%	38 32%	76 39%	50 28%	52 27%	50 29%	86 33%	100 34%	99 30%	82 35%	71 27%	85 32%	89 31%	77 30%	53 35%	18 33%	29 30%	283 31%	69 35%	205 32%	100 31%	47 32%	98 32%	254 31%	93 27%	259 33%	213 32%	139 30%	
Fairly unfavourable (-1)	162 14%	89 16%	72 13%	39 12%	53 14%	70 16%	18 15%	21 11%	24 14%	29 15%	28 16%	42 16%	40 14%	40 12%	37 16%	45 17%	26 10%	47 16%	58 23%	13 9%	5 9%	13 14%	131 14%	31 16%	90 14%	45 14%	27 18%	42 14%	120 15%	49 14%	114 15%	96 15%	66 14%	
Very unfavourable (-2)	167 15%	88 16%	80 14%	26 8%	65 18%	76 17%	9 8%	17 9%	31 17%	34 18%	31 17%	45 17%	36 12%	51 16%	35 15%	45 17%	43 16%	43 15%	46 18%	11 7%	9 16%	16 17%	135 15%	32 16%	100 16%	43 13%	24 16%	43 14%	125 15%	32 9%	136 18%	89 13%	78 17%	
Don't know	68 6%	19 3%	49 9%	22 7%	30 8%	15 4%	10 8%	12 6%	21 12%	9 5%	8 4%	8 3%	11 4%	16 5%	13 5%	28 11%	17 6%	20 7%	15 6%	13 9%	1 2%	2 2%	60 7%	8 4%	28 4%	28 8%	12 7%	22 6%	46 7%	17 5%	51 7%	41 6%	27 6%	
Net: Favourable	369 33%	190 35%	178 31%	113 36%	119 32%	137 31%	45 38%	69 35%	52 29%	67 35%	57 33%	80 30%	108 37%	121 37%	66 28%	73 28%	94 36%	92 31%	62 24%	62 41%	22 41%	37 38%	311 34%	58 29%	220 34%	110 34%	39 26%	101 33%	268 33%	155 45%	214 28%	223 34%	146 32%	
Net: Unfavourable	329 29%	176 32%	152 27%	65 21%	118 32%	146 34%	27 23%	38 20%	55 31%	63 33%	59 34%	88 34%	77 26%	91 28%	72 31%	90 26%	69 26%	90 31%	104 40%	24 16%	14 25%	14 30%	29 29%	266 32%	63 30%	190 27%	88 34%	51 28%	84 30%	245 23%	80 32%	249 32%	185 28%	144 32%
Net Difference	40 4%	14 3%	26 4%	48 15%	1 *	-10 -2%	18 15%	31 16%	-4 -2%	5 2%	-2 -1%	-8 -3%	32 11%	31 9%	-6 -3%	-17 -6%	25 10%	2 1%	-41 -16%	38 25%	9 16%	7 8%	45 5%	-5 -3%	30 5%	22 7%	-12 -8%	17 5%	23 3%	75 22%	-35 -5%	37 6%	2 1%	
Mean	-0.01	-0.04	0.01	0.21 EFKL	-0.09	-0.11	0.21 EFL	0.21 EFL	-0.16	-0.03	-0.08	-0.12	0.12 P	0.07 P	-0.11	-0.20	0.06 S	-0.05	-0.27	0.31 RS	0.17 S*	-0.01	0.01	-0.14	0.01	0.02	-0.20 *	0.04	-0.03	0.28 e	-0.15	0.04	-0.09	

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,FF/G,H/I/J,K,L,M/N/O,P,Q,R/S,T/U,V,W,X/Y/Z/a,b/c,d/e/f/g Minimum Base: 30(**) Small Base: 100(*)

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

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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 online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity						Left v right	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (R)	Unfavourable to Cons (S)	Favourable to Lab (T)	Unfavourable to Lab (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Very favourable (2)	114 10%	7 2%	75 26%	14 16%	9 7%	72 17%	33 7%	14 4%	85 19%	97 28%	2 *	33 21%	37 8%	21 5%	82 17%	114 31%	- -	49 9%	39 16%	19 22%	44 24%	27 7%	5 3%	5 8%	13 7%	63 23%	11 4%
Fairly favourable (1)	255 23%	69 17%	95 33%	27 31%	34 26%	138 32%	88 18%	76 20%	140 31%	140 41%	47 10%	61 38%	82 17%	84 19%	146 31%	255 69%	- -	139 26%	64 26%	32 37%	68 37%	89 24%	36 18%	12 16%	17 9%	101 37%	48 17%
Neither favourable nor unfavourable (0)	352 31%	140 34%	77 27%	19 21%	39 29%	124 29%	146 30%	116 30%	108 24%	72 21%	124 27%	31 19%	116 24%	147 32%	121 26%	- -	- -	158 29%	53 21%	20 23%	47 25%	145 39%	54 26%	13 18%	74 38%	67 25%	67 24%
Fairly unfavourable (-1)	162 14%	82 20%	17 6%	14 16%	26 20%	53 12%	84 17%	76 20%	46 10%	17 5%	121 26%	22 14%	100 21%	81 18%	51 11%	- -	162 49%	88 16%	42 17%	9 11%	13 7%	48 13%	50 25%	11 15%	30 16%	23 8%	61 22%
Very unfavourable (-2)	167 15%	104 25%	14 5%	5 6%	20 15%	29 7%	123 25%	100 26%	47 10%	6 2%	155 33%	6 4%	138 29%	108 24%	47 10%	- -	167 51%	92 17%	47 19%	4 5%	7 4%	42 11%	58 28%	31 43%	26 13%	11 4%	89 32%
Don't know	68 6%	10 2%	6 2%	9 10%	4 3%	18 4%	18 4%	7 2%	19 4%	9 3%	18 4%	6 4%	9 2%	13 3%	24 5%	- -	- -	14 3%	3 1%	2 2%	4 2%	26 7%	2 1%	1 1%	33 17%	6 2%	3 1%

Net: Favourable	369 33%	75 18%	170 60%	41 47%	43 33%	211 49%	121 25%	90 23%	225 51%	237 69%	49 10%	95 59%	119 25%	106 23%	228 48%	369 100%	- -	189 35%	104 42%	52 59%	112 61%	116 31%	42 20%	17 24%	31 16%	164 60%	59 21%
Net: Unfavourable	329 29%	186 45%	31 11%	19 21%	46 35%	82 19%	208 42%	176 45%	93 21%	23 7%	276 59%	28 17%	238 49%	189 42%	97 21%	- -	329 100%	180 33%	89 36%	14 16%	20 11%	90 24%	108 53%	42 58%	56 29%	34 13%	150 54%
Net Difference	40 4%	-111 -27%	139 49%	23 26%	-3 -2%	129 30%	-87 -18%	-86 -22%	132 30%	214 63%	-228 -49%	67 42%	-119 -25%	-83 -18%	130 28%	369 100%	-329 -100%	9 2%	15 6%	38 43%	92 50%	26 7%	-66 -32%	-24 -34%	-25 -13%	130 48%	-91 -33%

Mean	-0.01	-0.52	0.72	0.40	-0.11	0.41	-0.37	-0.45	0.40	0.92	-0.85	0.61	-0.47	-0.38	0.37	1.31	-1.51	-0.06	0.03	0.61	0.72	0.03	-0.58	-0.70	-0.23	0.69	-0.61
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Overlap formulae used

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

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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 online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	174 16%	90 17%	84 15%	31 10%	57 15%	86 20%	17 14%	14 7%	21 12%	36 19%	25 14%	61 23%	44 15%	43 13%	40 17%	47 18%	34 13%	58 20%	42 16%	24 16%	10 19%	6 6%	141 15%	33 17%	121 19%	30 9%	22 15%	44 14%	130 16%	40 12%	134 17%	84 13%	90 20%
Fairly favourable (1)	281 25%	140 26%	139 24%	80 26%	74 20%	127 29%	24 21%	56 29%	25 14%	48 25%	40 33%	86 33%	78 26%	79 24%	57 25%	66 25%	59 22%	70 24%	87 34%	36 24%	13 23%	16 16%	223 24%	58 29%	167 26%	73 22%	41 27%	69 23%	211 26%	56 16%	225 29%	158 24%	123 27%
Neither favourable nor unfavourable (0)	172 15%	72 13%	99 17%	50 16%	63 17%	59 14%	26 22%	23 12%	36 20%	27 14%	27 16%	32 12%	43 15%	54 16%	36 15%	39 15%	40 15%	45 16%	41 16%	23 15%	4 8%	18 19%	147 16%	24 12%	94 15%	55 17%	23 15%	56 18%	116 14%	54 16%	117 15%	108 16%	64 14%
Fairly unfavourable (-1)	152 14%	67 12%	85 15%	54 17%	41 11%	57 13%	22 18%	32 16%	19 10%	23 12%	32 19%	25 9%	40 13%	43 13%	32 14%	37 14%	46 17%	39 13%	21 8%	23 15%	5 8%	18 19%	129 14%	23 12%	88 14%	43 13%	21 14%	41 13%	112 14%	53 15%	99 13%	93 14%	59 13%
Very unfavourable (-2)	318 28%	169 31%	145 26%	92 29%	123 33%	102 24%	25 21%	67 35%	67 38%	56 29%	46 27%	57 22%	89 30%	103 31%	62 27%	64 25%	77 29%	72 25%	65 25%	43 28%	23 42%	38 40%	262 28%	56 28%	163 25%	112 35%	42 28%	83 27%	235 29%	137 40%	181 23%	206 31%	112 25%
Don't know	22 2%	6 1%	16 3%	7 2%	12 3%	3 1%	4 4%	3 1%	10 6%	1 1%	2 1%	1 1%	2 1%	5 2%	5 2%	9 3%	9 4%	7 2%	2 1%	4 2%	- -	- -	18 2%	4 2%	9 1%	12 4%	1 1%	12 4%	10 1%	5 2%	16 2%	15 2%	7 1%
Net: Favourable	455 41%	230 42%	223 39%	111 35%	130 35%	213 49%	41 35%	70 36%	46 26%	84 44%	65 38%	148 56%	122 41%	122 37%	97 42%	113 43%	93 35%	128 44%	129 50%	60 39%	23 42%	22 22%	364 40%	91 46%	288 45%	103 32%	64 42%	113 37%	342 42%	95 28%	359 46%	241 36%	213 47%
Net: Unfavourable	470 42%	236 43%	231 40%	146 47%	164 45%	160 37%	47 39%	99 51%	86 48%	79 41%	78 45%	81 31%	128 43%	146 45%	94 40%	101 39%	123 46%	111 38%	86 33%	66 43%	28 50%	57 59%	391 43%	79 40%	252 39%	156 48%	63 42%	124 41%	347 43%	190 55%	280 36%	298 45%	172 38%
Net Difference	-15 -1%	-6 -1%	-7 -1%	-35 -11%	-34 -9%	53 12%	-6 -5%	-29 -15%	-39 -22%	5 3%	-13 -8%	66 25%	-6 -2%	-24 -7%	3 1%	12 4%	-30 -11%	17 6%	43 17%	-6 -4%	-5 -8%	-35 -36%	-27 -3%	12 6%	36 6%	-53 -16%	1 1%	-10 -3%	-5 -1%	-95 -27%	79 10%	-57 -9%	42 9%
Mean	-0.15	-0.16	-0.12	-0.31	-0.28	0.09	-0.12	-0.43	-0.51	-0.08	-0.20	0.27	-0.17	-0.26	-0.08	-0.02	-0.28	0.01	0.08	-0.17	-0.31	-0.70	-0.16	-0.06	-0.01	-0.43	-0.12	-0.17	-0.14	-0.56	0.04	-0.28	0.04

