

# IPSOS MORI POLITICAL PULSE

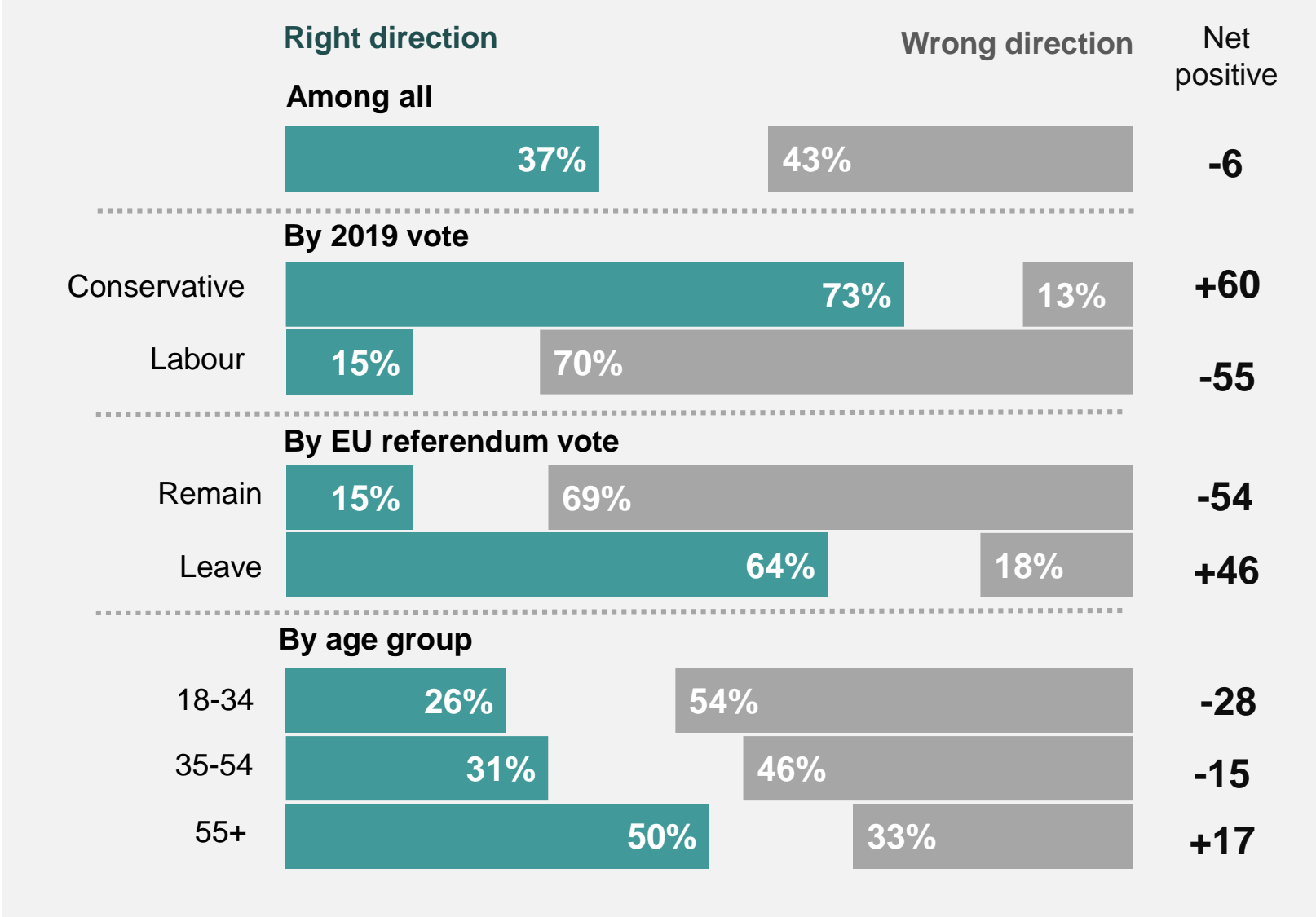
JANUARY 2019

Ipsos MORI



# Direction of the Country

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



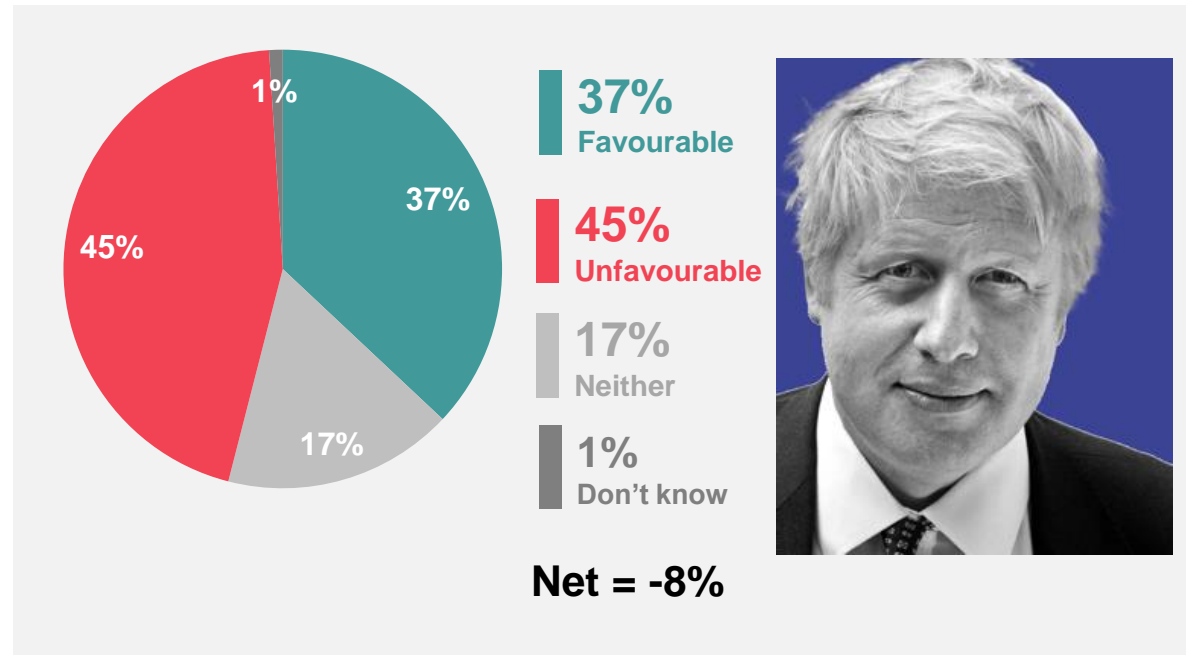
Source: Ipsos MORI

Base: 1,142 Online British adults 18+, 2019 Conservative voters (339), 2019 Labour voters (329), 18-34 year olds (336), 35-54 (402), 55+ (374), 28-30 January 2020

