

Table Names	Table Filters
0001 Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?	All Adults online aged 18+ in Great Britain
0002 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 online aged 18+ in Great Britain
0003 Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, Leader of the Labour party	All Adults online aged 18+ in Great Britain
0004 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
0005 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
0006 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
0007 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
0008 Q3. 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? - Summary	All Adults online aged 18+ in Great Britain
0009 Q3. 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? - Keir Starmer	All Adults online aged 18+ in Great Britain
0010 Q3. 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? - Rebecca Long-Bailey	All Adults online aged 18+ in Great Britain
0011 Q3. 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? - Lisa Nandy	All Adults online aged 18+ in Great Britain
0012 Q3. 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? - Emily Thornberry	All Adults online aged 18+ in Great Britain
0013 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Summary	All Adults online aged 18+ in Great Britain
0014 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - SUMMARY	All Adults who say they know a great deal/fair amount about each candidate
0015 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Keir Starmer	All Adults online aged 18+ in Great Britain
0016 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Rebecca Long-Bailey	All Adults online aged 18+ in Great Britain
0017 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Lisa Nandy	All Adults online aged 18+ in Great Britain
0018 Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Emily Thornberry	All Adults online aged 18+ in Great Britain

Ipsos MORI Political Pulse
28-30 January 2020
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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 online aged 18+ in Great Britain

		Gender			Age								Social grade				Region							Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425		
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482		
Right direction	419 37%	237 42% C	182 31%	84 26%	119 31%	215 50% DEGHUK	27 21%	57 29%	46 25%	73 36% DG	70 41% DGI*	145 55% DEFGHUK	110 36%	113 36%	92 39% *	104 37%	110 40% TV	117 39% TV	103 39% V	43 28% *	23 40% *	24 24% *	351 37%	68 36%	270 41% Z	73 23%	76 45% Z*	113 32% b	306 39%	241 35%	178 40%	261 73% ghi	46 15%	15 12% *	47 34% gh*	67 15%	309 64% j		
Wrong direction	492 43%	223 40%	269 46%	173 54% FJKL	177 46% FJL	141 50% 33% FJKL	65 52% FJKL	108 55% FJKL	100 55% EFJKL	77 38%	64 38% *	77 29%	142 47%	141 44%	94 40% *	114 40%	111 41%	127 43%	98 38%	84 54% Q5*	21 36% *	51 51% S*	424 44%	68 37%	253 38%	172 55% Ya	67 39% *	175 50% c	317 40%	317 46%	175 39%	47 13%	217 70% fi	82 67% fi*	60 43% i*	311 69% k	89 18%		
Neither	132 12%	57 10%	75 13%	43 13%	48 12%	41 9%	23 18% DFKL	20 10%	20 11%	28 14%	15 9%	26 10%	38 12%	38 12%	25 11% *	31 11%	26 10%	27 9%	40 15%	15 10% *	9 16% *	14 14% *	96 10%	36 19% W	70 11%	47 15%	15 9% *	36 10%	96 12%	77 11%	55 12%	30 8%	27 9%	18 14% *	22 16% *	46 10%	53 11%		
Don't know	100 9%	41 7%	58 10%	23 7%	41 11%	36 8%	11 9%	11 6%	17 9%	24 12%	21 12% *	15 6%	16 5%	25 8%	24 10% *	35 12% M	26 9%	26 9%	20 8%	12 8% *	4 7% *	11 11% *	85 9%	14 8%	66 10%	22 7%	12 7% *	28 8%	72 9%	60 9%	39 9%	18 5%	19 6%	8 7% *	11 8% *	25 6%	31 7%		
Net: Right direction	419 37%	237 42% C	182 31%	84 26%	119 31%	215 50% DEGHUK	27 21%	57 29%	46 25%	73 36% DG	70 41% DGI*	145 55% DEFGHUK	110 36%	113 36%	92 39% *	104 37%	110 40% TV	117 39% TV	103 39% V	43 28% *	23 40% *	24 24% *	351 37%	68 36%	270 41% Z	73 23%	76 45% Z*	113 32% b	306 39%	241 35%	178 40%	261 73% ghi	46 15%	15 12% *	47 34% gh*	67 15%	309 64% j		
Net: Wrong direction	492 43%	223 40%	269 46%	173 54% FJKL	177 46% FJL	141 52% 33% FJKL	65 52% FJKL	108 55% FJKL	100 55% EFJKL	77 38%	64 38% *	77 29%	142 47%	141 44%	94 40% *	114 40%	111 41%	127 43%	98 38%	84 54% Q5*	21 36% *	51 51% S*	424 44%	68 37%	253 38%	172 55% Ya	67 39% *	175 50% c	317 40%	317 46%	175 39%	47 13%	217 70% fi	82 67% fi*	60 43% i*	311 69% k	89 18%		
Net Difference	-73 -6%	14 2%	-87 -15%	-89 -27%	-58 -15%	74 17%	-38 -30%	-50 -26%	-54 -29%	-4 -2%	6 3%	68 26%	-32 -10%	-28 -9%	-3 -1%	-10 -4%	-1 *	-10 -3%	4 2%	-41 -27%	2 4%	-27 -28%	-73 -8%	* 3%	18 -32%	-100 5%	-62 -18%	-10 -1%	-75 -11%	3 1%	214 60%	-170 -55%	-67 -54%	-13 -9%	-244 -54%	220 46%			

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(*)