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Overlap formulae used

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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity						Left v right	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (R)	Unfavourable to Conservatives (S)	Favourable to Labour (T)	Unfavourable to Labour (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Very favourable (2)	174 16%	143 35% CDE	6 2%	- 9% CD	12 6%	27 27% F	135 41% STUVW	3 1%	22 6%	130 28% S	9 6%	111 23% STV	174 38% YZabc	- 10%	38 28% Yc	92 27% YZc	147 4% Y	9 3% *	2 2%	3 12%	44 34% de	70 44% defi*	32 12% de	23 12% de	6 2%	101 37% j	
Fairly favourable (1)	281 25%	176 43% CDE	34 12%	15 17% *	24 18%	75 17% F	177 36% STUVW	20 4%	57 17% S	153 24% STVW	38 28% ST	136 62% ST	281 - YZabc	- 18%	68 30% Yc	97 39% YZc	209 9% Y	22 8% *	7 6%	12 31% de	116 38% dei	77 32% de*	23 24% de	46 7%	18 36% j		
Neither favourable nor unfavourable (0)	172 15%	51 12%	35 12%	14 16% *	15 11%	56 13% G	66 13% G	36 9%	28 6%	33 10% RSW	64 13% S	21 11% S	- - S	- 10%	35 13% XYc	43 13% XYc	69 4% XY	9 2% *	16 9% d	80 21% degh	27 13% d	6 8% *	41 21% deh	18 7%	33 12%		
Fairly unfavourable (-1)	152 14%	28 7% B	51 18% B	19 21% B*	16 12% B	69 16% G	48 10% G	13 3%	96 22% RUW	64 19% RUW	51 11% R	32 20% RUW	58 12% R	- 32%	63 17% Xab	34 10% X	41 8% Xab	45 18% Xab	9 10% *	35 19% g	54 14% g	21 10% g	7 10% *	26 14% k	44 16% k	28 10%	
Very unfavourable (-2)	318 28%	13 3% B	157 55% B	40 45% B*	62 48% B	207 48% G	64 13% G	2 1%	297 67% RTUVW	165 48% RUWV	68 15% R	60 37% RUW	126 26% RU	- 68%	318 45% Xab	164 19% Xb	64 13% X	73 66% XZab	165 77% efghi*	68 77% efghi*	116 63% fghi	78 21% gh	10 5% *	5 7% gh	42 22% gh	183 68% k	15 5%
Don't know	22 2%	- - -	2 1%	- - *	2 1% B	2 * B	3 1%	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	* 1%	1 *	5 1%	1 1%	- -	14 7% defgh	1 *	1 *	

Net: Favourable	455 41%	319 78% CDE	40 14%	15 17% *	36 28% C	102 23% F	312 63% F	337 87% STUVW	23 5%	79 23% S	283 61% STVW	47 29% S	246 51% STV	455 100% YZabc	- 29%	106 57% Yc	189 66% YZc	357 66% YZac	31 12% Y	9 8% *	15 42% de	159 71% defi	55 76% defi*	70 36% de	24 9%	201 73% j	
Net: Unfavourable	470 42%	41 10% BE	208 73% BE	58 67% B*	79 60% B	275 63% G	112 23% G	15 4%	393 88% RTUVW	229 67% RUWV	119 26% R	92 57% RUW	184 38% RU	- 100%	470 62% Xab	228 30% Xb	97 21% X	113 84% XZab	210 88% fghi*	77 82% fghi	151 35% gh	132 16% gh	30 16% *	69 36% gh	227 84% k	42 15%	
Net Difference	-15 -1%	278 68%	-168 -59%	-44 -50%	-42 -32%	-173 -40%	200 41%	322 83%	-371 -83%	-150 35%	164 35%	-45 -28%	63 13%	455 100%	-470 -33%	-122 28%	92 45%	244 -179	-179 -72%	-68 -77%	-136 -74%	28 7%	116 57%	43 60%	1 *	-203 -75%	159 57%

Mean	-0.15	1.00 CDE	-1.13	-0.95 *	-0.71 C*	-0.82	0.55 F	1.24 STUVW	-1.50	-0.86 S	0.49 STVW	-0.60 ST	0.10 STV	1.38 YZabc	-1.68	-0.67 Yc	0.36 YZc	0.59 YZac	-1.34 Y	-1.53 *	-1.36	-0.02 de	0.86 defi	0.97 defi*	-0.10 de	-1.41	0.89 j
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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total		Gender		Age							Social grade				Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	86 8%	43 8%	42 7%	40 13% EFKL	26 7%	21 5%	17 15%EFKL	22 11%FIL	8 5%	17 9%	9 5%	12 5%	29 10%	28 9%	12 5%	17 7%	28 10%	19 6%	15 6%	15 10%	4 8%	5 *	81 9%X	6 3%	46 7%	31 9%	10 6%	32 11%c	54 7%	41 12%e	45 6%	57 9%	29 6%
Fairly favourable (1)	256 23%	121 22%	133 23%	113 36% EFUKL	76 21%	67 15%	41 34% EFUKL	72 37% EFUKL	32 18%	44 23% L	30 17%	37 14%	77 26%	78 24%	50 22%	50 19%	76 29% RS	53 18%	44 17%	37 24%	25 45% QRSTV*	21 22%	207 23%	49 25%	143 22%	84 26%	29 19%	80 26%	176 22%	98 28% e	158 20%	177 27% g	79 17%
Neither favourable nor unfavourable (0)	270 24%	118 22%	151 26%	81 26% L	99 27% L	89 21%	30 25%	52 27%	51 29% L	49 25%	42 24%	47 18%	67 23%	75 23%	65 28%	63 24%	63 24% U	77 26% U	55 21%	40 26% U	5 10%	29 30% U*	222 24%	48 25%	141 22%	94 29% Y	35 24%	75 25%	195 24%	74 21%	196 25%	157 24%	113 25%
Fairly unfavourable (-1)	216 19%	111 20%	106 19%	44 14%	73 20% DGH	99 23% DGH	16 13%	28 15%	37 21%	36 19%	39 23% D	60 23% DG	64 22%	68 21%	36 15%	49 19%	33 12%	65 22% Q	57 22% Q	30 20%	9 16% *	24 25% Q*	182 20%	35 18%	132 21% Z	47 14%	37 25% Z	58 19%	158 19%	80 23% e	137 18%	132 20%	85 19%
Very unfavourable (-2)	251 22%	144 26% C	107 19%	24 8%	79 21% DGH	148 34% DEGHUK	10 8%	14 7%	37 21% DGH	42 22% DGH	46 23% DGH	102 39% DEFGHIK	54 18%	70 21%	59 25%	68 26% M	54 20%	68 23% T	80 31% QTV	20 13%	11 20% *	18 18% *	193 21%	57 29% W	164 26% Z	55 17%	32 21%	44 15%	206 25% b	42 12%	209 27% d	116 18%	135 30% f
Don't know	39 3%	8 1%	31 5% B	12 4%	17 5%	10 2%	5 4%	7 4%	12 7% FL	5 3%	6 3%	4 1%	4 1%	9 3%	11 5%	14 5% M	12 5%	10 3%	6 2%	9 6% V	1 2% *	- 4% *	36 1%	3 1%	17 3%	15 5%	7 5%	15 5%	24 3%	11 3%	28 4%	24 4%	15 3%
Net: Favourable	342 31%	163 30%	175 31%	152 49% EFUKL	101 27% FL	88 20%	58 49% EFUKL	94 48% EFUKL	41 23%	61 32% FL	39 23%	49 19%	106 36% P	106 32%	62 27%	68 26%	104 39% RS	72 25%	59 23%	52 34% S	29 53% RSV*	26 27% *	288 31%	54 27%	189 29%	114 35%	39 26%	112 37% c	230 28%	139 40% e	203 26%	234 35% g	108 24%
Net: Unfavourable	467 42%	255 47% C	212 37%	68 22% DGH	151 41% DGH	247 57% DEGHUK	26 22%	42 22%	74 42% DGH	77 40% DGH	85 50% DGH	162 62% DEFGHIK	118 40%	137 42%	95 41%	117 45%	86 33%	133 46% QT	136 53% QTU	50 33%	20 36% *	41 43% *	375 41%	92 47% Z	296 46% Z	102 31%	69 46% Z	102 34%	365 45% b	121 35%	346 45% d	248 37% f	219 48%
Net Difference	-125 -11%	-91 -17%	-37 -7%	84 27% EFUKL	-50 FL	-159 -37% FL	32 27% EFUKL	52 26% EFUKL	-33 -19% FL	-17 -9% FL	-47 -27% FL	-112 -43% FL	-12 -4% P	-31 -10%	-32 -14%	-49 -19% P	17 6%	-61 -21%	-77 -30%	2 1%	9 17%	-15 -16% X	-87 -9%	-38 -19%	-107 -17%	13 4%	-31 -20%	10 3%	-135 -17% c	18 5%	-143 -19% e	-14 -2% g	-111 -24%
Mean	-0.27	-0.36	-0.19	0.33 EFUKL	-0.29 FL	-0.67 FL	0.35 EFUKL	0.32 EFUKL	-0.37 FL	-0.22 FL	-0.50 FL	-0.78 FL	-0.13 P	-0.23	-0.36	-0.40	-0.04 RS	-0.39	-0.56	-0.02 RS	0.05 RS*	-0.29 *	-0.23 X	-0.46	-0.36	-0.04 Yb	-0.37 *	-0.01 c	-0.36	0.05 e	-0.41	-0.12 g	-0.49

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right		
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (R)	Unfavourable to Cons (S)	Favourable to Lab (T)	Unfavourable to Lab (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Very favourable (2)	86 8%	3 1%	67 24%	5 6%	4 3%	55 13%	19 4%	19 5%	59 13%	86 25%	- -	31 19%	28 6%	20 4%	57 12%	74 20%	3 1%	28 5%	38 15%	23 27%	21 12%	20 5%	6 3%	5 7%	10 5%	45 17%	12 4%
Fairly favourable (1)	256 23%	36 9%	140 49%	22 25%	26 20%	149 34%	63 13%	53 14%	172 39%	256 75%	- -	64 40%	62 13%	58 13%	172 37%	163 44%	21 6%	111 21%	67 27%	35 40%	88 48%	82 22%	23 11%	2 3%	25 31%	123 46%	25 9%
Neither favourable nor unfavourable (0)	270 24%	62 15%	57 20%	27 31%	45 34%	106 24%	99 20%	60 15%	96 22%	- -	- -	33 21%	72 15%	86 19%	114 24%	81 22%	28 8%	108 20%	49 20%	16 18%	45 24%	124 33%	19 9%	6 9%	60 31%	61 23%	25 9%
Fairly unfavourable (-1)	216 19%	121 29%	13 5%	27 31%	28 21%	73 17%	116 23%	88 23%	69 16%	- -	216 46%	22 14%	116 24%	101 22%	73 16%	30 8%	95 29%	121 22%	47 19%	8 10%	25 13%	69 18%	60 29%	12 17%	42 22%	33 12%	72 26%
Very unfavourable (-2)	251 22%	184 45%	5 2%	5 6%	25 19%	46 11%	187 38%	167 43%	44 10%	- -	251 7%	11 4%	199 41%	182 40%	46 10%	19 5%	181 55%	169 31%	43 17%	2 3%	4 2%	70 19%	95 46%	45 62%	35 18%	6 2%	140 50%
Don't know	39 3%	4 1%	3 1%	1 1%	4 3%	6 1%	10 2%	3 1%	4 1%	- -	- -	- -	5 1%	7 2%	8 2%	2 1%	2 1%	2 *	6 2%	2 *	* *	12 3%	3 1%	1 1%	21 11%	2 1%	4 1%