# Boris Johnson: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? – Boris Johnson

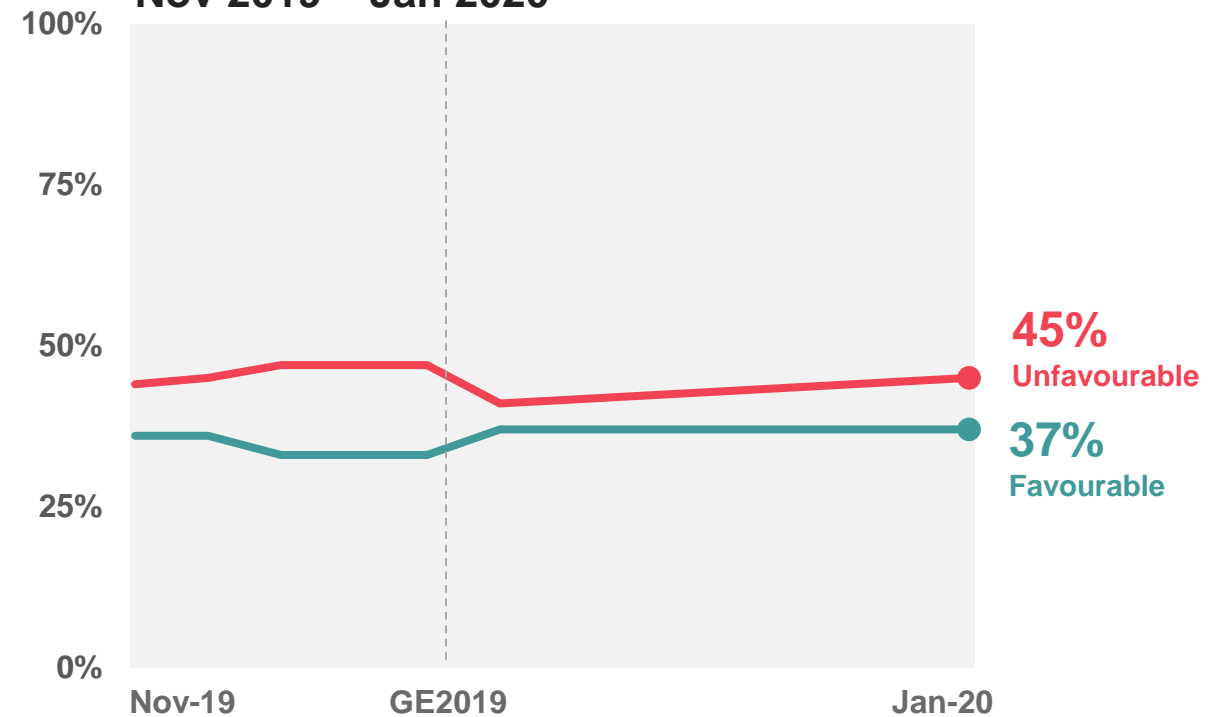
January 2020



Base: 1,142 Online British adults 18+, 28-30 January 2020

Source: Ipsos MORI