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?				
	Jeremy Corbyn, Leader of the Labour party	Boris Johnson, Leader of the Conservative Party and Prime Minister	The Labour Party	The Conservative Party	The Liberal Democrats
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1142	1142	1142	1142	1142
Weighted base	1142	1142	1142	1142	1142
Very favourable (2)	79 7% E	163 14% ACDE	110 10% AE	120 11% AE	39 3%
Fairly favourable (1)	144 13%	261 23% ACE	200 18% A	257 23% ACE	163 14%
Neither favourable nor unfavourable (0)	139 12%	191 17% A	192 17% A	210 18% A	336 29% ABCD
Fairly unfavourable (-1)	202 18% B	155 14%	220 19% B	193 17% B	261 23% ABD
Very unfavourable (-2)	550 48% BCDE	356 31%	394 34% E	339 30%	305 27%
Don't know	29 2% B	14 1%	26 2% B	24 2% B	38 3% BCD

Net: Favourable	223 20%	425 37% ACDE	311 27% AE	377 33% ACE	202 18%
Net: Unfavourable	752 66% BCDE	511 45%	613 54% BDE	531 47%	566 50%
Net Difference	-529 -46%	-87 -8%	-303 -27%	-154 -13%	-364 -32%

Mean	-0.90	-0.25 ACDE	-0.53 A	-0.33 ACE	-0.57 A
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Overlap formulae used
ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E 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? - Jeremy Corbyn, Leader of the Labour party
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	A8 (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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
Very favourable (2)	79	35	44	45	22	11	15	30	18	4	2	9	21	18	11	28	22	19	14	15	5	4	72	7	42	28	10	29	50	49	30	3	56	6	6	44	17	
	7%	6%	8%	14%	6%	3%	12%	15%	10%	2%	1% *	3%	7%	6%	5% *	10%	8%	6%	5%	10%	9% *	4%	7%	4%	6%	9%	6% *	8%	6%	7%	7%	1%	18% fhi	5% f*	5% f*	10% k	3%	
Fairly favourable (1)	144	67	77	73	54	16	22	51	35	20	10	6	31	39	27	47	45	34	15	29	6	14	135	9	75	59	9	52	92	104	40	10	99	6	13	74	38	
	13%	12%	13%	23%	14%	4%	17%	26%	19%	10%	6% *	2%	10%	12%	12% *	17% M	17% S	12%	6%	19%	11% S*	14% S*	14%	5%	11%	19% Ya	6% *	15%	12%	15% e	15% e	9%	32% fhi	5% *	9% f*	16% k	8%	
Neither favourable nor unfavourable (0)	139	70	69	58	41	40	30	28	24	18	20	20	28	44	32	35	24	38	35	23	1	19	113	26	67	50	22	40	99	84	56	9	52	16	31	68	28	
	12%	13%	12%	18% EFJKL	11% I	9%	24% DEFHIJKL	14% FJKL	13%	9%	12% *	7%	9%	14%	14% *	12% M	9%	13% U	13% U	15% U*	1% *	19% QU*	12%	14%	10%	16% Y	13% *	11%	13%	12%	12%	2%	17% f	13% f*	22% f*	15% k	6%	
Fairly unfavourable (-1)	202	90	112	62	74	65	36	26	26	48	27	39	56	49	39	57	48	41	45	23	12	32	168	34	95	81	26	64	137	120	81	22	61	32	40	100	60	
	18%	16%	19%	19% H	19% I	15%	28% DEFHIJKL	13% FJKL	14%	24% FHI	16% *	15%	18%	15%	17% *	20%	18%	14%	17%	15% *	22% QWST*	32% QWST*	18%	18%	14%	26% Ya	15% *	18%	17%	17%	18%	6%	20% f	26% f*	28% f*	22% k	12%	
Very unfavourable (-2)	550	289	261	70	180	299	15	55	76	104	110	189	166	156	121	107	126	154	147	62	31	29	443	107	369	81	100	158	392	320	230	312	37	64	50	155	338	
	48%	52% C	45%	22% G	47% DGH	69% DEGHJU	12% DG	28% DGH	42% DGH	51% DGHI	72% DEGHJU*	54% DEGHJU	49% P	52% P	64% P*	38%	46% V	52% V	56% TV	40% *	55% V*	29% *	46%	57% W	56% Z	26%	59% Z*	45%	50%	46%	52%	88% ghi	12% gi*	51% gi*	36% g*	34% j	70%	
Don't know	29	7	21	14	13	2	8	6	4	9	2	-	3	12	4	9	8	11	5	3	1	1	26	3	10	15	3	8	20	19	9	-	4	1	-	10	1	
	2%	1%	4% B	4% FL	3% FL	*	6% FKL	3% FL	2% L	4% FL	1% *	-	1%	4% M	2% *	3%	3%	4%	2%	2% *	2% *	1% *	3%	2%	2%	5% Y	2% *	2%	3%	3%	2%	-	1% k	1% *	-	2% k	*	
Net: Favourable	223	101	121	119	76	28	37	82	52	24	12	15	52	57	39	75	67	53	29	43	11	18	206	16	117	87	19	81	142	152	70	13	155	11	19	118	55	
	20%	18%	21%	37% EFGJKL	20% FJKL	6%	29% EFJKL	42% EFGJKL	29% EFJKL	12%	7% *	6%	17%	18%	16% *	27% MN	25% S	18%	11%	28% RS*	20% *	18% *	22% X	9%	18%	28% Ya	11% *	23%	18%	22% e	16%	4%	50% fhi	9% *	14% f*	26% k	11%	
Net: Unfavourable	752	379	372	132	255	365	51	81	102	152	137	228	222	205	160	164	174	195	193	85	44	61	611	140	464	162	125	223	529	440	311	334	98	95	90	255	398	
	66%	68%	64%	41% DGHJ	66% DEGHJU	84% DEGHJU	40% DGHJ	41% DGHJ	56% DEGHI	75% DEGHI	80% DEGHJU*	87% DEGHJU	73% NP	64%	68% *	58%	64%	66%	74% QT	55% *	77% T*	61% *	64%	76% W	70% Z	52%	74% Z*	63%	67%	63%	70%	94% ghi	32% g*	77% g*	64% g*	57% j	83%	
Net Difference	-529	-278	-251	-13	-178	-337	-14	*	-50	-128	-124	-213	-170	-148	-122	-89	-107	-142	-163	-41	-32	-43	-405	-124	-347	-75	-106	-142	-387	-288	-241	-321	57	-84	-71	-137	-343	
	-46%	-50%	-43%	-4%	-46%	-78%	-11%	*	-27%	-63%	-73%	-81%	-56%	-47%	-52%	-31%	-39%	-48%	-62%	-27%	-58%	-43%	-42%	-67%	-53%	-24%	-63%	-40%	-49%	-41%	-54%	-90%	18%	-68%	-51%	-30%	-71%	
Mean	-0.90	-0.97	-0.83	-0.12 EFJKL	-0.90 FJKL	-1.45	-0.12 EFJKL	-0.13 EFJKL	-0.61 EFJKL	-1.18 FL	-1.37 *	-1.50	-1.04	-0.94	-1.01 *	-0.61 MNO	-0.79 S	-0.97	-1.16	-0.59 RS*	-1.06 *	-0.69 S*	-0.83 X	-1.22	-1.04	-0.43 Ya	-1.18 *	-0.79	-0.95	-0.83	-1.01	-1.77 fhi	0.25 f*	-1.16 f*	-0.82 fb*	-0.56 k	-1.38	