Net: Favourable	342 31%	40 10%	206 73%	27 31%	30 23%	204 47%	81 17%	71 18%	231 52%	342 100%	- -	94 59%	90 19%	79 17%	229 49%	237 64%	23 7%	139 26%	105 42%	59 67%	109 60%	102 27%	29 14%	8 10%	35 18%	168 62%	37 13%
Net: Unfavourable	467 42%	305 74%	18 6%	32 37%	53 40%	119 27%	302 61%	255 66%	114 26%	- -	467 100%	33 20%	315 65%	283 62%	119 25%	49 13%	276 84%	290 54%	90 36%	11 12%	29 16%	138 37%	155 75%	57 79%	77 40%	39 15%	212 76%
Net Difference	-125 -11%	-266 -65%	189 66%	-6 -6%	-23 -17%	85 20%	-221 -45%	-184 -47%	117 26%	342 100%	-467 -100%	61 38%	-225 -47%	-205 -45%	110 23%	189 51%	-253 -77%	-151 -28%	15 6%	48 55%	81 44%	-36 -10%	-126 -61%	-50 -69%	-42 -22%	129 47%	-175 -63%

Mean	-0.27	-1.10	0.89	-0.07	-0.34	0.22	-0.81	-0.86	0.30	1.25	-1.54	0.51	-0.83	-0.82	0.26	0.66	-1.32	-0.54	0.04	0.80	0.54	-0.24	-1.06	-1.25	-0.39	0.62	-1.11
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Overlap formulae used

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Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total		Gender		Age							Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Very favourable (2)	122 11%	66 12%	55 10%	31 10%	27 7%	64 15%	14 12%	18 9%	12 7%	15 8%	18 10%	46 17%	31 11%	34 10%	27 11%	30 11%	29 11%	28 10%	31 12%	21 14%	8 14%	5 *	104 11%	18 9%	81 13%	30 9%	11 8%	34 11%	88 11%	31 9%	91 12%	60 9%	61 13%
Fairly favourable (1)	267 24%	129 24%	138 24%	57 18%	78 21%	133 31%	26 22%	31 16%	28 16%	50 26%	39 23%	93 36%	80 27%	70 21%	54 23%	62 24%	53 20%	78 27%	76 29%	33 22%	9 16%	19 20%	210 23%	57 29%	174 27%	55 17%	38 25%	61 20%	206 25%	56 16%	211 27%	137 21%	130 28%
Neither favourable nor unfavourable (0)	250 22%	120 22%	130 23%	86 27%	73 20%	92 21%	33 28%	53 27%	38 21%	35 18%	43 25%	48 18%	65 22%	71 22%	58 25%	56 21%	51 19%	77 26%	54 21%	39 26%	11 20%	18 18%	202 22%	48 24%	141 22%	71 22%	38 26%	78 26%	172 21%	63 18%	188 24%	156 24%	94 21%
Fairly unfavourable (-1)	163 15%	70 13%	93 16%	52 17%	62 17%	49 11%	21 18%	31 15%	27 15%	36 19%	26 15%	22 8%	37 13%	54 16%	33 14%	39 15%	45 17%	37 13%	35 14%	20 13%	7 13%	18 18%	141 15%	22 11%	97 15%	47 14%	19 13%	49 16%	114 14%	66 19%	97 13%	113 17%	50 11%
Very unfavourable (-2)	282 25%	153 28%	126 22%	77 25%	114 31%	91 21%	20 17%	58 29%	61 35%	53 28%	42 24%	49 19%	77 26%	90 28%	51 22%	64 24%	77 29%	62 21%	54 21%	32 21%	20 21%	37 36%	234 25%	49 25%	136 21%	108 33%	39 26%	68 22%	215 26%	122 35%	160 21%	174 26%	108 24%
Don't know	34 3%	7 1%	27 5%	10 3%	16 4%	8 2%	4 4%	6 3%	13 7%	4 2%	4 2%	4 1%	5 2%	9 3%	9 4%	11 4%	11 4%	9 3%	7 3%	6 4%	1 2%	- *	30 3%	4 2%	15 2%	14 4%	4 3%	14 5%	20 2%	8 3%	26 3%	22 3%	12 3%
Net: Favourable	389 35%	195 36%	193 34%	88 28%	104 28%	196 45%	40 33%	49 25%	39 22%	65 34%	57 33%	139 53%	112 38%	104 32%	81 35%	92 35%	82 31%	106 36%	107 42%	54 35%	16 30%	24 *	314 34%	75 38%	254 40%	85 26%	49 33%	95 31%	294 36%	86 25%	302 39%	198 30%	191 42%
Net: Unfavourable	445 40%	223 41%	219 39%	130 41%	177 48%	139 32%	41 35%	88 45%	88 49%	89 46%	68 40%	71 27%	114 39%	144 44%	84 36%	103 39%	122 46%	100 34%	90 35%	53 35%	27 48%	55 57%	374 41%	71 36%	232 36%	155 48%	58 39%	117 38%	328 40%	188 55%	257 33%	287 43%	158 35%
Net Difference	-57 -5%	-28 -5%	-26 -5%	-41 -13%	-72 -20%	57 13%	-2 -1%	-40 -20%	-49 -27%	-24 -12%	-11 -6%	68 26%	-2 -1%	-41 -12%	-3 -1%	-10 -4%	-40 -15%	6 2%	17 7%	1 1%	-10 -19%	-31 -32%	-60 -7%	4 2%	22 3%	-70 -22%	-8 -6%	-22 -7%	-35 -4%	-102 -29%	45 6%	-89 -13%	33 7%
Mean	-0.20	-0.21	-0.18	-0.29 i	-0.45	0.07 DEGHJK	-0.07 DEHI	-0.42	-0.60	-0.33	-0.21 i	0.25 DEFGHIJK	-0.16	-0.31	-0.13	-0.18	-0.35	-0.10 v	-0.02 qv	-0.07 v	-0.41 *	-0.66 *	-0.21	-0.14	-0.05 z	-0.48	-0.24 *	-0.19	-0.20	-0.57	-0.03 d	-0.32	-0.03 f

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Overlap formulae used

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Ipsos MORI Political Alignment polling

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Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity						Left v right	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (R)	Unfavourable to Cons (S)	Favourable to Lab (T)	Unfavourable to Lab (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Very favourable (2)	122 11%	104 25% CDE	4 2%	- *	10 8% CD	29 7%	87 18% F	122 31% STUVW	- -	15 4% S	92 20% STVW	13 8% ST	66 14% ST	116 26% YZabc	1 *	24 6% Yc	65 20% Yzc	100 18% Yzc	7 3% Y	2 *	2 1%	27 7% e	48 24% def	32 44% defgh*	10 5% e	4 2%	80 29% j
Fairly favourable (1)	267 24%	192 47% CDE	25 9%	9 10% *	17 13%	60 14%	183 37% F	267 69% STUVW	- -	57 17% S	164 35% STVW	31 20% S	145 30% STV	221 49% YZabc	14 3%	67 18% Yc	111 34% Yzc	209 39% Yzc	16 6% Y	4 *	13 7%	89 24% de	97 47% def	24 33% de*	40 21% de	17 6%	121 44% j
Neither favourable nor unfavourable (0)	250 22%	84 21% C	37 13%	19 22% *	27 21%	76 17%	107 22%	- -	- -	40 12% RS	96 21% RST	28 18% RST	88 18% RST	92 20% Yzc	53 11% c	54 15% c	59 18% Yc	119 22% Yzc	20 8% *	18 10% d	121 32% degh	33 16% d	10 14% d*	66 34% degh	19 7%	44 16% j	
Fairly unfavourable (-1)	163 15%	26 6% B	60 21% BE	30 34% BCE*	21 16% BC	83 19% G	46 9%	- -	163 37% RTUVW	76 22% RUW	49 11% R	41 26% RUW	54 11% R	14 3%	125 27% Xabc	68 19% Xab	37 11% X	58 11% X	51 21% X	9 10% *	50 27% dghi	63 17% gh	17 8% *	3 4% *	22 11% k	58 22% l	20 7%
Very unfavourable (-2)	282 25%	4 1% BDE	156 55% BE	30 34% B*	53 40% B	183 42% G	62 13%	- -	282 63% RTUVW	155 45% RUW	64 14% R	47 29% RU	127 26% RU	9 2%	268 57% X2ab	157 43% Xab	56 17% Xb	51 10% X	154 62% X2ab	72 82% efghi*	100 55% fghi	66 18% gh	9 4% *	3 5% *	32 17% gh	172 63% k	12 4%
Don't know	34 3%	1 *	1 *	- *	3 3% B	4 1%	7 1%	- -	- -	3 1%	- -	2 *	2 1%	8 2% Zc	- -	1 *	3 1%	1 *	6 1% *	- -	10 3% e	6 *	1 1% *	23 12% degh	6 *	1 *	

Net: Favourable	389 35%	295 72% CDE	30 10%	9 10% *	27 21% C	88 20%	270 55% F	389 100% STUVW	- -	71 21% S	255 55% STVW	44 28% ST	212 44% STV	337 74% YZabc	15 3%	90 24% Yc	176 54% Yzc	309 57% Yzc	23 9% Y	6 7% *	15 8%	116 31% de	145 71% def	56 77% defh*	50 26% de	22 8%	201 72% j
Net: Unfavourable	445 40%	30 7% BE	216 76% BE	59 68% B*	74 56% B	266 61% G	108 22%	- -	445 100% RTUVW	231 68% RUW	114 24% R	88 55% RUW	181 38% RU	23 5%	393 84% X2ab	225 61% Xab	93 28% Xb	109 20% X	205 82% X2ab	80 92% efghi*	150 82% fghi	129 34% gh	26 13% *	6 8% *	54 28% gh	230 85% k	32 11%
Net Difference	-57 -5%	265 65%	-186 -66%	-51 -58% c*	-47 -36% c*	-178 -41%	162 33%	389 100%	-445 -100%	-160 -47%	142 30%	-44 -27%	31 6%	314 69%	-378 -80%	-135 -37%	83 25%	200 37%	-182 -73%	-74 -84%	-135 -73%	-13 -3%	120 58%	50 69%	-5 -2%	-208 -77%	169 61%