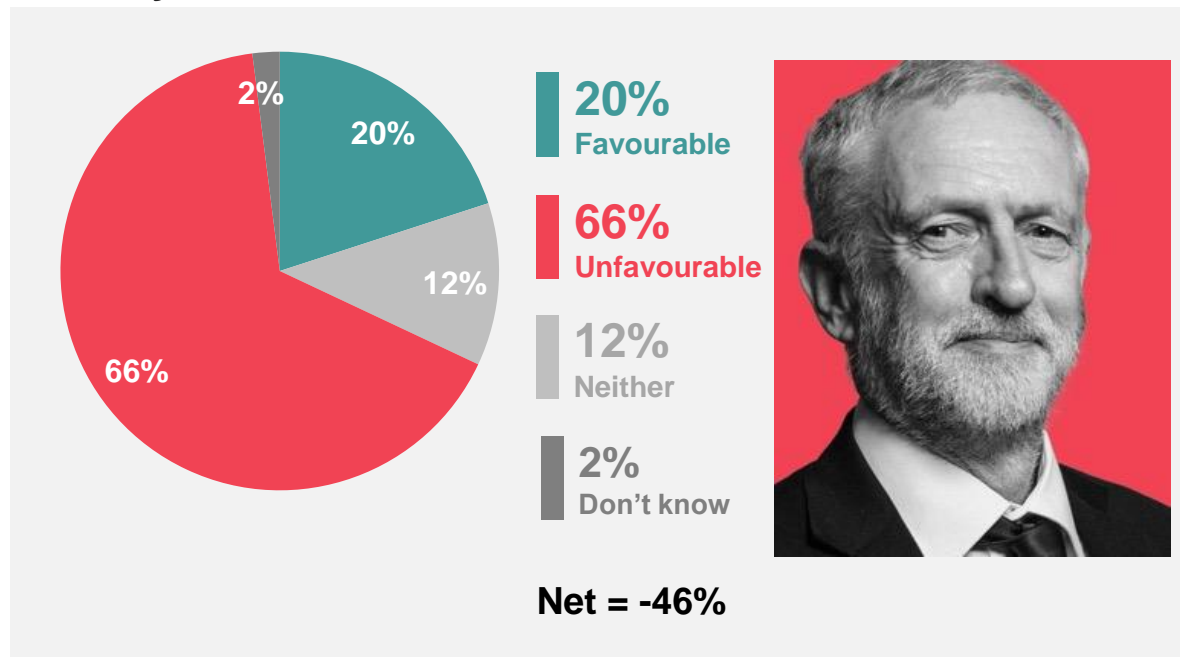
Nov 2019 – Jan 2020



# Jeremy Corbyn: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? – Jeremy Corbyn

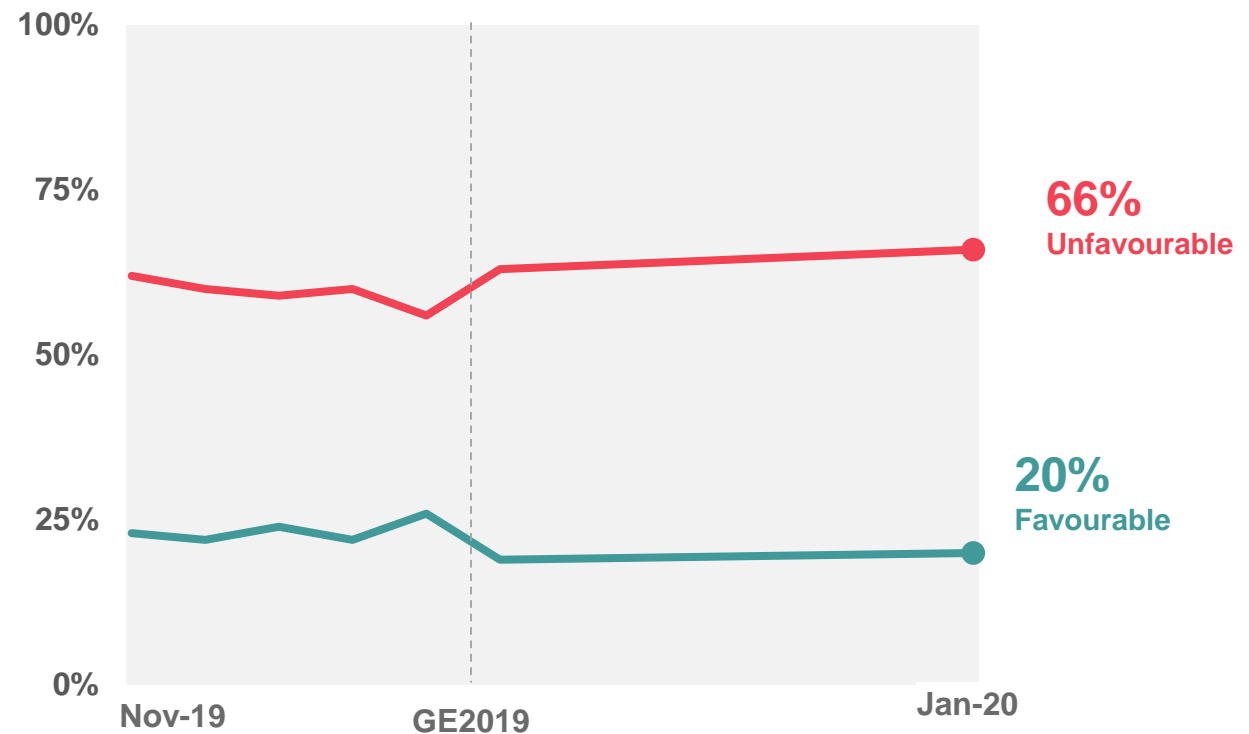
January 2020