Overlap formulae used
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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
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Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425
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Very favourable (2)	163	92	71	31	39	94	7	25	16	23	28	66	46	45	36	36	44	51	32	19	5	12	147	17	115	29	20	39	124	91	72	129	4	-	12	18	128
	14%	16%	12%	10% G	10%	22% DEGHIJ	5%	13% G	9%	11%	16% G*	25% DEGHIJ	15%	14%	15% *	13%	16%	17%	12%	12% *	9% *	13% *	15%	9%	17% Z	9%	12% *	11%	16%	13%	16%	36% ghi	1%	- gh*	9%	4%	27% j
Fairly favourable (1)	261	126	135	54	98	108	22	33	39	60	34	74	73	66	55	68	66	66	68	29	23	10	200	62	148	60	54	67	195	152	110	152	27	11	26	66	167
	23%	23%	23%	17%	26% DH	25% D	17%	17%	21%	29% DGH	20% *	28% DGH	24%	21%	23% *	24%	24%	22% V	26% V	26% V	19% *	40% QRTV**	10% *	21%	33% W	22%	19%	32% Z*	19%	25%	22%	25%	43% ghi	9%	9% *	19% g*	15%
Neither favourable nor unfavourable (0)	191	77	115	57	57	77	27	30	29	28	33	44	50	53	33	55	38	48	49	24	10	22	154	38	119	47	26	52	140	108	83	43	22	35	36	57	80
	17%	14%	20% B	18%	15%	18%	22%	15%	16%	14%	20% *	17%	16%	17%	14% *	19%	14%	16%	19%	16% *	18% *	22% *	16%	20%	18%	15%	15% *	15%	18%	16%	19%	12%	7%	28% fg*	26% gh*	13%	17%
Fairly unfavourable (-1)	155	78	77	62	46	47	24	38	21	26	22	24	39	48	39	28	45	38	38	14	6	13	126	28	90	43	22	51	103	107	48	26	57	28	15	82	45
	14%	14%	13%	19% EFL	12%	11%	19% FL	19% EFL	11%	13%	13% *	9%	13%	15%	17% *	10%	17%	13%	15%	9%	11% *	13% *	13%	15%	14%	14%	13% *	15%	13%	15%	11%	7%	19% f	23% fi*	11% *	18% k	9%
Very unfavourable (-2)	356	180	176	112	138	107	43	69	75	63	51	56	97	96	71	92	76	90	72	66	11	42	316	40	180	131	45	139	218	228	129	6	196	49	51	225	60
	31%	32%	30%	35% FL	36% FL	25% L	34% FL	35% FL	41% FL	31%	30% *	21%	32%	30%	30% *	32%	28%	30%	27%	43% QRSU*	20% *	42% QSU*	33% X	22%	27%	42% Ya	27% *	40% c	28%	33%	29%	2%	63% fhi	40% f*	36% f*	50% k	13%
Don't know	14	5	10	6	7	2	4	3	3	4	2	-	1	9	-	5	4	6	3	2	1	-	13	1	8	4	2	4	11	10	4	-	2	-	-	3	2
	1%	1%	2%	2%	2%	*	3% FL	1%	2%	2%	1% *	-	*	3% M	-	2%	1%	2%	1%	1% *	2% *	-	1%	1%	1%	1%	1% *	1%	1%	1%	1%	-	1%	-	-	1%	*
Net: Favourable	425 37%	218 39%	207 35%	86 27%	137 36% DG	202 47% DEGHIK	28 23%	57 29%	55 30%	82 41% DGH	62 37% G*	140 53% DEFGHIJK	118 39%	111 35%	92 39% *	103 37%	110 40% V	117 39% V	100 38% V	48 32% *	28 49% V*	22 22% *	346 36%	78 42%	263 40% Z	89 28%	73 43% Z*	106 30%	319 40% b	243 35%	182 41%	281 79% ghi	32 10%	11 9% *	38 27% gh*	84 19%	295 61% j
Net: Unfavourable	511 45%	258 46%	253 43%	174 54% FIL	185 48% FL	153 35% FL	67 53% FL	107 54% FL	96 52% FL	89 44% L	73 43% FL*	80 30%	136 45%	145 45%	111 47% *	120 42%	122 44%	110 43%	110 42%	80 52% U*	18 31% *	55 56% U*	443 46% X	68 37%	270 41%	174 55% Ya	67 40% *	190 54% c	321 41%	335 48% e	177 40%	32 9%	253 82% fhi	77 63% fi*	66 47% f*	307 68% k	106 22%
Net Difference	-87 -8%	-40 -7%	-46 -8%	-88 -27%	-48 -12%	49 11%	-38 -31%	-50 -25%	-41 -22%	-6 -3%	-11 -6%	60 23%	-18 -6%	-33 -10%	-19 -8%	-17 -6%	-12 -4%	-11 -4%	-10 -4%	-31 -20%	10 18%	-33 -33%	-97 -10%	10 5%	-8 -1%	-85 -27%	6 3%	-85 -24%	-2 *	-91 -13%	5 1%	249 70%	-221 -72%	-66 -54%	-27 -20%	-223 -50%	189 39%
Mean	-0.25	-0.23	-0.26	-0.53	-0.39	0.08 DEGHIK	-0.61	-0.48	-0.56	-0.24 DG	-0.20 DG*	0.26 DEFGHIJK	-0.23	-0.27	-0.23 *	-0.26	-0.16 V	-0.17 V	-0.19 V	-0.51 *	0.06 TV*	-0.63 *	-0.28	-0.07	-0.11 Z	-0.60	-0.12 Z*	-0.53	-0.12 b	-0.33	-0.12	1.05 ghi	-1.35	-0.94 g*	-0.47 gh*	-0.96	0.53 j