Mean	-0.20	0.89 CDE	-1.19	-0.92 c*	-0.70 c*	-0.77	0.38 F	1.31 STUVW	-1.63	-0.88 S	0.36 STVW	-0.48 ST	-0.06 STV	0.93 YZabc	-1.40	-0.73 Yc	0.28 Yzc	0.46 YZac	-1.33	-1.64 *	-1.27 d	-0.14 de	0.78 def	1.09 defh*	-0.16 de	-1.39	0.86 j
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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total		Gender		Age								Social grade				Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431	
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456	
Very favourable (2)	38 3%	20 4%	17 3%	22 7%	3 1%	13 3%	7 6%	15 8%	1 1%	2 1%	3 2%	10 4%	15 5%	12 4%	7 3%	3 1%	14 5%	2 1%	13 5%	7 4%	1 2%	1 1%	34 4%	4 2%	23 4%	7 2%	9 6%	15 5%	23 3%	18 5%	20 3%	26 4%	12 3%	
Fairly favourable (1)	122 11%	54 10%	69 12%	49 16%	36 10%	36 8%	21 18%	29 15%	18 10%	18 4%	6 4%	30 12%	48 16%	38 12%	11 5%	25 10%	25 9%	26 9%	31 12%	22 15%	4 7%	15 15%	105 11%	17 9%	65 10%	44 14%	13 9%	34 11%	88 11%	61 18%	61 8%	79 12%	43 9%	
Neither favourable nor unfavourable (0)	420 38%	206 38%	213 37%	139 44%	144 39%	137 32%	56 48%	82 42%	75 42%	69 36%	60 35%	77 29%	107 36%	123 38%	101 44%	89 34%	88 33%	117 40%	94 36%	64 42%	19 35%	38 39%	339 37%	80 41%	221 34%	142 44%	57 38%	125 41%	294 36%	120 35%	300 39%	263 40%	157 34%	
Fairly unfavourable (-1)	242 22%	114 21%	127 22%	57 18%	74 20%	112 26%	20 17%	37 19%	32 18%	42 22%	44 25%	68 26%	67 23%	86 26%	43 18%	47 18%	65 24%	69 24%	44 17%	33 22%	10 19%	22 22%	193 21%	49 25%	153 24%	61 19%	28 19%	54 18%	189 23%	82 24%	161 21%	135 20%	108 24%	
Very unfavourable (-2)	240 21%	140 26%	100 18%	30 10%	91 25%	119 27%	6 5%	24 12%	37 21%	54 28%	48 28%	70 27%	49 17%	55 17%	56 24%	79 30%	57 21%	62 21%	69 27%	15 10%	18 33%	19 20%	199 22%	41 21%	155 24%	50 15%	35 24%	57 19%	183 23%	51 15%	189 24%	125 19%	115 25%	
Don't know	56 5%	11 2%	45 8%	17 5%	21 6%	18 4%	8 6%	9 5%	15 8%	7 3%	11 7%	6 2%	9 3%	13 4%	14 6%	20 7%	17 6%	16 5%	6 2%	11 7%	3 5%	3 3%	50 5%	6 3%	27 4%	21 6%	8 5%	19 6%	37 5%	14 4%	42 5%	34 5%	22 5%	
Net: Favourable	160 14%	74 14%	85 15%	71 23%	39 11%	49 11%	28 24%	43 22%	19 11%	20 11%	9 5%	40 15%	64 21%	50 15%	18 8%	28 11%	39 15%	28 10%	44 17%	29 19%	5 9%	15 16%	139 15%	21 11%	87 14%	51 16%	22 15%	50 16%	110 14%	78 23%	82 11%	106 16%	54 12%	
Net: Unfavourable	482 43%	254 47%	226 40%	87 28%	165 45%	231 53%	26 22%	61 31%	69 39%	95 50%	92 53%	138 53%	116 39%	141 43%	99 43%	126 48%	121 46%	131 45%	113 44%	48 32%	28 51%	41 42%	392 43%	91 46%	307 48%	111 34%	64 43%	110 36%	372 46%	133 38%	350 45%	260 39%	223 49%	
Net Difference	-322 -29%	-180 -33%	-141 -25%	-16 -5%	-125 -34%	-181 -42%	2 1%	-17 -9%	-50 -28%	-75 -39%	-83 -48%	-98 -37%	-53 -18%	-91 -28%	-80 -35%	-98 -37%	-82 -31%	-103 -35%	-69 -27%	-19 -13%	-23 -42%	-26 -27%	-253 -27%	-70 -35%	-220 -34%	-60 -19%	-42 -28%	-61 -20%	-262 -32%	-54 -16%	-268 -35%	-154 -23%	-168 -37%	
Mean	-0.49	-0.56	-0.43	-0.08	-0.61	-0.69	0.02	-0.14	-0.53	-0.68	-0.80	-0.62	-0.30	-0.42	-0.59	-0.72	-0.50	-0.59	-0.50	-0.20	-0.77	-0.47	-0.48	-0.56	-0.57	-0.34	-0.48	-0.36	-0.54	-0.27	-0.60	-0.40	-0.63	

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,FF/G,H/I/J,K,L,M/N/O,P,Q,R/S,T/U,V,W,X/Y/Z/a,b/c,d/e,f/g Minimum Base: 30(**) Small Base: 100(*)

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

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 online aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity						Left v right	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (R)	Unfavourable to Conservatives (S)	Favourable to Labour (T)	Unfavourable to Labour (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)	
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262	
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278	
Very favourable (2)	38 3%	9 2%	9 3%	14 16% BCE*	5 3%	22 5%	13 3%	16 4% UW	12 3% W	27 8% RSUW	7 1% W	38 24% RSTUW	-	17 4%	14 3%	23 6% Yab	8 2%	19 4%	9 4%	4 5% *	4 2%	18 5%	5 2%	3 5% *	3 2%	8 3%	8 3%	
Fairly favourable (1)	122 11%	16 4%	49 17% BE	30 34% BCE*	10 7%	82 19% G	23 5%	28 7% W	76 17% RUW	67 20% W	26 6% W	122 76% W	-	30 7%	77 16% Xab	72 20% Xab	20 6%	54 10% Xa	37 15% Xa	16 19% ghi*	35 19%	49 13% gi	9 5%	3 5% *	9 5%	51 19% k	13 5%	
Neither favourable nor unfavourable (0)	420 38%	122 30%	123 43% B	34 39% *	47 36%	173 40% G	143 29%	127 33% UVW	164 37% UVW	148 43% RSUVW	111 24% VW	-	-	151 33% a	178 38% ac	146 40% Xac	62 19%	191 35% a	76 31% a	24 28% *	91 50% dghi	165 44% dgh	54 26%	16 22% *	70 36% h	115 43% k	70 25%	
Fairly unfavourable (-1)	242 22%	122 30% CDE	59 21% D	7 8% *	25 19% D	90 21% F	127 26%	99 25% TV	98 22% TV	58 17% V	131 28% STV	-	242 50% RSTUV	109 24% Z	99 21% Z	74 20% Z	88 27% XYZbc	129 31% YZ	55 28% YZ	27 31% ef*	35 19%	61 16%	68 33% efi	16 21% *	37 19%	61 23% k	83 30%	
Very unfavourable (-2)	240 21%	132 32% CD	38 13% D	1 1% *	40 30% CD	54 12% F	172 35% STV	113 29% TV	83 19% TV	32 9% V	184 39% RSTV	-	240 50% RSTUV	138 30% YZb	85 18% Z	45 12% Z	151 46% XYZbc	132 24% YZ	68 27% YZ	15 17% *	16 9%	66 18% e	65 32% def	32 45% defi*	45 23% e	31 12% j	97 35% j	
Don't know	56 5%	10 2%	6 2%	2 2% *	6 4%	14 3% G	15 3%	6 1% W	12 3% VW	10 3% VW	8 2% W	-	-	10 2% a	16 3% ac	9 2% a	1 *	15 3% a	4 1% a	1 1% *	3 2%	17 4% 4	4 2% 2	2 3% *	29 15% defgh	4 1% 1	6 2%	

Net: Favourable	160 14%	25 6% BE	58 20% BE	43 50% BCE*	14 11%	104 24% G	36 7%	44 11% UW	88 20% RUW	94 28% RSUW	33 7% W	160 100% RSTUW	-	47 10%	92 20% Xab	95 26% XYZabc	28 8%	73 19% Xa	46 23% Xa	21 23% ghi*	39 21% ghi	68 18% gi	14 7%	7 10% *	12 6% k	59 22% k	21 8%
Net: Unfavourable	482 43%	254 62% CDE	97 34% D	8 10% *	64 49% CD	143 33% F	299 61% F	212 54% STV	181 41% TV	90 26% V	315 67% RSTV	-	482 100% RSTUV	246 54% YZb	184 39% Z	119 32% XYZbc	238 49% YZ	260 48% YZ	123 49% YZ	42 48% ef*	51 28% 28%	127 34% defi	133 65% defi	48 66% defi*	82 43% e	93 34% j	181 65% j
Net Difference	-322 -29%	-229 -56%	-40 -14%	35 40%	-50 -38%	-39 -9%	-264 -53% G	-168 -43% UW	-93 -21% RUW	4 1% RSUW	-282 -60% W	160 100% RSTUW	-482 -100%	-199 -44% a	-92 -20% Xabc	-24 -7% Xabc	-210 -64% XYZabc	-188 -35% YZ	-77 -31% YZ	-21 -24% ef*	-12 -7%	-59 -16% ghi*	-118 -58% ghi	-41 -57% ghi	-70 -36% k	-33 -12% k	-159 -57% k

Mean	-0.49	-0.88 BE	-0.25 BE	0.55 BCE*	-0.68 *	-0.17 G	-0.89	-0.69 UW	-0.38 RUW	* RSUW	-1.00 W	1.24 RSTUW	-1.50	-0.72 a	-0.36 Xabc	-0.13 XYZabc	-1.08	-0.57 Xa	-0.56 a	-0.37 ghi*	-0.14 ghi	-0.30 ghi	-0.89	-1.00 *	-0.68	-0.21 k	-0.92
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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Summary

All Adults online aged 18+ in Great Britain

	Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...?					
	The Conservative Party (A)	The Labour Party (B)	The Liberal Democrats (C)	Keir Starmer, the Leader of the Labour party (D)	Liz Truss, Johnson, Leader of the Conservative party and the Prime Minister (E)	Yourself (F)
Unweighted base	1118	1118	1118	1118	1118	1118
Weighted base	1118	1118	1118	1118	1118	1118
Left wing	35 3%	343 31% ACDEF	109 10% AE	178 16% ACEF	38 3%	88 8% AE
Left of centre	43 4%	294 26% ACEF	197 18% AE	373 33% ABCEF	56 5%	183 16% AE
Centre	132 12%	135 12%	365 33% ABDE	192 17% ABE	134 12%	376 34% ABDE
Right of centre	307 27% BCDF	56 5%	103 9% BD	65 6%	296 27% BCDF	205 18% BCD
Right wing	377 34% BCDF	55 5% CD	33 3%	38 3%	371 33% BCDF	72 6% CD
Don't know	224 20% F	234 21% F	310 28% ABDEF	273 24% ABEF	222 20% F	193 17%

Net: Left	78 7%	637 57% ACDEF	307 27% AE	550 49% ACEF	94 8%	271 24% AE
Net: Right	685 61% BCDF	112 10%	136 12% D	103 9%	668 60% BCDF	278 25% BCD
Net Difference	-607 -54%	525 47%	170 15%	447 40%	-573 -51%	-7 -1%