Base: 1,142 Online British adults 18+, 28-30 January 2020

Source: Ipsos MORI

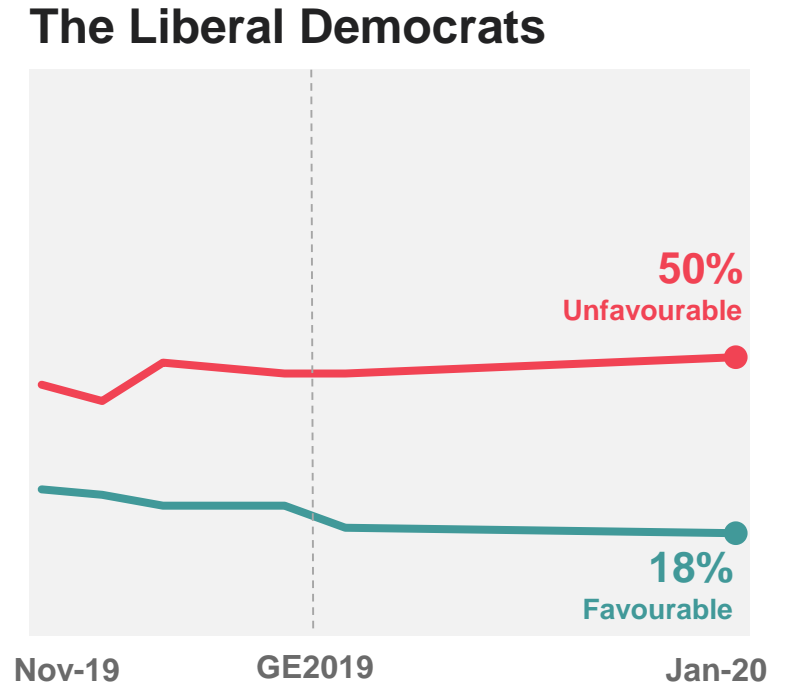
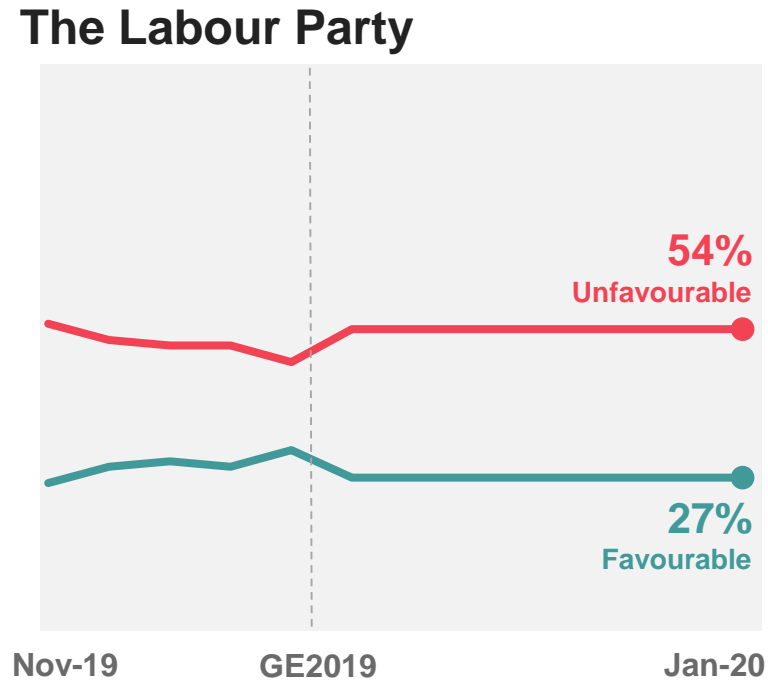
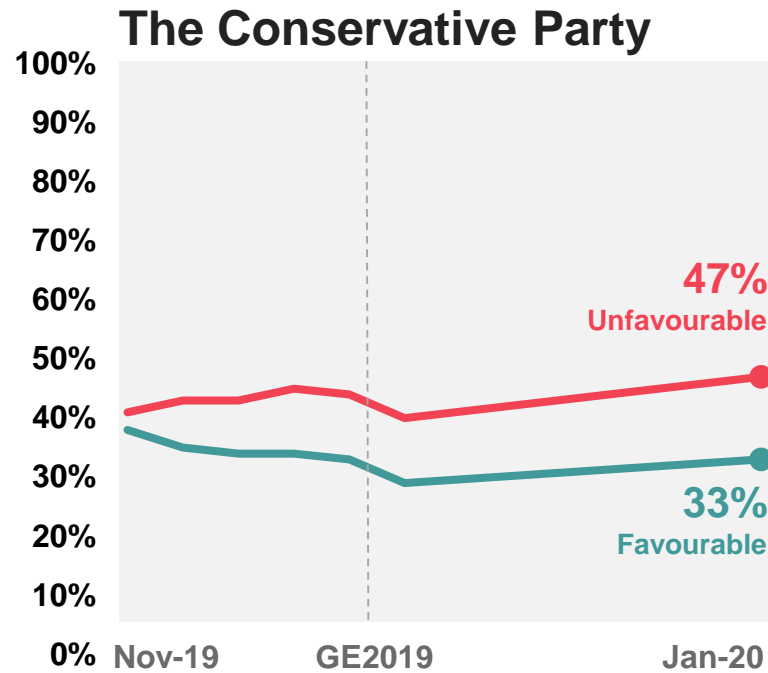
Nov 2019 – Jan 2020