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 Survey
28-30 January 2020
PUBLIC

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

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
Very favourable (2)	110	54	56	57	25	29	20	37	16	9	8	21	25	27	27	32	30	22	25	18	7	8	104	6	61	36	13	35	75	75	35	6	87	2	8	57	29	
	10%	10%	10%	18%	6%	7%	16%	19%	9%	4%	5%	8%	8%	8%	11%	11%	11%	7%	10%	12%	13%	8%	11%	3%	9%	11%	8%	10%	10%	11%	8%	2%	28%	2%	6%	13%	6%	
				EFJKL			EFJKL	EFJKL			*				*		RS			*	*	*	X				*					fhi	*	i*	k			
Fairly favourable (1)	200	92	108	90	76	34	43	48	43	33	20	14	57	52	30	61	61	42	36	30	11	21	181	19	92	93	16	79	122	128	73	6	135	16	22	124	42	
	18%	16%	19%	28%	20%	8%	34%	24%	23%	16%	12%	5%	19%	16%	13%	21%	22%	14%	14%	19%	19%	21%	19%	10%	14%	30%	9%	22%	15%	18%	16%	2%	44%	13%	16%	28%	9%	
				EFJKL	FL		EFJKL	FKL	FKL	FL	*				*		RS			*	*	*	X			Ya	*	c				fhi	i*	i*	k			
Neither favourable nor unfavourable (0)	192	78	114	69	70	54	29	40	38	32	26	28	39	56	51	46	49	38	47	28	9	22	161	31	104	69	19	54	139	119	73	21	50	31	31	77	59	
	17%	14%	19%	21%	18%	12%	23%	20%	21%	16%	15%	10%	13%	18%	22%	16%	18%	13%	18%	18%	16%	22%	17%	17%	16%	22%	11%	15%	18%	17%	16%	6%	16%	25%	22%	17%	12%	
			B	FL	L		FL	FL	FL		*				M*					*	*	*			Ya	*						f	i*	i*				
Fairly unfavourable (-1)	220	120	100	39	92	89	10	29	36	56	45	43	68	62	38	52	40	60	56	27	13	23	172	48	128	46	46	74	145	141	79	69	27	42	34	96	91	
	19%	21%	17%	12%	24%	20%	8%	15%	20%	DGH	27%	17%	22%	19%	16%	18%	15%	20%	21%	18%	24%	23%	18%	26%	19%	15%	27%	21%	18%	20%	18%	19%	9%	16%	24%	21%	19%	
				G	DGH	DG			DG	DGHL	DGH*	G			*					*	*	*	W			Z*						g	fg*	g*				
Very unfavourable (-2)	394	207	186	53	113	227	14	39	47	66	71	156	114	111	85	84	87	127	93	49	15	23	316	77	262	58	73	103	291	215	179	254	8	32	44	92	258	
	34%	37%	32%	17%	29%	52%	11%	20%	26%	DGH	33%	59%	37%	35%	36%	30%	32%	43%	35%	32%	27%	23%	33%	42%	40%	19%	43%	29%	37%	31%	40%	71%	3%	26%	31%	20%	53%	
				G	DGH	DEGHIJK		DG	DG	DGH	DEGHI*	DEGHIJK			*			QV		*	*	*			Z		Z*		b	d	ghi	g*	g*					
Don't know	26	6	19	14	10	2	10	4	4	6	1	1	3	11	4	8	7	9	5	3	-	2	22	3	12	12	2	7	18	18	8	1	3	1	1	5	3	
	2%	1%	3%	4%	3%	*	8%	2%	2%	F	*	1%	1%	3%	2%	3%	2%	3%	2%	2%	-	2%	2%	2%	2%	4%	1%	2%	2%	3%	2%	*	1%	1%	1%	1%	1%	
			B	FHKL	F		DEFHKL			F	*		M		*		2%			*	*	*					*	2%	2%	3%	2%		*	*	*			
Net: Favourable	311	146	165	147	101	62	63	85	59	42	27	35	82	79	57	92	91	64	61	48	18	29	285	26	153	129	29	114	197	203	108	11	221	18	30	181	71	
	27%	26%	28%	46%	26%	14%	50%	43%	32%	21%	16%	13%	27%	25%	24%	33%	33%	21%	23%	31%	33%	29%	30%	14%	23%	41%	17%	32%	25%	29%	24%	3%	72%	14%	22%	40%	15%	
				EFJKL	FJKL		EFJKL	EFJKL	EFJKL		*				*	RS				*	*	*	X			Ya	*	c				fhi	i*	i*	k			
Net: Unfavourable	613	327	286	92	205	316	24	68	83	123	117	199	182	173	123	136	127	187	149	76	29	46	488	125	390	104	119	177	436	356	257	323	35	74	78	187	349	
	54%	59%	49%	29%	53%	73%	19%	35%	45%	61%	68%	76%	60%	54%	52%	48%	47%	63%	57%	49%	51%	46%	51%	67%	59%	33%	70%	50%	55%	51%	58%	91%	11%	60%	56%	42%	72%	
		C		G	DGHI	DEGHIJ		DG	DG	DEGHI	DEGHI*	DEGHIJ	P		*		QTV			*	*	*		W	Z		VZ*					ghi	g*	g*	j			
Net Difference	-303	-181	-121	55	-105	-253	39	17	-24	-81	-89	-164	-100	-94	-65	-43	-37	-123	-88	-28	-10	-17	-203	-99	-237	24	-90	-63	-239	-153	-150	-312	186	-56	-48	-6	-278	
	-27%	-33%	-21%	17%	-27%	-58%	31%	9%	-13%	-40%	-52%	-62%	-33%	-29%	-28%	-15%	-13%	-41%	-34%	-18%	-18%	-17%	-21%	-54%	-36%	8%	-53%	-18%	-30%	-22%	-34%	-88%	60%	-45%	-34%	-1%	-58%	
Mean	-0.53	-0.61	-0.44	0.19	-0.51	-1.05	0.38	0.08	-0.30	-0.71	-0.90	-1.14	-0.63	-0.58	-0.53	-0.35	-0.35	-0.79	-0.60	-0.39	-0.32	-0.33	-0.44	-0.94	-0.68	0.01	-0.90	-0.38	-0.59	-0.43	-0.67	-1.58	0.86	-0.70	-0.60	-0.09	-1.06	
				EFJKL	FJKL		EFJKL*	EFJKL	EFJKL	FL	*				*	M	R			R*	*	R*	X			Ya	*	c		e		fhi	i*	i*	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 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 Pulse
28-30 January 2020
PUBLIC