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Conservative Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Left wing	35 3%	17 3%	18 3%	14 4% F	14 4%	7 2%	7 6% FK	7 4%	6 3%	8 4%	2 1%	5 2%	11 4%	9 3%	7 3%	8 3%	9 3%	8 3%	10 4%	6 4%	- -	2 2% *	28 3%	7 4%	28 4% z	3 1%	4 3%	23 7% c	12 2%	9 3%	26 3%	20 3%	15 3%
Left of centre	43 4%	20 4%	22 4%	26 8% EFJKL	9 3%	7 2%	10 9% EFJKL	16 8% EFJKL	2 1%	8 4%	3 2%	4 2%	14 5%	7 2%	14 6% N	8 3%	11 4%	10 3%	8 3%	11 7%	2 3%	1 1% *	37 4%	6 3%	22 3%	16 5%	5 3%	14 5%	28 4%	13 4%	30 4%	31 5%	12 3%
Centre	132 12%	70 13%	61 11%	51 16% FJL	40 11%	41 10%	24 20% EFJKL	27 14%	43 14%	39 8%	44 11%	56 9%	100 15% N	91 9%	92 9%	67 14%	57 11%	65 12%	92 14%	76 13%	46 6%	9 9%	19 13%	15 8%	82 13%	35 11%	15 10%	42 14%	89 11%	29 8%	102 13% d	78 12%	54 12%
Right of centre	307 27%	166 30%	141 25%	69 22% DEGHJ	82 22%	156 36% DEGHJ	26 22%	43 22%	39 22%	44 23%	56 33% DEHI	100 38% DEGHJ	91 31% P	92 28%	67 29%	57 22%	65 24%	92 32% UV	76 29%	46 30%	9 17%	19 20% *	255 28%	53 27%	181 28%	82 25%	43 29%	62 20%	245 30% b	86 25%	221 29%	162 25%	145 32% f
Right wing	377 34%	202 37% C	172 30%	97 31% G	130 35%	150 34%	37 31%	60 31%	58 32%	73 38%	55 32%	95 36%	99 34%	135 41% OP	64 28%	79 30%	92 35%	91 31%	75 29%	47 31%	24 45% s*	49 50% QRST*	306 33%	71 36%	205 32%	123 38%	49 33%	89 29%	288 35% e	162 47% e	216 28%	235 35%	143 31%
Don't know	224 20%	69 13% B	155 27% B	57 18% G	94 25% DFGL	73 17%	14 12%	43 22% GL	49 28% DFGL	44 23% GL	38 22% G	36 14%	36 12%	56 17% MN	59 25% MN	73 28% MN	61 23%	55 19%	54 21%	22 14%	16 29% t*	17 18% *	179 19%	45 23%	124 19%	67 21%	33 22%	74 24%	150 18%	47 13%	178 23% d	136 21%	88 19%
Net: Left	78 7%	38 7%	40 7%	40 13% EFJKL	24 6%	14 3%	18 15% EFJKL	23 12% FKL	7 4%	16 8% FK	4 2%	10 4%	25 8%	15 5%	21 9%	17 6%	20 7%	19 6%	17 7%	17 11%	2 3% *	4 4% *	65 7%	13 7%	50 8%	18 6%	9 6%	37 12% c	41 5%	22 6%	56 7%	51 8%	27 6%
Net: Right	685 61%	368 68% C	313 55%	166 53%	213 58%	306 70% DEGHJ	63 53%	103 53%	96 54%	116 61%	112 65% DH	194 74% DEGHJ	190 64% P	228 69% OP	131 56%	136 52%	157 59%	183 63%	150 58%	93 61%	34 61% *	68 70% *	560 61%	124 63%	387 60%	205 63%	92 62%	152 50%	533 66% b	248 72% e	437 57%	397 60%	288 63%
Net Difference	-607 -54%	-331 -61%	-273 -48%	-126 -40%	-189 -51%	-292 -67%	-46 -39%	-80 -41%	-89 -50%	-100 -52%	-107 -62%	-185 -70%	-165 -56%	-212 -65%	-110 -48%	-119 -45%	-137 -52%	-165 -57%	-133 -51%	-76 -50%	-32 -58%	-64 -66%	-496 -54%	-111 -56%	-337 -52%	-187 -57%	-83 -55%	-115 -38%	-492 -60%	-226 -65%	-381 -49%	-346 -52%	-261 -57%

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

Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Conservative Party

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right		
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (R)	Unfavourable to Conservatives (S)	Favourable to Labour (T)	Unfavourable to Labour (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Left wing	35 3%	14 3%	9 3%	2 2% *	4 3%	9 2%	21 4%	16 4% u	8 2%	15 4% s	10 2%	7 4%	16 3%	20 4%	9 2%	18 5% y	7 2%	21 4%	5 2%	5 6% g*	3 1%	17 5%	3 1%	3 4% *	5 2%	8 3%	6 2%
Left of centre	43 4%	13 3%	8 3%	4 4% *	12 10% bc	14 3%	21 4%	12 3%	15 3%	16 5%	10 2%	9 6% u	16 3%	15 3%	21 4%	13 4%	11 3%	17 3%	14 6%	- 1% *	2 1%	28 7% deg	5 2%	1 1% *	8 4%	2 1%	5 2%
Centre	132 12%	59 14%	26 9%	8 9% *	11 8%	35 8%	68 14% f	59 15% stuw	13 3%	32 9% s	54 12% s	17 11% s	53 11% s	76 17% yzabc	18 4%	33 9% y	37 11% y	72 13% yzc	19 7% y	2 2% *	10 5%	85 23% deghi	17 8%	8 11% d*	10 5%	12 4%	25 9%
Right of centre	307 27%	181 44% cde	47 17%	20 22% *	27 20%	98 23%	177 36% f	167 43% stvw	76 17%	56 16%	189 40% stvw	32 20%	161 33% stv	170 37% yzc	81 17%	70 19%	130 39% yzc	193 36% yzc	40 16%	7 8% *	38 21% di	94 25% di	136 66% defhi	26 36% dei*	6 3%	45 17%	162 58% j
Right wing	377 34%	76 19%	159 56% be	41 47% b*	57 43% b	215 49% g	117 24%	81 21% rtuvw	261 59% ruvw	176 51% ruw	119 25% r	79 49% ruw	152 32% ru	90 20%	264 56% xab	199 54% xab	90 27% x	146 27% x	135 54% xab	73 83% efghi*	129 70% fghi	83 22% i	44 21% i	33 46% fgi*	16 8%	202 74% k	77 28%
Don't know	224 20%	67 16%	35 12%	13 15% *	20 15%	63 15%	88 18%	53 14%	72 16% v	47 14%	85 18% rv	17 11%	83 17% z	83 18% z	76 16% z	35 10% z	54 17% z	90 17% z	36 14% z	* 1% *	2 1%	69 18% degh	2 1%	1 2% *	149 77% delgh	3 1%	3 1%
Net: Left	78 7%	27 7%	17 6%	6 7% *	17 13% bc	23 5%	42 9%	28 7% u	23 5%	31 9% su	20 4%	16 10% su	32 7% u	35 8%	30 6%	31 8%	18 6%	38 7%	20 8%	5 6% *	5 3%	45 12% eg	7 4%	4 5% *	12 6%	10 4%	11 4%
Net: Right	685 61%	257 63%	206 72% b	61 70% *	84 64%	313 72% g	295 60%	249 64%	337 76% rtuw	232 68%	308 66%	110 69%	314 65%	260 57%	345 73% xab	270 73% xb	220 67% x	339 63% x	175 70% x	80 91% fi*	167 91% fi	177 47% i	179 87% fi	59 82% fi*	22 11%	247 91%	239 86%
Net Difference	-607 -54%	-231 -56%	-189 -67%	-55 -63% *	-67 -51%	-290 -67%	-253 -51%	-221 -57%	-314 -70%	-201 -59%	-287 -61%	-95 -59%	-282 -59%	-225 -49%	-315 -67%	-239 -65%	-201 -61%	-301 -56%	-155 -62%	-75 -86%	-162 -89%	-132 -35%	-172 -84%	-56 -77%	-10 -5%	-237 -88%	-228 -82%

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

Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Widowed /Divorced /Separate d	Single	At least one child present	No children present	Graduate	Non- graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Left wing	343 31%	170 31%	171 30%	70 22%	102 28%	170 39% DEGHI	33 28%	38 19%	43 24%	58 31% H	59 34% DH	111 43% DEGHIJ	92 31%	110 34%	67 29%	74 28%	72 27%	93 32%	87 34%	46 30%	16 29% *	28 29% *	282 31%	61 31%	201 31%	93 28%	50 33%	66 22%	277 34% b	108 31%	235 30%	186 28%	157 34% f
Left of centre	294 26%	168 31% C	124 22%	69 22%	98 26%	127 29% DG	21 18%	48 24%	44 25%	54 28%	50 29% G	78 30% G	32 29% P	29 31% P	34 23%	40 20%	36 26%	33 29%	24 24%	19 28%	5 24% *	18 25% *	111 26%	24 26%	76 26%	47 29%	11 24%	47 27%	88 35% e	33 23%	102 25%	93 28%	126
Centre	135 12%	73 13%	62 11%	51 16% FKL	57 15% FL	27 6% FKL	23 20% FL	27 14% FKL	32 18% FKL	25 13% FL	15 9% FL	12 5% FL	32 13% N	29 9%	34 15%	40 15% N	36 13%	33 11%	24 9%	19 13%	5 10% *	18 19% s*	111 12%	24 12%	76 12%	47 15%	11 8%	47 15%	88 11%	33 10%	102 13%	93 14% g	42 9%
Right of centre	56 5%	29 5%	27 5%	39 12% EFUJL	10 3%	8 2%	17 14% EFUJL	22 11% EFUJL	4 2%	6 3%	1 *	7 3%	29 10% NOP	10 3%	7 3%	10 4%	10 4%	11 4%	10 4%	15 10% QRS	5 8% *	6 6% *	52 6%	5 2%	37 6% a	18 6% a	1 1%	29 10% c	27 3%	23 7%	34 4%	42 6% g	14 3%
Right wing	55 5%	31 6%	24 4%	30 10% EFUJL	10 3%	15 3%	13 11% EFUJL	18 9% EFUL	3 3%	5 3%	6 4%	9 3%	19 6%	12 4%	13 6%	11 4%	16 6%	17 6%	13 5%	5 4%	2 3% *	2 3% *	44 5%	11 6%	39 6%	9 3%	7 5%	25 8% c	31 4%	9 3%	46 6% d	35 5%	20 4%
Don't know	234 21%	73 13%	162 28% B	55 17% G	93 25% DGL	87 20% G	11 10%	43 22% DG	49 28% DGL	44 23% G	42 24% G	45 17%	39 13%	65 20% M	58 25% M	73 28% MN	62 23%	54 18%	62 24%	25 16%	14 26% *	18 19% *	190 21%	45 23%	126 20%	64 20%	45 30% yz	169 22%	52 21%	15% 24% d	137 21%	98 21%	
Net: Left	637 57%	338 62% C	295 52%	139 44%	200 54% DH	298 68% DEGHIJ	54 46%	85 44%	87 49%	112 59% DGH	109 63% DGH	189 72% DEGHIJ	177 60% P	211 65% OP	120 52%	128 49%	142 54%	176 60%	149 58%	88 58%	29 53% *	52 54% *	524 57%	113 57%	365 57%	186 57%	85 57%	138 45%	499 61% b	228 66% e	409 53%	354 54%	282 62% f
Net: Right	112 10%	61 11%	51 9%	69 22% EFUJL	20 5%	23 5%	30 25% EFUJL	39 20% EFUJL	10 5%	10 5%	7 4%	16 6% NOP	48 16% NOP	22 7%	20 9%	22 8%	25 10%	23 9%	21 14%	6 11% *	8 9% *	96 10%	16 8%	76 12%	27 8%	9 6%	54 18% c	58 7%	32 9%	80 10%	78 12% g	34 7%	
Net Difference	525 47%	277 51%	243 43%	70 22%	180 49%	275 63% G	25 21%	46 23%	78 44%	102 53%	102 66% G	174 66% G	129 44%	189 58%	100 43%	107 41%	117 44%	148 51%	126 49%	67 44%	23 42%	44 46%	428 47%	97 49%	289 45%	159 49%	77 51%	84 28%	441 54%	196 57%	329 43%	277 42%	248