# Political Parties: Favourability

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

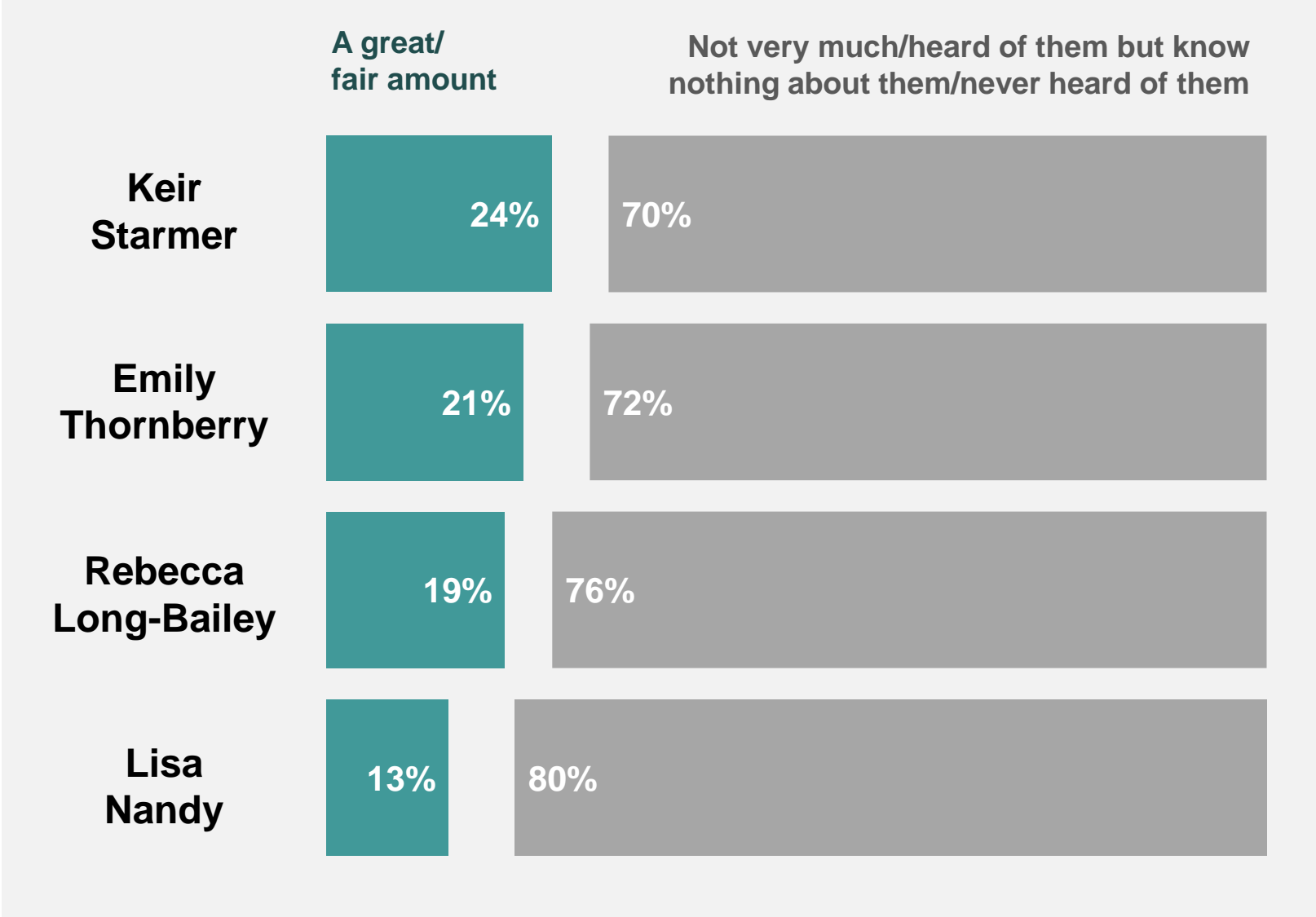


Base: 1,142 Online British adults 18+, 28-30 January 2020

Source: Ipsos MORI

# Knowledge of Labour leadership candidates

As you may be aware, the following MPs are standing to be the next leader of the Labour Party. Can you tell me how much, if anything, you know about each candidate?