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

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482
Very favourable (2)	120	65	55	28	20	72	8	20	7	13	21	51	40	32	18	29	32	31	31	14	4	7	108	12	85	18	17	24	96	62	58	105	4	2	5	21	93
	11%	12%	9%	9%	5%	17% DEGU	6%	10% I	4%	6%	13% EI*	19% DEGHU	13%	10%	8% *	10%	12%	11%	12%	9%	8% *	7% *	11%	7%	13% Z	6%	10% *	7%	12% b	9%	13%	30% ghi	1%	1% *	3% *	5%	19% j
Fairly favourable (1)	257	119	139	55	83	120	17	38	31	52	33	87	68	80	61	48	52	81	71	32	14	8	200	57	166	50	42	83	174	149	108	166	14	15	21	70	160
	23%	21%	24%	17%	22%	28% DGIK	14%	19%	17%	26% DG	19% *	33% DEFGHK	22%	25% P	26% *	17%	19%	27%	27%	21%	24% V*	8% V*	21%	31%	16%	25% Z	16%	25% *	24%	22%	21%	24%	47% ghi	5%	12% g*	15% g*	15% j
Neither favourable nor unfavourable (0)	210	95	115	61	75	73	28	34	34	41	33	40	60	60	28	62	52	51	49	19	12	27	174	35	108	60	41	48	162	125	84	57	33	21	33	59	92
	18%	17%	20%	19%	20%	17%	22%	17%	19%	20%	19%	15%	20%	19%	12% O	22% *	19%	17%	19%	12% *	21% T*	27% T*	18%	19%	16%	19%	24% *	14%	20% b	18%	19%	16%	11%	17% *	24% g*	13%	19% j
Fairly unfavourable (-1)	193	95	98	67	62	64	25	42	35	27	33	30	41	47	55	50	53	46	43	29	8	14	153	40	111	58	24	66	127	125	68	18	65	44	30	91	63
	17%	17%	17%	21% L	16%	15%	20%	22% L	19%	14%	19% *	12% M*	13%	15%	23% M*	18%	19%	15%	16%	19%	14% *	15% *	16%	22%	17%	18%	14% *	19%	16%	18%	15%	5%	21% f	36% fg*	22% f*	20% k	13%
Very unfavourable (-2)	339	178	161	98	136	105	38	60	71	65	49	55	93	90	70	86	78	79	65	57	18	42	301	38	178	117	44	124	214	219	120	9	189	42	50	205	71
	30%	32%	28%	30% L	35% FL	24%	30%	31%	39% FL	32% L	29% *	21%	30%	28%	30% *	30%	28%	27%	25%	37% S*	32% *	42% QRS*	31% X	20%	27%	37% Ya	26% *	35% c	27%	31%	27%	3%	61% fhi	34% f*	36% f*	46% k	15%
Don't know	24	6	17	14	9	1	11	3	5	4	1	-	4	9	3	7	7	10	4	2	-	1	20	4	12	10	1	6	17	16	7	-	3	-	1	4	3
	2%	1%	3%	4% FHL	2% F	* DEFGHIK	8% DEFGHIKL	2%	3% FL	2% F	* *	-	1%	3%	1% *	3%	2%	3%	1%	1% *	-	1% *	2%	2%	2%	3%	1% *	2%	2%	2%	2%	2%	1% -	1% *	-	* *	1% *
Net: Favourable	377	183	194	82	103	192	25	57	38	65	55	137	108	112	80	77	84	112	101	47	18	14	308	69	251	68	59	107	271	211	167	271	18	17	26	91	253
	33%	33%	33%	26%	27% I	44% DEFGHIK	20%	29%	21%	32% EGI	32% G*	52% DEFGHIK	35%	35%	34% *	27%	31%	38%	39%	30%	32% V*	15% V*	32%	37%	38% Z	22%	35% Z*	30%	34%	30%	37%	76% ghi	6% g*	13% g*	18% g*	20%	53% j
Net: Unfavourable	531	273	259	165	198	168	62	103	106	92	83	86	134	137	125	136	130	125	108	86	26	56	454	78	289	175	68	190	341	344	188	28	255	86	80	297	134
	47%	49%	44%	51% FL	51% FIL	39% L	50% L	52% FL	58% EFIL	45% L	48% FL*	33%	44%	43%	53% *	48%	48%	42%	41%	56% RS*	46% *	57% RS*	47%	42%	44%	56% Ya	40% *	54% c	43%	49%	42%	8%	82% fhi	70% f*	57% f*	66% k	28%
Net Difference	-154	-89	-65	-83	-95	24	-37	-45	-68	-27	-28	52	-26	-24	-45	-59	-46	-12	-6	-39	-8	-42	-146	-8	-38	-107	-9	-84	-70	-133	-21	243	-236	-69	-54	-206	119
	-13%	-16%	-11%	-26%	-25%	5%	-30%	-23%	-37%	-13%	-16%	20%	-9%	-8%	-19%	-21%	-17%	-4%	-2%	-26%	-14%	-42%	-15%	-5%	-6%	-34%	-5%	-24%	-9%	-19%	-5%	68%	-76%	-56%	-39%	-46%	25%
Mean	-0.33	-0.37	-0.30	-0.49	-0.56 I	-0.02 DEFGHIK	-0.58 *	-0.44	-0.75	-0.39 EI	-0.33 I*	0.18 DEFGHIK	-0.26	-0.26	-0.42 *	-0.42	-0.34 V	-0.21 V	-0.15 TV	-0.54 *	-0.39 *	-0.79 *	-0.36	-0.19	-0.20 Z	-0.68	-0.21 Z*	-0.54	-0.24 b	-0.43	-0.19 d	0.95 ghi	-1.38	-0.89 g*	-0.72 g*	-0.87	0.29 j