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

Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Labour Party

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right			
		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 Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Left	Centre left	Centre	Centre right	Right	Don't know	Left	Right	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262	
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278	
Left wing	343 31%	191 47% CDE	63 22%	24 27% *	26 20%	107 25%	205 42% F	180 46% STVW	114 26%	86 25%	219 47% STW	49 31%	192 40% ST	187 41% YZc	112 24%	116 31%	147 45% Y	212 39% YZc	63 25%	31 27% f*	50 21% i	80 36% i	122 60% defi	44 61% defi*	15 8%	81 30%	167 60% J	
Left of centre	294 26%	82 20%	117 41% BE	33 37% B*	35 26%	159 37% G	105 21%	67 17%	175 39% RUVW	123 36% RUW	96 21%	48 30% RU	127 26% RU	81 18%	185 39% Xab	140 38% Xab	73 22%	124 23% X	88 35% Xab	39 45% fgh**	96 52% fghi	88 23% i	47 20% i	15 5% i*	10 5%	135 50% k	61 22%	
Centre	135 12%	31 7%	46 16% B	10 11% *	21 16% B	55 13%	44 9%	38 10% U	52 12% UW	50 15% UW	30 6% UW	25 15% UW	38 8%	50 11% a	50 11%	42 7%	24 10% a	54 13% a	33 8% h*	7 13% ni	24 22% deghi	16 8% i	* 1% *	7 3%	31 11% k	16 6%		
Right of centre	56 5%	14 3%	20 7% B	5 5% *	14 11% B	30 7% G	16 3%	22 6% U	20 4%	23 7% SUW	13 3%	11 7% U	18 4%	25 5%	16 3%	22 4%	12 4%	24 4%	14 6%	4 5% i*	7 4%	28 7% i	9 5% i	7 9% i*	1 1%	11 4%	16 6%	
Right wing	55 5%	18 4%	9 3%	1 1% *	14 11% BCD	18 4%	26 5%	21 5%	12 3%	19 6% S	19 4%	10 6% S	26 5% S	25 6% Z	22 5%	16 4%	19 6%	33 6% Z	7 3% Z	3 4% *	2 1%	22 6% e	8 4%	5 6% e*	16 8% e	5 2%	12 4%	
Don't know	234 21%	75 18% C	29 10%	16 18% *	21 16%	65 15%	97 20%	61 16%	73 16%	41 12% RTV	91 20% RTV	17 11%	81 17% T	88 19% Z	86 18% Z	35 9%	54 16% Z	92 17% Z	44 18% Z	2 2% *	5 3%	78 21% degh	3 2% i	2 2% *	144 75% defgh	7 3%	5 2%	
Net: Left	637 57%	274 67% E	180 63% E	56 64% E*	60 46%	266 61%	310 63%	246 63%	289 65%	208 61%	315 67%	97 61%	319 66%	267 59%	297 63%	256 69% XYbc	220 67% X	336 62% X	152 61%	71 81% fi*	145 79% fi	167 44% i	169 82% fi	59 82% fi*	25 13%	216 80%	228 82%	
Net: Right	112 10%	32 8%	29 10%	6 7% *	29 22% BCD	49 11%	43 9%	44 11% U	32 7%	43 13% SU	31 7%	21 13% SU	44 9% U	50 11% U	37 8%	37 10%	31 9%	57 11% U	21 8% U	8 9% *	9 5%	49 13% e	17 8% e	11 16% e*	18 9%	17 6%	28 10%	
Net Difference	525 47%	242 59%	151 53%	51 58% *	32 24%	217 50%	267 54%	203 52%	257 58%	165 48%	283 61%	76 48%	274 57%	217 48%	260 55%	219 59%	189 57%	279 52% Z	131 53% Z	63 72% Z	137 75% Z	118 31% Z	152 74% Z	48 66% Z	7 4%	200 74%	200 72%	

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431	
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456	
Left wing	109 10%	54 10%	56 10%	34 11%	38 10%	37 9%	19 16% DFHK	16 8%	19 11%	19 10%	13 8%	24 9%	36 12%	30 9%	19 8%	25 10%	18 7%	32 11%	30 12%	22 14% QV	3 5% *	5 5% *	91 10%	18 9%	58 9%	41 13%	10 7%	32 11%	77 9%	32 9%	77 10%	66 10%	43 9%	
Left of centre	197 18%	115 21% C	82 14%	52 17%	62 17%	83 19% K	19 16%	34 17%	31 17%	31 16%	21 12%	62 24% FK	53 18%	65 20%	42 18%	37 14%	43 16%	50 17%	52 20%	30 20%	6 12% *	16 16% *	170 18%	28 14%	108 17%	63 19%	27 18%	45 15%	153 19%	78 23% e	119 15%	246 32%	221 33%	82 32%
Centre	365 33%	195 36% C	168 30%	102 33%	108 29%	155 36% I	44 37% I	58 30%	45 25%	63 33%	73 42% EFHI	82 31%	112 38%	102 31%	74 32%	77 29%	84 32%	103 35%	84 33%	38 25%	18 33% *	37 38% *	296 32%	69 35%	220 34%	95 29%	50 33%	97 32%	268 33%	119 35%	246 32%	221 33%	144 32%	
Right of centre	103 9%	56 10%	44 8%	42 13% FGK	32 9%	29 7%	11 9%	32 16% EFJKL	16 9%	16 8%	16 5%	20 8%	41 14% OP	34 10% P	14 6%	14 5%	21 8%	25 9%	17 6%	26 17% QRS	7 12% *	8 9% *	83 9%	20 10%	53 8%	35 11%	15 10%	32 10%	71 9%	51 15% e	52 7%	67 10%	36 8%	
Right wing	33 3%	18 3%	16 3%	19 6% EFKL	9 3%	5 1%	11 9% EFJKL	9 4% FK	3 2%	6 3%	1 *	4 2%	9 3%	9 3%	6 3%	10 4%	9 3%	9 3%	6 3%	3 2%	1 2% *	5 5% *	28 3%	5 3%	19 3%	13 4%	2 1%	16 5% c	17 2%	7 2% e	27 3%	26 4%	8 2%	
Don't know	310 28%	107 20%	203 36% B	63 20% G	121 33% DG	126 29% DG	14 14%	47 24% G	64 36% DGH	57 30% DG	56 32% DG	70 27% G	45 15%	87 27% M	78 33% M	100 38% MN	90 34% RT	73 25%	68 27%	33 22%	20 36% *	26 27% *	252 27%	58 29%	185 29%	78 24%	47 31%	83 27%	227 28%	58 17%	252 33% d	168 25%	142 31%	
Net: Left	307 27%	169 31% C	138 24%	87 28%	100 27%	120 28% K	37 31% K	50 25%	50 28%	50 26%	34 20%	86 33% FK	89 30%	95 29%	61 26%	62 24%	61 23%	82 28%	82 32% QU	52 34% QU	9 17% *	21 22% *	261 28%	46 23%	166 26%	104 32%	37 25%	77 25%	230 28%	110 32% e	196 25%	181 27%	126 28%	
Net: Right	136 12%	74 14%	60 11%	61 20% EFJKL	41 11%	34 8%	21 18% EFKL	40 21% EFJKL	19 11%	22 11%	10 6%	24 9%	50 17% OP	43 13%	20 9%	23 9%	30 11%	34 12%	23 9%	28 19%	8 14% s	13 13% *	111 12%	25 13%	72 11%	48 15%	16 11%	48 16% c	88 11%	57 17% e	79 10%	92 14%	44 10%	
Net Difference	170 15%	95 17%	78 14%	25 8%	59 16%	86 20%	16 13%	10 5%	31 17%	28 15%	25 14%	61 23%	40 13%	52 16%	41 18%	38 15%	31 12%	48 16%	59 23%	24 16%	2 3%	8 8%	150 16%	21 11%	94 15%	56 17%	21 14%	29 10%	141 17%	53 15%	118 15%	89 13%	82 18%	

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

Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - The Liberal Democrats

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right			
		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 Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Left	Centre left	Centre	Centre right	Right	Don't know	Left	Right	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262	
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278	
Left wing	109 10%	60 15% cd	18 6%	3 3% *	12 9%	19 4%	79 16% F	60 15% STV	32 7%	22 6%	72 15% STV	11 7%	75 16% STV	59 13% YZ	34 7%	31 8%	58 18% XYZc	72 13% YZ	21 8%	11 1*	15 8%	26 7% i	36 17% efi	19 26% defi*	3 2%	25 9%	55 20% j	
Left of centre	197 18%	95 23% c	46 16%	14 16% *	25 19%	79 18%	98 20%	90 23% ST	74 17%	56 23% ST	109 17%	32 20%	100 21%	100 22% c	79 17%	74 20% c	74 Yc	119 22% Yc	35 14%	20 11% fi*	34 19% fi	43 37% i	77 21% defhi	15 11% fi*	7 4%	55 20% j	92 33% j	
Centre	365 33%	114 28%	113 40% BE	51 58% BCE*	36 27%	180 41% G	134 27%	104 27% W	175 39% RUW	143 42% RUW	120 26% W	75 47% RUW	105 22%	125 27% Xab	175 37% Xabc	154 42% Xa	74 23%	167 31% a	84 27% a	23 1*	94 51% dghi	161 43% i	54 26% i	15 21% i*	16 8%	118 43% k	70 25%	
Right of centre	103 9%	26 6%	43 15% BD	4 4% *	16 12%	58 13% G	31 6%	28 7% RU	56 13% RU	42 12% RU	35 7%	20 12% R	51 11% RU	36 8%	56 12% b	37 10% b	29 9%	35 6%	40 16% XYZab	23 27% efghi*	19 11% i	24 6%	22 11% i	7 10% *	7 4%	43 16% l	29 10%	
Right wing	33 3%	6 1%	9 3%	4 4% *	11 9% BC	10 2%	15 3%	11 3%	9 2%	14 4% S	11 2%	4 3%	18 4%	14 3%	14 3%	8 2%	11 3%	14 3%	8 3%	3 3% *	4 2%	10 3%	3 2%	7 10% efgi*	5 3%	7 3%	11 4%	
Don't know	310 28%	110 27% CD	54 19%	12 14% *	32 24%	89 20%	136 28% F	96 25% V	100 23% V	64 19% V	120 26% TV	18 11%	133 28% STV	122 27% Z	112 24% Z	65 17% Z	83 25% Z	131 24% Z	61 25% Z	7 8% *	16 9%	111 29% degh	13 6%	8 11% *	155 80% degh	23 9%	21 8%	
Net: Left	307 27%	154 38% CD	64 23%	17 19% *	37 28%	98 23%	177 36% F	150 38% STV	106 24%	79 23%	181 39% STV	43 27%	175 36% STV	159 35% YZc	112 24%	105 Y	132 40% YZc	192 36% YZc	56 22%	31 35% fi*	49 27% fi	69 18% i	113 55% defi	34 48% efi*	10 5%	80 30%	147 53% j	
Net: Right	136 12%	32 8%	53 19% BD	7 9% *	27 21% BD	68 16% G	46 9%	39 10%	64 14% U	56 16% RU	46 10%	24 15%	69 14% RU	49 11%	70 15% b	46 12%	40 12%	49 9%	48 19% XYZab	26 30% efgi*	24 13%	35 9%	25 12%	14 20% fi*	12 6%	50 18%	39 14%	
Net Difference	170 15%	122 30%	12 4%	9 11%	10 7%	30 7%	131 27%	111 29%	41 9%	23 7%	135 29%	19 12%	106 22%	109 24%	43 9%	59 16%	92 28%	142 26%	8 3%	5 5%	26 14%	35 9%	88 43%	20 28%	-3 -1%	30 11%	108 39%	