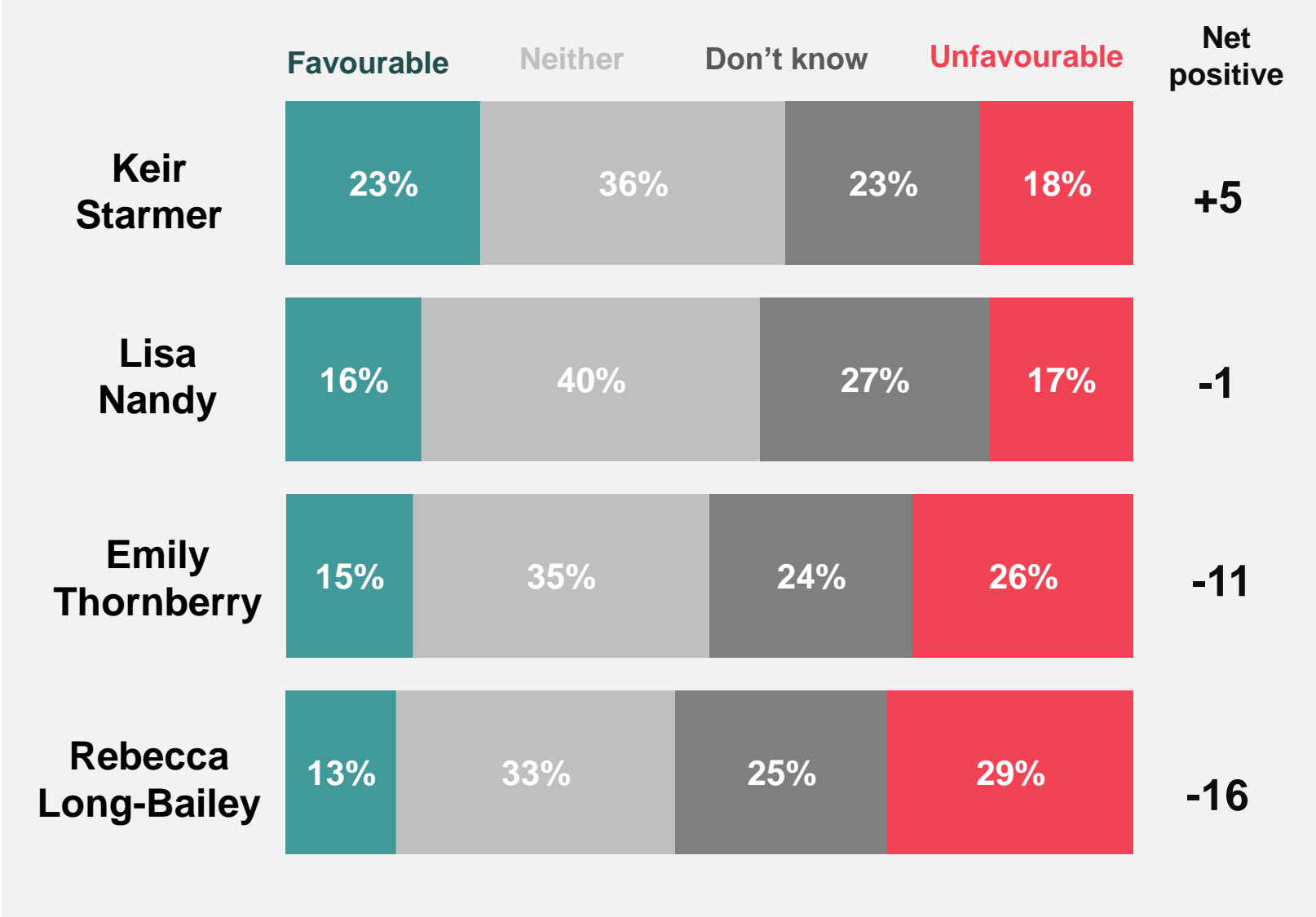


Base: 1,142 Online British adults 18+, 28-30 January 2020

Source: Ipsos MORI

# Favourability of Labour leadership candidates

Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?



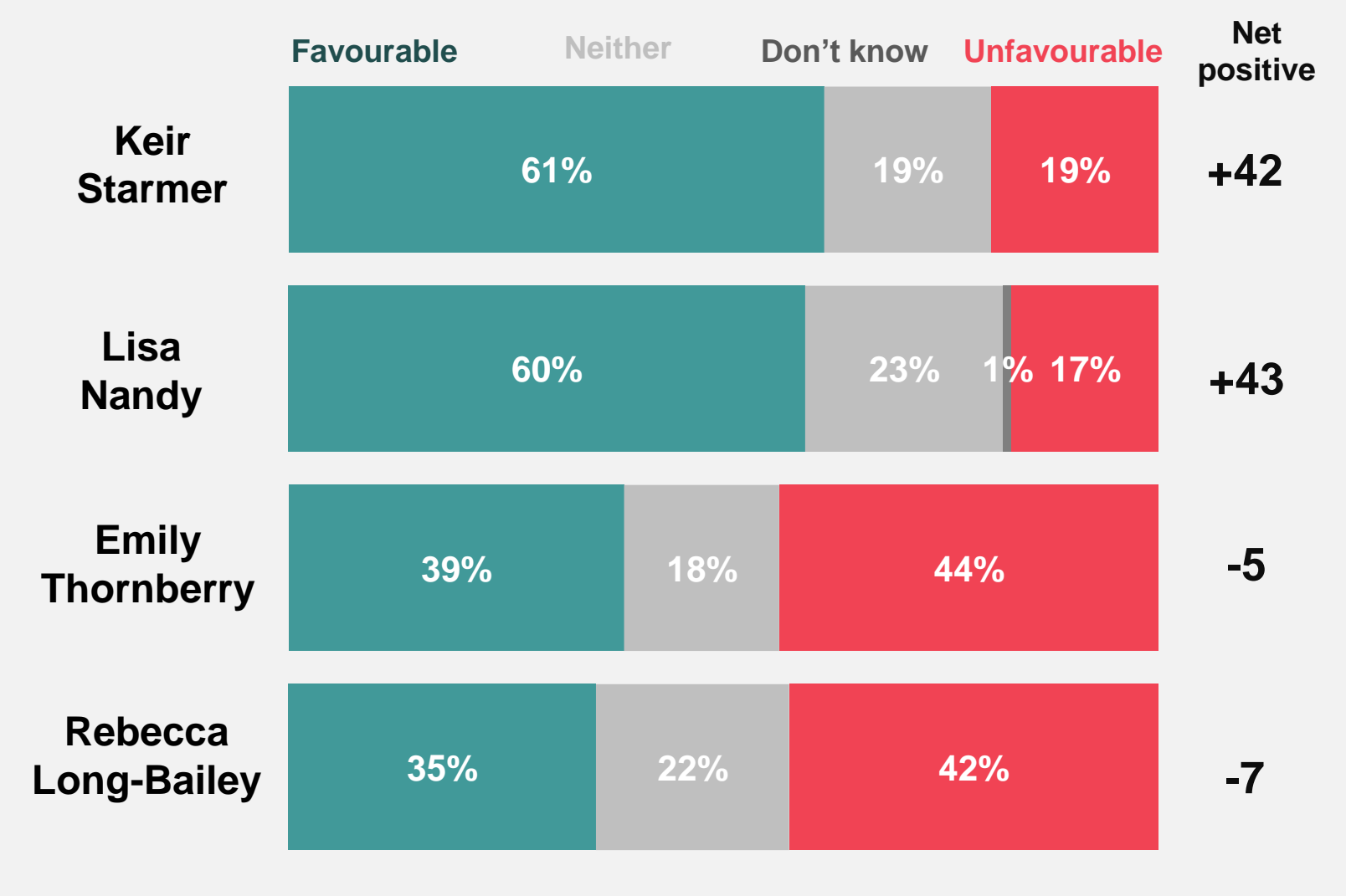
Base: 1,142 Online British adults 18+, 28-30 January 2020