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/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/f/g/h,i/j/k. Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Political Pulse
28-30 January 2020
PUBLIC

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

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
Very favourable (2)	39	18	21	27	6	6	7	19	2	4	1	6	11	9	4	15	10	9	10	4	1	4	33	5	22	12	5	13	25	21	18	3	7	18	8	22	6	
	3%	3%	4%	8% EFUKL	1%	1%	6% EFIK	10% EFUKL	1%	2%	*	2%	4%	3%	2%	5%	4%	3%	4%	3%	3%	4%	3%	3%	3%	4%	3%	4%	3%	3%	4%	1%	2%	15% fg*	5% r*	5%	1%	
Fairly favourable (1)	163	72	92	65	53	46	34	31	25	27	20	26	51	51	36	26	33	29	47	31	8	15	137	26	92	60	11	60	103	113	50	18	51	55	23	94	33	
	14%	13%	16%	20% EFHL	14%	11%	27% DEFHUKL	16%	14%	13%	12%	10%	17% P	16% P	15% *	9%	12%	10%	18%	20% R*	15% *	15% *	14%	14%	14%	19% a	7% *	17%	13%	16%	11%	5%	16% f	45% fg*	17% r*	21% k	7%	
Neither favourable nor unfavourable (0)	336	147	189	102	117	118	41	61	62	55	48	69	96	105	64	72	65	88	82	60	12	28	283	53	184	104	49	100	236	211	125	92	95	35	33	161	105	
	29%	26%	32%	31%	30%	27%	33%	31%	34%	27%	28% *	26%	31%	33%	27% *	25%	24%	30%	31%	39% Q*	22% *	28% *	30%	29%	28%	33%	29% *	28%	30%	30%	28%	26%	31%	28% *	24% *	36% k	22%	
Fairly unfavourable (-1)	261	136	125	55	101	104	16	39	49	52	40	64	69	67	56	68	60	77	50	29	15	29	216	45	164	61	36	100	161	163	98	88	81	7	31	107	114	
	23%	24%	21%	17% DG	26% G	24% G	13%	20%	27% DG	26% DG	23% *	25% G	23%	21%	24% *	24%	22%	26%	19%	19% *	27% *	29% *	23%	24%	25%	19%	22% *	28% c	20%	23%	22%	25% h	26% h	5% *	22% h*	24%	24%	
Very unfavourable (-2)	305	176	129	56	96	152	17	39	38	58	54	98	72	74	68	91	98	80	64	27	18	19	253	52	178	62	65	68	237	162	143	153	67	6	41	58	219	
	27%	32% C	22%	17% DG	25% DG	35% DEGHI	14%	20%	21%	29% DG	32% DGH*	37% DEGHI	24%	23%	29% *	32% MN	36% STV	27%	24%	17% *	32% *	19% *	26%	28%	27% z	20%	39% VZ*	19% b	30%	23%	32% d	43% ghi	22% h	5% *	29% h*	13% j	45%	
Don't know	38	9	29	18	13	7	10	8	6	7	7	-	6	13	8	12	7	15	9	2	1	4	34	5	19	16	3	10	29	26	12	2	8	2	3	9	6	
	3%	2%	5% B	6% FL	3% L	2% L	8% EFL	4% L	3% L	3% L	4% FL*	-	2%	4%	3% *	4%	3%	5%	3%	2% *	2% *	5% *	4%	2%	3%	5%	2% *	3%	4%	4%	3%	1% *	3% *	2% *	2% *	2% *	1%	
Net: Favourable	202	90	112	91	58	52	41	50	27	31	21	31	62	59	40	41	43	39	57	35	10	19	171	31	114	72	16	74	128	134	68	21	58	73	31	116	39	
	18%	16%	19%	28% EFUKL	15%	12%	33% EFUKL	25% EFUKL	15%	15%	12% *	12%	20%	19%	17% *	14%	16%	13%	22% R	23% R*	17% *	19% *	18%	17%	17%	23% a	9% *	21%	16%	19%	15%	6% f	19% fg*	59% fg*	22% r*	26% k	8%	
Net: Unfavourable	566	312	254	112	197	257	34	78	87	110	94	163	142	141	124	159	159	156	114	56	33	47	469	97	342	122	102	168	398	325	241	241	148	13	73	164	332	
	50%	56% C	43%	35% G	51% DGH	59% DGH	27%	40% G	48% DG	54% DGH	55% DGH*	62% DEGHI	46%	44%	53% *	56% MN	58% ST	53%	44%	37% *	59% T*	48% *	49%	52%	52% z	39%	60% Z*	48% b	50%	47%	54%	68% ghi	48% h	10% *	52% h*	37%	69% j	
Net Difference	-364	-222	-141	-20	-139	-205	8	-28	-59	-79	-73	-132	-80	-82	-84	-118	-115	-118	-57	-21	-23	-28	-298	-65	-228	-50	-86	-94	-270	-191	-173	-220	-90	60	-41	-48	-294	
	-32%	-40%	-24%	-6%	-36%	-47%	6%	-14%	-33%	-39%	-43%	-50%	-26%	-26%	-36%	-42%	-42%	-40%	-22%	-14%	-41%	-29%	-31%	-35%	-35%	-16%	-51%	-27%	-34%	-27%	-39%	-62%	-29%	49%	-30%	-11%	-61%	
Mean	-0.57	-0.69	-0.45 B	-0.16 EFUKL	-0.62 FL	-0.82	-0.02 EFUKL*	-0.25 EFUKL	-0.54 FL	-0.68	-0.78 *	-0.85	-0.47 P	-0.48 P	-0.65 *	-0.71	-0.77	-0.66	-0.44 Q	-0.29 QR*	-0.72 *	-0.45 *	-0.56	-0.62	-0.60 a	-0.34 Ya	-0.88 *	-0.44 c	-0.63	-0.50 e	-0.69	-1.05	-0.50 f	0.60 fg*	-0.55 r*	-0.19 k	-1.06	