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Keir Starmer, the Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431	
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456	
Left wing	178 16%	87 16%	89 16%	47 15%	55 15%	75 17%	21 18%	26 13%	19 11%	37 19%	29 17%	46 18%	46 16%	47 14%	43 18%	42 16%	37 14%	48 16%	51 20%	21 14%	8 15%	12 13%	151 16%	27 14%	110 17%	46 14%	21 14%	43 14%	135 17%	49 14%	129 17%	98 15%	80 18%	
Left of centre	373 33%	207 38%	164 29%	88 28%	111 30%	174 40%	33 28%	55 28%	58 32%	54 28%	65 38%	109 42%	112 38%	130 40%	65 28%	66 25%	85 32%	89 30%	92 36%	53 35%	13 23%	41 42%	303 33%	69 35%	197 31%	122 37%	53 36%	81 27%	292 36%	145 42%	227 29%	224 34%	149 33%	
Centre	192 17%	106 19%	84 15%	68 22%	61 16%	64 15%	27 23%	40 21%	27 15%	34 18%	29 17%	35 14%	54 18%	47 14%	42 18%	49 19%	45 17%	50 17%	42 16%	28 19%	14 25%	13 14%	159 17%	33 17%	122 19%	54 17%	17 11%	53 17%	139 17%	55 16%	137 18%	109 16%	83 18%	
Right of centre	65 6%	43 8%	22 4%	29 9%	19 5%	17 4%	11 10%	18 9%	10 6%	9 5%	5 3%	12 4%	21 7%	16 5%	17 7%	11 4%	16 6%	21 7%	8 3%	10 7%	2 3%	8 8%	51 6%	14 7%	37 6%	20 6%	8 5%	30 10%	35 4%	23 7%	42 5%	44 7%	21 5%	
Right wing	38 3%	23 4%	16 3%	21 7%	10 3%	7 2%	12 10%	9 5%	7 4%	4 2%	2 1%	5 2%	14 5%	11 3%	6 3%	7 3%	9 3%	13 4%	7 3%	5 3%	- -	5 5%	35 4%	3 2%	20 3%	14 4%	5 3%	17 5%	22 3%	10 3%	28 4%	27 4%	11 2%	
Don't know	273 24%	78 14%	194 34%	61 20%	113 31%	98 23%	14 12%	47 24%	58 33%	43 29%	55 25%	43 21%	55 21%	49 17%	76 23%	60 26%	87 33%	73 27%	72 25%	58 22%	34 23%	18 33%	18 19%	221 24%	52 26%	156 24%	70 22%	46 31%	81 27%	191 24%	62 18%	210 27%	161 24%	112 24%
Net: Left	550 49%	295 54%	254 45%	135 43%	167 45%	249 57%	54 45%	81 42%	76 43%	90 47%	94 54%	155 59%	158 53%	177 54%	107 46%	108 41%	123 46%	136 47%	143 56%	74 49%	21 39%	53 55%	454 49%	96 49%	308 48%	168 52%	74 50%	124 41%	426 52%	194 56%	356 46%	321 49%	229 50%	
Net: Right	103 9%	66 12%	37 7%	50 16%	29 8%	24 5%	23 19%	27 14%	17 9%	13 7%	7 4%	16 6%	35 12%	27 8%	23 10%	18 7%	25 9%	34 12%	15 6%	16 10%	2 3%	12 13%	86 9%	17 9%	57 9%	33 10%	13 9%	46 15%	57 7%	33 10%	70 9%	71 11%	32 7%	
Net Difference	447 40%	229 42%	217 38%	85 27%	137 37%	225 52%	31 26%	54 28%	60 34%	78 41%	86 50%	139 53%	123 41%	150 46%	84 36%	90 34%	98 37%	103 35%	128 50%	59 38%	19 35%	41 42%	369 40%	79 40%	251 39%	135 41%	62 41%	77 25%	370 45%	161 47%	287 37%	250 38%	197 43%	

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Keir Starmer, the Leader of the Labour party

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right		
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (R)	Unfavourable to Cons (S)	Favourable to Lab (T)	Unfavourable to Lab (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Left wing	178 16%	101 25% CDE	32 11%	7 8% *	12 9%	48 11%	111 22% F	103 27% STVW	50 11%	39 11%	122 26% STVW	25 16%	105 22% ST	110 24% YZbc	48 10%	40 11%	109 33% XYZbc	101 19% YZ	40 16% YZ	19 22% ef*	14 8%	50 13% i	62 30% efi	22 30% ef*	11 6%	33 12%	84 30% j
Left of centre	373 33%	137 33%	118 41%	47 54% BE*	40 31%	185 43% G	159 32%	131 34%	186 42% RUW	143 42% RUW	157 34%	61 38%	165 34%	143 31%	187 40% Xa	171 46% XYabc	106 32%	191 35% X	87 35% X	40 11% fi*	109 60% dighi	93 25% i	96 47% fi	28 38% fi*	7 4%	149 55% k	124 45%
Centre	192 17%	53 13% B	64 22% B	12 14% *	28 21% B	79 18% B	78 16%	50 13%	80 18% U	74 22% RUW	49 11%	36 22% RUW	67 14% U	63 14% a	91 19% a	25 7%	96 18% Xa	38 15% a	17 17% i*	38 20% gi	96 26% gi	24 12% i	10 14% i*	10 5%	52 19% k	34 12%	
Right of centre	65 6%	17 4%	17 6%	6 7% *	20 15% BC	28 6%	24 5%	14 4%	31 7%	18 5%	22 5%	8 5%	28 6%	20 4%	32 7%	22 6%	20 6%	31 6% X	21 9% X	6 7% *	9 5%	33 9% i	9 4%	2 3% *	5 3%	15 5%	12 4%
Right wing	38 3%	14 3%	10 3%	* 1% *	8 6%	14 3%	18 4%	21 5% SU	9 2%	13 4% S	12 3%	8 5% S	19 4%	20 4%	12 3%	11 3%	9 3%	17 3% Z	10 4%	3 4% *	1 1%	14 4% degh	3 1%	8 11% efg*	9 4% e	4 2%	11 4%
Don't know	273 24%	88 21%	45 16%	16 18% *	23 17%	80 19%	104 21%	69 18%	90 20% TV	55 16%	105 22% RV	22 14%	98 20%	99 22% Z	101 21% Z	37 10%	60 18% Z	104 19% Z	53 21% Z	5 5% *	12 7%	90 24% degh	12 6%	2 2% *	152 79% delgh	17 6%	13 5%
Net: Left	550 49%	239 58% E	149 53% E	54 61% E*	53 40%	233 54%	269 55%	234 60%	236 53%	182 53%	279 60% S	86 54%	270 56%	253 56%	234 50%	210 57% Y	215 65% XYZbc	292 54%	127 51%	59 67% fi*	124 67% fi	142 38% i	158 77% fi	50 69% fi*	18 9%	183 67%	208 75%
Net: Right	103 9%	30 7%	26 9%	6 7% *	28 21% BCD	42 10%	42 8%	35 9%	40 9%	30 9%	34 7%	16 10%	47 10% U	40 9%	44 9%	34 9%	29 9%	47 9%	31 12%	9 11% *	10 5%	47 13% eg	12 6%	11 15% eg*	14 7%	19 7%	23 8%
Net Difference	447 40%	208 51%	123 43%	47 54%	25 19%	191 44%	228 46%	199 51%	196 44%	152 44%	245 52%	70 44%	223 46%	213 47%	190 40%	176 48%	186 56%	245 45%	96 39%	50 57%	114 62%	95 25% degh	146 71% degh	39 54%	3 2%	164 60%	185 67%

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

Overlap formulae used

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

Ipsos MORI Political Alignment polling
PUBLIC

Fieldwork: 10-13 July 2020
Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Boris Johnson, Leader of the Conservative party and the Prime Minister
All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)			Education		Employment status	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431	
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456	
Left wing	38 3%	17 3%	20 4%	22 7% EFHKL	9 2%	8 2%	13 11% DEFHJKL	9 4%	4 2%	5 3%	1 1%	6 2%	17 6% P	11 3%	6 3%	4 2%	13 5%	10 3%	8 3%	6 4%	- 1% *	1 1% *	33 4%	6 3%	29 5%	6 2%	3 2%	19 6% c	19 2%	11 3%	28 4%	23 3%	15 3%	
Left of centre	56 5%	29 5%	27 5%	32 10% EFKIL	16 4%	9 2%	13 11% EFKIL	19 10% EFKIL	6 3%	10 5% L	5 3%	4 1%	17 6%	9 3%	15 6%	15 6%	8 3%	14 5%	13 5%	11 7%	2 3% *	8 8% *	48 5%	8 4%	30 5%	20 6%	6 4%	25 8% c	31 4%	16 5%	40 5%	41 6%	15 3%	
Centre	134 12%	76 14%	57 10%	46 15% FK	47 13%	40 9%	14 12% FK	32 16% FK	27 15% K	20 10% L	12 7%	28 11% L	35 12% N	29 9%	28 12%	41 16% N	40 15%	36 12%	30 12%	16 10%	3 6% *	9 9% *	113 12%	20 10%	88 14%	32 10%	14 9%	47 15% c	87 11%	28 8%	106 14% d	86 13%	47 10%	
Right of centre	296 27%	159 29%	137 24%	70 22% DEGHI	84 23%	142 33% DEGHI	27 23%	43 22% K	35 20%	49 25%	48 28%	94 36% DEGHIJ	86 29%	90 28%	61 26%	58 22%	58 22%	86 29%	79 31% CV	46 30%	10 17% *	18 18% *	239 26%	57 29%	168 26%	84 26%	45 30%	68 22%	229 28%	93 27%	204 26%	153 23%	143 31% f	
Right wing	371 33%	201 37% C	168 29%	97 31% C	123 33%	151 35% C	39 33%	59 30% C	59 33%	64 33% C	58 34%	92 35% P	105 36% P	132 40% OP	68 29%	66 25%	87 33%	92 32%	77 30%	47 31%	23 43% *	45 47% QRST*	305 33%	66 33%	206 32%	121 37%	44 30%	76 25% b	295 36% e	153 44% e	218 28%	232 35%	139 30%	
Don't know	222 20%	63 11% B	160 28% B	46 15% DGL	91 25% DGL	85 20% GL	12 10%	34 17% DGL	46 26% DGL	44 23% DGL	48 28% DFGHL	38 14%	36 12%	56 17% M	23% 23%	54 29% MN	77 22%	60 18%	50 20%	26 17%	17 31% *	15 16% *	182 20%	41 21%	122 19%	63 19%	38 25%	70 23%	153 19%	45 13%	178 23% d	126 19%	96 21%	
Net: Left	94 8%	46 8%	47 8%	53 17% EFJKL	25 7%	16 4%	26 22% EFJKL	28 14% EFJKL	10 5%	15 8%	6 4%	10 4%	34 11% N	20 6%	21 9%	20 7%	21 8%	24 8%	21 8%	17 11%	2 3% *	9 10% *	81 9%	13 7%	59 9%	26 8%	9 6%	44 15% c	50 6%	26 8%	68 9%	64 10%	30 7%	
Net: Right	668 60%	360 66% C	305 54%	168 53% C	207 56%	293 67% DEGHI	66 56%	102 52% C	95 53%	112 59%	106 61%	187 71% DEGHIJ	191 65% P	223 68% OP	129 56%	124 47%	145 55%	178 61%	156 61%	93 61%	33 60% *	63 65% *	544 59%	123 62%	373 58%	205 63%	90 60%	144 47% b	524 64% e	246 71% e	422 55%	386 58%	282 62%	
Net Difference	-573 -51%	-314 -58%	-257 -45%	-114 -36% C	-182 -49%	-277 -64% DEGHI	-40 -34%	-75 -38% C	-85 -48%	-97 -51%	-100 -58%	-177 -68%	-158 -53%	-203 -62%	-108 -47%	-104 -40%	-124 -47%	-154 -53%	-135 -52%	-75 -50%	-31 -56% *	-54 -56% *	-463 -50%	-110 -56%	-314 -49%	-179 -55%	-80 -54% C	-99 -33% c	-474 -58% e	-220 -64% e	-354 -46% e	-322 -49%	-251 -55%	

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Boris Johnson, Leader of the Conservative party and the Prime Minister