Source: Ipsos MORI

# Favourability of Labour leadership candidates: Among those who have heard of each candidate

Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?

Among all who say they know a great deal/fair amount about each candidate



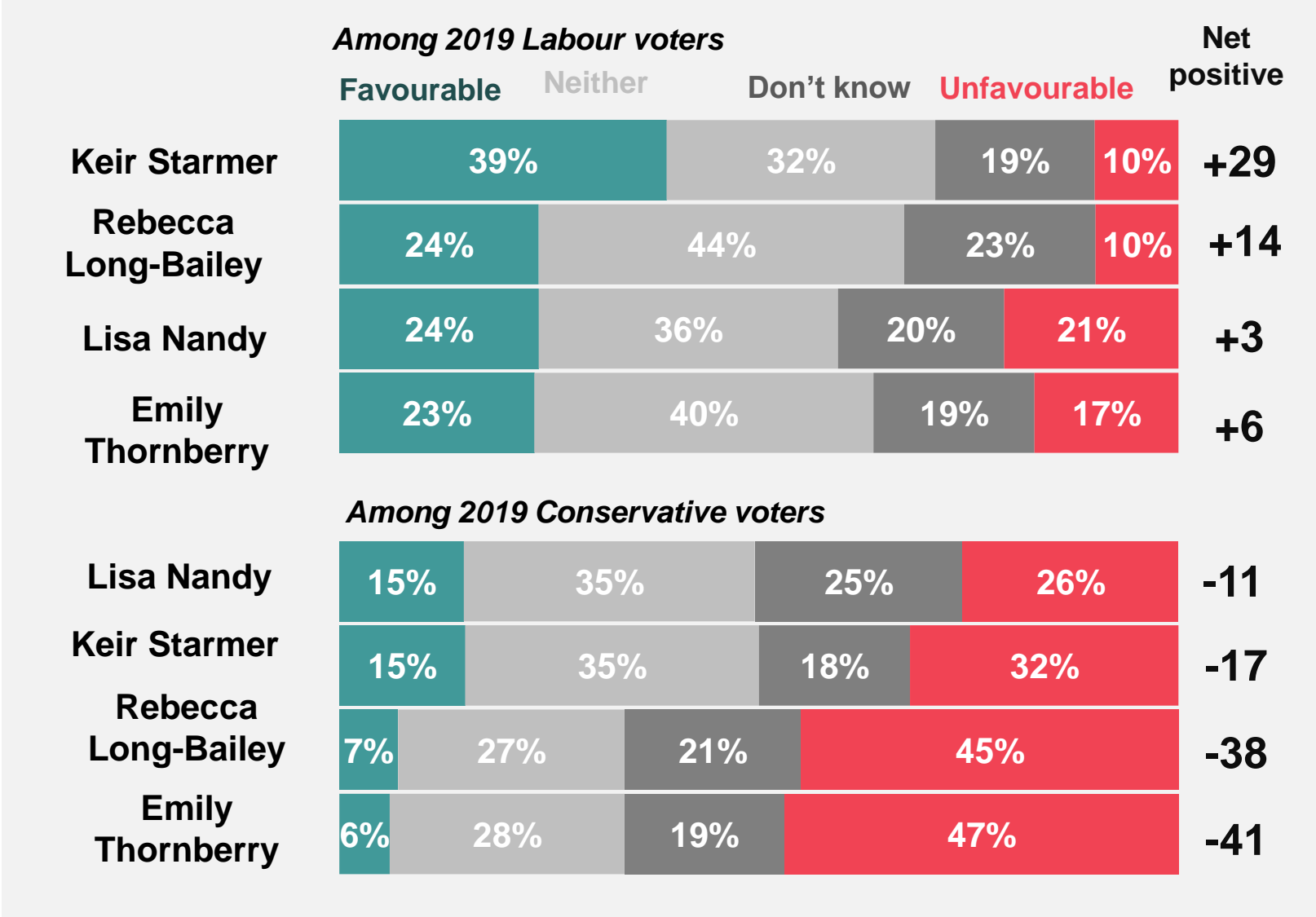
Source: Ipsos MORI

Base: Among online British adults 18+ who say they know a great deal/fair amount about Keir Starmer (319), Rebecca Long-Bailey (243), Lisa Nandy (177), Emily Thornberry (278), 28-30 January 2020



# Favourability of Labour leadership candidates: By 2019 General Election vote

Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?