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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(*)

Q3. 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? - Summary

All Adults online aged 18+ in Great Britain

	Q3. 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?			
	Keir Starmer	Rebecca Long-Bailey	Lisa Nandy	Emily Thornberry
	(A)	(B)	(C)	(D)
Unweighted base	1142	1142	1142	1142
Weighted base	1142	1142	1142	1142
A great deal	54 5% C	40 4%	29 3%	46 4% C
A fair amount	223 20% BC	173 15% C	124 11%	198 17% C
Not very much	328 29%	329 29% C	287 25%	314 28%
Heard of them but know nothing about them	180 16%	250 22% A	246 22% A	252 22% A
Never heard of them	291 25% D	284 25%	386 34% ABD	259 23%
Don't know	65 6%	66 6%	70 6%	72 6%

Net: A great deal/fair amount	277 24% BCD	213 19% C	153 13%	244 21% BC
Net: Not very much/heard of them but know nothing about them/never heard of them	799 70%	863 76% AD	919 80% ABD	826 72%

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

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Q3. 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? - Keir Starmer
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482
A great deal	54	35	19	22	9	24	12	10	2	7	10	14	21	13	5	16	17	8	13	12	-	4	45	9	33	16	5	25	29	37	18	15	26	5	6	31	17
	5%	6%	3%	7%	2%	5%	9%	5%	1%	4%	6%	5%	7%	4%	2%	6%	6%	3%	5%	8%	-	4%	5%	5%	5%	5%	3%	7%	4%	5%	4%	4%	9%	4%	4%	7%	4%
		C		EI		I	EU	I		I*	I				*					*	*	*				*	c					*	*	*	*		
A fair amount	223	133	91	45	75	104	14	30	33	42	41	63	80	66	23	54	56	51	51	27	12	27	191	32	128	60	36	88	135	123	100	75	80	30	28	121	83
	20%	24%	16%	14%	19%	24%	11%	15%	18%	21%	24%	24%	26%	21%	10%	19%	20%	17%	19%	18%	21%	27%	20%	17%	19%	19%	21%	25%	17%	18%	22%	21%	26%	24%	20%	27%	17%
		C			DGH					G	DG*	DG	O		*					*	*	*				*	c					*	*	*	k		
Not very much	328	165	163	79	94	156	33	45	38	56	54	102	78	95	75	80	73	79	79	50	22	25	281	47	190	73	66	93	235	189	139	112	89	43	41	128	151
	29%	30%	28%	24%	24%	36%	27%	23%	21%	28%	32%	39%	25%	30%	32%	28%	27%	26%	30%	33%	40%	25%	29%	26%	29%	23%	39%	27%	30%	27%	31%	29%	35%	29%	29%	29%	31%
						DEHI					DEGHI				*					*	*	*				2*								*	*	*	
Heard of them but know nothing about them	180	94	86	48	71	61	16	31	30	41	21	40	45	52	42	41	42	50	40	29	8	12	147	32	102	49	29	59	121	115	65	58	40	22	25	68	81
	16%	17%	15%	15%	18%	14%	13%	16%	17%	20%	12%	15%	15%	16%	18%	14%	15%	17%	15%	19%	14%	12%	15%	17%	15%	16%	17%	17%	15%	17%	14%	16%	13%	18%	18%	15%	17%
										*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Never heard of them	291	105	186	102	116	73	36	66	66	50	36	38	68	71	76	75	74	91	61	27	11	27	240	51	166	98	27	68	223	185	106	84	62	18	37	88	130
	25%	19%	32%	32%	30%	17%	28%	34%	36%	25%	21%	14%	22%	22%	32%	26%	27%	30%	23%	18%	20%	27%	25%	27%	25%	31%	16%	19%	28%	27%	24%	23%	20%	15%	26%	20%	27%
			B	FKL	FIL		FL	FKL	EFJKL	L	*				*			T		*	*	*	*	*	*	a	*	b					*	*	*	j	