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right		
		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 Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Left	Centre left	Centre	Centre right	Right	Don't know	Left	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Left wing	38 3%	9 2%	14 5%	2 3% *	6 5%	11 2%	23 5%	12 3%	13 3%	16 5% u	8 2%	9 6% u	17 4% u	15 3%	16 3%	16 4%	10 3%	16 3%	8 3%	7 8% eg*	2 1%	15 4%	3 1%	4 6% e*	7 3%	9 3%	7 3%
Left of centre	56 5%	14 3%	15 5%	3 3% *	16 12% BCD	22 5%	23 5%	17 5%	18 4%	24 7% SUW	13 3%	11 7% UW	13 3%	27 6% a	20 4%	24 7% Ya	8 2%	30 6% a	12 5%	1 1% *	4 2%	37 10% deghi	9 4%	1 1% *	4 2%	5 2%	10 4%
Centre	134 12%	68 17% CD	20 7%	6 7% *	16 12%	38 9%	72 15% F	61 16% ST	15 3%	27 8% S	62 13% ST	17 10% S	64 13% ST	77 17% YZc	20 4%	24 7% Y	53 16% YZc	77 14% YZc	15 6%	1 1% *	10 5%	81 21% degi	19 9%	9 12% d*	14 7%	11 4%	28 10% j
Right of centre	296 27%	185 45% CDE	44 16%	19 22% *	18 14%	89 20%	178 36% F	171 44% STUVW	64 14%	55 16%	181 39% STVW	32 20% S	161 33% STV	178 39% YZbc	67 14%	79 22% Yc	128 39% YZc	191 35% YZc	39 16%	6 7% *	34 19% di	93 25% di	126 61% defhi	28 38% defi*	9 5%	40 15%	153 55% j
Right wing	371 33%	63 15% BE	154 54% BE	44 50% B*	54 41% B	214 49% G	106 22%	73 19% RTUVW	263 59% RTUVW	174 51% RUW	118 25% R	78 49% RUW	142 29% RU	81 18% XZab	268 57% Xab	188 51% Xab	81 25% X	141 26% X	133 54% Xab	72 82% fghi*	129 71% fghi	81 22% i	44 22% i	30 42% fi*	14 7% k	201 74% k	75 27%
Don't know	222 20%	72 18%	36 13%	13 15% *	21 16%	61 14%	90 18%	53 14%	73 16% v	46 14% v	85 18% RV	13 8% v	85 18% v	76 17% z	79 17% z	38 10% z	50 15% z	85 16% z	42 17% z	* 1% *	4 2%	68 18% degh	4 2%	* 75% *	145 7% defgh	4 2%	4 2%
Net: Left	94 8%	23 6%	29 10% B	5 6% *	22 17% BD	33 8%	46 9%	30 8% u	31 7%	39 11% SUW	21 5%	20 13% SUW	30 6%	42 9% a	36 8%	40 11% Ya	18 5%	46 8%	19 8%	8 9% *	6 3%	52 14% egj	12 6%	5 7% *	11 6%	14 5%	17 6%
Net: Right	668 60%	248 60% BE	198 70% BE	63 72% E*	72 55%	303 70% G	284 58%	244 63% RTUW	327 73% RTUW	229 67% RTUW	299 64%	110 69% RUW	303 63%	259 57% Xab	335 71% Xab	267 72% Xab	209 64% X	331 61% X	173 69% X	78 89% fi*	163 89% fi	175 46% i	170 83% fi	58 80% fi*	23 12%	241 89% k	228 82%
Net Difference	-573 -51%	-225 -55%	-169 -59%	-58 -66%	-50 -38%	-270 -62%	-238 -48%	-214 -55%	-296 -66%	-190 -56%	-278 -60%	-90 -56%	-273 -56%	-217 -48%	-299 -64%	-227 -62%	-192 -58%	-286 -53%	-154 -62%	-70 -80%	-157 -86%	-122 -33%	-159 -77%	-52 -73%	-13 -7%	-227 -84%	-211 -76%

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

Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Yourself

All Adults online aged 18+ in Great Britain

	Total	Gender			Age								Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed /Divorced /Separate d	At least one child present	No children present	Graduate	Non- graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)
Unweighted base	1118	557	557	357	386	375	155	202	176	210	160	215	296	403	180	239	263	295	254	155	56	95	932	186	625	361	132	321	797	477	641	687	431
Weighted base	1118	545	569	314	370	435	118	195	178	192	173	262	296	328	232	262	265	292	257	152	55	97	920	198	643	326	150	304	814	345	773	662	456
Left wing	88 8%	40 7%	45 8%	34 11%	27 7%	26 6%	13 11%	21 11%	13 7%	14 7%	12 7%	15 6%	28 9%	39 12%	7 3%	15 6%	25 10%	22 8%	14 6%	12 8%	5 10%	8 9%	73 8%	15 8%	38 6%	39 12%	11 7%	14 5%	74 9%	48 14%	40 5%	60 9%	28 6%
Left of centre	183 16%	105 19%	79 14%	53 17%	65 18%	66 15%	23 19%	30 15%	30 17%	35 18%	33 19%	33 13%	43 14%	60 18%	42 18%	39 15%	42 16%	47 16%	34 13%	24 16%	11 21%	25 26%	153 17%	31 15%	94 15%	64 20%	26 17%	47 15%	136 17%	83 24%	100 13%	126 19%	57 12%
Centre	376 34%	185 34%	190 33%	113 36%	119 32%	145 33%	40 34%	73 37%	56 32%	63 33%	55 32%	89 34%	105 36%	100 30%	83 36%	89 34%	84 31%	97 33%	92 36%	60 40%	14 25%	31 32%	305 33%	71 36%	222 35%	102 31%	53 35%	108 36%	268 33%	94 27%	282 37%	204 31%	172 38%
Right of centre	205 18%	108 20%	98 17%	39 12%	60 16%	106 24%	19 16%	20 10%	28 16%	32 17%	25 15%	81 31%	66 22%	62 19%	41 18%	36 14%	44 17%	58 20%	59 23%	24 16%	8 14%	13 14%	166 18%	39 20%	125 19%	50 15%	30 20%	44 14%	162 20%	57 17%	148 19%	112 17%	93 20%
Right wing	72 6%	43 8%	28 5%	25 8%	12 3%	34 8%	10 8%	15 8%	7 4%	5 3%	15 8%	20 8%	23 8%	23 7%	10 4%	16 6%	17 7%	18 6%	13 5%	16 10%	2 4%	6 6%	62 7%	10 5%	50 8%	20 6%	3 2%	27 9%	46 6%	21 6%	51 7%	43 6%	29 6%
Don't know	193 17%	63 12%	130 23%	50 16%	86 23%	57 13%	14 12%	37 19%	43 24%	42 22%	33 19%	24 9%	32 11%	44 13%	50 21%	68 26%	53 20%	51 17%	46 18%	15 10%	14 26%	14 15%	162 18%	31 16%	113 18%	52 16%	28 19%	65 21%	128 16%	42 12%	151 20%	117 18%	76 17%
Net: Left	271 24%	145 27%	124 22%	86 28%	92 25%	92 21%	36 30%	51 26%	43 24%	50 26%	45 26%	48 18%	70 24%	99 30%	48 21%	53 20%	68 25%	69 24%	48 19%	36 24%	17 31%	33 34%	225 25%	45 23%	132 21%	102 31%	37 24%	61 20%	210 26%	130 38%	140 18%	186 28%	85 19%
Net: Right	278 25%	151 28%	126 22%	64 20%	73 20%	141 32%	29 24%	35 18%	36 20%	37 19%	40 23%	101 39%	89 30%	85 26%	51 22%	52 20%	62 23%	75 26%	72 28%	40 26%	10 18%	19 19%	228 25%	50 25%	175 27%	70 21%	33 22%	70 23%	207 25%	79 23%	199 26%	155 23%	122 27%
Net Difference	-7 -1%	-6 -1%	-2 *	22 7%	20 5%	-48 -11%	7 6%	16 8%	7 4%	13 7%	5 3%	-53 -20%	-19 -6%	14 4%	-3 -1%	1 *	6 2%	-6 -2%	-24 -9%	-3 -2%	7 12%	14 15%	-2 *	-4 -2%	-43 -7%	33 10%	4 2%	-9 -3%	3 *	52 15%	-59 -8%	31 5%	-38 -8%

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Overlap formulae used

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

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

Ipsos MORI Political Alignment polling

PUBLIC

Fieldwork: 10-13 July 2020

Adults online aged 18+ in GB

Q7. Some people describe their political views as being left or right wing. How would describe the views of the following, would you say they are...? - Yourself

All Adults online aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties						Favourable to politicians						Political identity					Left v right		
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (R)	Unfavourable to Conservatives (S)	Favourable to Labour (T)	Unfavourable to Labour (U)	Favourable to Lib Dems (V)	Unfavourable to Lib Dems (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Starmer (Z)	Unfavourable to Starmer (a)	Favourable to Sunak (b)	Unfavourable to Sunak (c)	Left (d)	Centre left (e)	Centre (f)	Centre right (g)	Right (h)	Don't know (i)	Left (j)	Right (k)
Unweighted base	1118	368	309	94	132	470	438	358	489	372	439	181	467	413	505	398	310	521	254	105	201	362	189	73	188	306	262
Weighted base	1118	411	284	87	131	434	493	389	445	342	467	160	482	455	470	369	329	540	249	88	183	376	205	72	193	271	278
Left wing	88 8%	3 1%	58 20% BD	3 3% *	17 13% BD	61 14% G	17 3%	6 2%	80 18% RUW	59 17% RUW	11 2%	21 13% RU	42 9%	9 2%	77 16% xab	52 14% xab	14 4%	16 3%	54 21% XYZab	88 100% efghi*	-	-	-	-	-	88 32% k	-
Left of centre	183 16%	10 2%	97 34% BE	24 27% B*	25 19% B	117 27% G	33 7%	15 4%	150 34% RUVW	109 32% RUVW	29 6%	39 24% RUW	51 11% RU	15 3%	151 32% xab	112 30% xab	20 6%	54 10% xa	69 28% xab	-	183 100% dghi	-	-	-	-	183 68% k	-
Centre	376 34%	134 33%	82 29%	40 45% BC*	47 36%	145 33%	178 36%	116 30%	129 29%	102 30%	138 30%	68 42% RSTUW	127 26%	159 35% Yac	132 28%	116 31%	90 27%	186 35% Yac	66 26%	-	-	376 100% deghi	-	-	-	-	-
Right of centre	205 18%	159 39% CDE	19 7%	7 8% *	15 12%	46 11%	142 29% F	145 37% STVW	26 6%	29 9% S	155 33% STVW	14 9%	133 28% STV	147 32% YZbc	30 6%	42 11% Y	108 33% YZc	152 28% YZc	20 8%	-	-	-	205 100% defhi	-	-	-	205 74% j
Right wing	72 6%	50 12% CD	6 2%	2 3% *	12 9% C	16 4%	49 10% F	56 14% STVW	6 1%	8 2%	57 17% STV	7 4% S	48 10% STV	55 12% YZc	12 2%	17 5% Y	42 13% YZc	55 10% YZc	10 4%	-	-	-	-	72 100% defgi*	-	-	72 26% j
Don't know	193 17%	56 14%	24 8%	13 14% *	15 12%	50 12%	74 15%	50 13%	54 12%	35 10%	77 17% RTV	12 8%	82 17% RSTV	70 15% Z	69 15% Z	31 8%	56 17% Z	76 14% Z	31 12%	-	-	-	-	-	193 100% defgh	-	-
Net: Left	271 24%	13 3%	155 54% BDE	26 30% B*	42 32% B	178 41% G	49 10%	22 6%	230 52% RUVW	168 49% RUVW	39 8% R	59 37% RUW	93 19% RU	24 5%	227 48% xab	164 44% xab	34 10% X	69 13% X	122 49% Xab	88 100% fghi*	183 100% fghi	-	-	-	-	271 100% k	-
Net: Right	278 25%	209 51% CDE	24 8%	9 10% *	27 20% C	62 14% G	191 39% F	201 52% STUW	32 7%	37 11% S	212 45% STVW	21 13% S	181 37% STV	201 44% YZbc	42 9%	59 16% Y	150 45% YZbc	208 38% YZc	30 12%	-	-	-	205 100% defi	72 100% defi*	-	-	278 100% j
Net Difference	-7 -1%	-196 -48%	131 46%	17 20%	15 11%	116 27%	-142 -29%	-179 -46%	198 45%	131 38%	-173 -37%	38 24%	-88 -18%	-177 -39%	185 29%	105 29%	-115 -35%	-138 -26%	92 37%	88 100%	183 100%	-	-205 -100%	-72 -100%	-	271 100%	-278 -100%

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