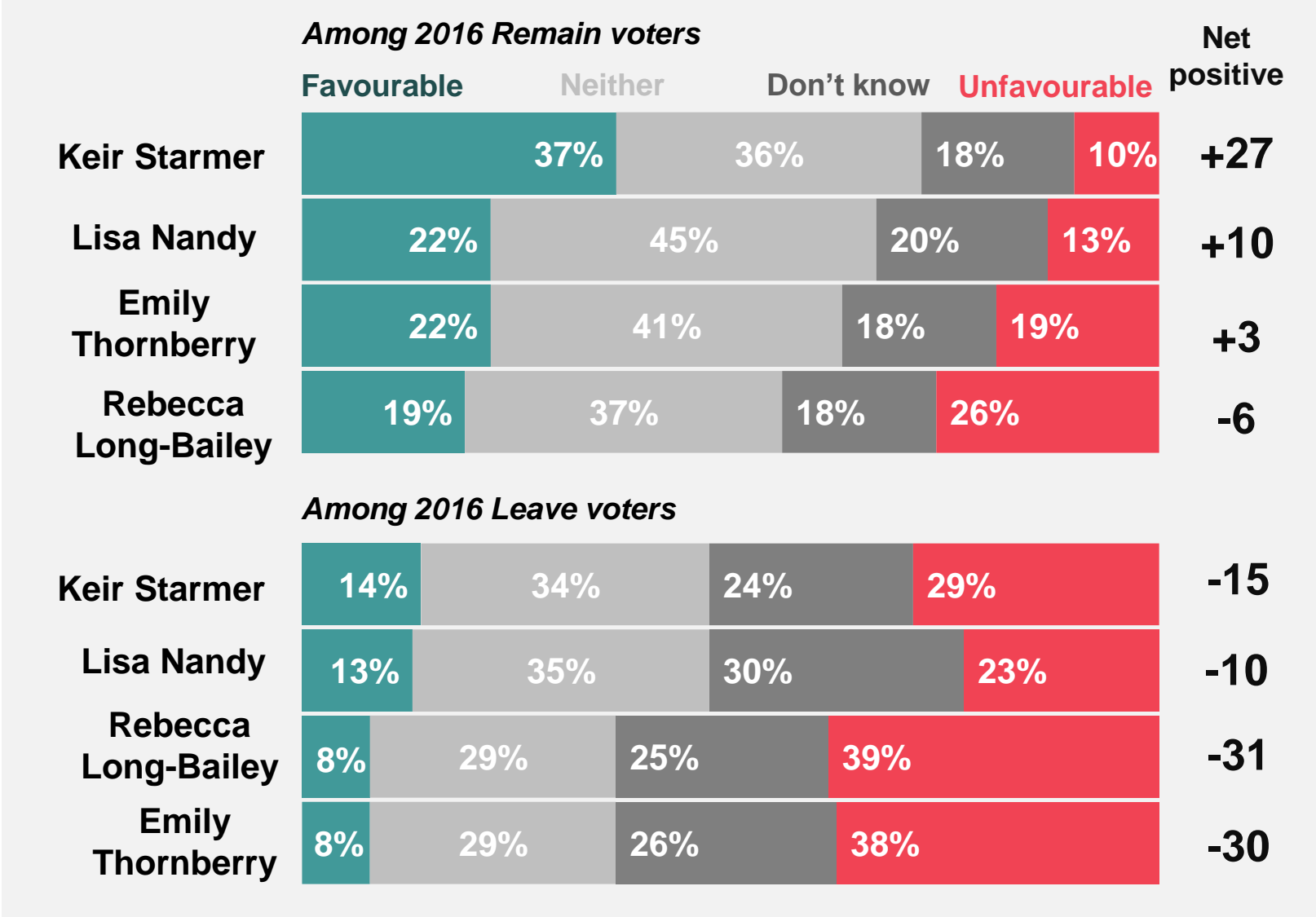


Source: Ipsos MORI

Base: 1,142 Online British adults 18+, 2019 Conservative voters (339), 2019 Labour voters (329), 28-30 January 2020

# Favourability of Labour leadership candidates: By 2016 EU Referendum vote

Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?



Source: Ipsos MORI

Base: 1,142 Online British adults 18+, 2016 Remain voters (517), 2016 Leave voters (425), 28-30 January 2020

# Ipsos MORI

## Political Pulse

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