Don't know	65	26	39	28	21	16	14	14	15	7	9	7	14	22	14	17	12	19	18	9	3	4	51	15	40	18	7	18	48	46	19	14	12	5	3	14	20
	6%	5%	7%	9%	6%	4%	11%	7%	8%	3%	5%	3%	4%	7%	6%	6%	4%	7%	7%	6%	5%	4%	5%	8%	6%	6%	6%	4%	5%	6%	7%	4%	4%	4%	2%	3%	4%
				FJL		EFJL			L		*				*					*	*	*					*		b				*	*	*		
Net: A great deal/fair amount	277	168	109	66	83	128	26	40	34	49	50	77	101	78	28	70	73	59	64	39	12	31	237	41	161	76	41	113	164	160	118	89	106	35	34	151	100
	24%	30%	19%	21%	22%	29%	21%	21%	19%	24%	30%	29%	33%	25%	12%	25%	27%	20%	24%	25%	21%	31%	25%	22%	24%	24%	24%	32%	21%	23%	26%	25%	34%	28%	24%	34%	21%
		C				DEI					*	I	NOP	O	*	O				*	*	R*				*	c					f	*	*	k		
Net: Not very much/heard of them but know nothing about them/never heard of them	799	364	436	228	281	290	86	143	134	147	111	179	191	218	194	196	189	219	180	106	41	64	669	130	458	220	121	221	579	490	310	253	191	84	103	285	362
	70%	65%	75%	71%	73%	67%	68%	73%	73%	73%	65%	68%	63%	69%	82%	69%	69%	74%	69%	69%	74%	64%	70%	70%	69%	70%	72%	63%	73%	70%	69%	71%	62%	68%	74%	63%	75%
			B								*				MNP*					*	*	*				*		b				g	*	g*		j	

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

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Q3. 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? - Rebecca Long-Bailey
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	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	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482
A great deal	40 4%	24 4%	17 3%	17 5%	8 2%	15 3%	4 3%	12 6%	2 1%	6 3%	8 4%	7 3%	13 4%	7 2%	8 3%	12 4%	9 3%	7 2%	8 3%	7 5%	1 1%	9 9%	35 85%	5 3%	23 4%	11 4%	6 3%	17 5%	23 3%	28 4%	12 3%	17 5%	12 4%	2 1%	7 5%	16 4%	22 5%
A fair amount	173 15%	96 17%	77 13%	53 16%	52 14%	68 16%	23 19%	29 15%	27 15%	25 12%	25 15%	43 16%	61 20%	57 18%	18 8%	37 13%	47 17%	38 13%	39 15%	28 18%	10 11%	10 11%	152 16%	21 11%	101 15%	53 17%	19 11%	70 20%	103 13%	100 14%	73 16%	58 16%	59 19%	22 18%	22 16%	84 19%	62 13%
Not very much	329 29%	168 30%	161 28%	79 24%	90 23%	160 37%	29 23%	49 25%	41 22%	49 24%	64 38%	96 36%	85 28%	81 25%	67 29%	96 34%	61 22%	76 26%	79 30%	52 34%	25 45%	36 36%	280 29%	49 26%	187 28%	88 28%	53 32%	102 29%	226 29%	176 25%	152 34%	112 31%	96 31%	41 33%	43 31%	148 33%	137 28%
Heard of them but know nothing about them	250 22%	133 24%	117 20%	50 15%	104 27%	96 22%	22 18%	27 14%	45 25%	59 29%	34 20%	62 24%	54 18%	77 24%	63 27%	55 20%	69 25%	65 22%	57 22%	34 22%	8 13%	17 17%	204 21%	46 25%	138 21%	61 20%	50 30%	78 22%	171 22%	143 21%	106 24%	87 24%	67 22%	28 23%	24 17%	98 22%	116 24%
Never heard of them	284 25%	113 20%	171 29%	94 29%	109 28%	81 19%	31 25%	63 32%	53 29%	56 28%	32 19%	49 19%	76 25%	75 24%	65 27%	68 24%	76 28%	93 31%	60 23%	26 17%	9 16%	20 20%	233 24%	51 28%	169 26%	82 26%	34 20%	65 18%	220 28%	199 29%	85 19%	71 20%	59 19%	27 22%	38 27%	86 19%	129 27%
Don't know	66 6%	24 4%	42 7%	30 9%	22 6%	14 3%	15 12%	15 8%	14 8%	8 4%	8 5%	6 2%	17 6%	21 7%	14 6%	15 5%	12 4%	19 6%	20 7%	6 4%	4 6%	7 7%	52 5%	14 7%	41 6%	18 6%	7 4%	19 5%	47 6%	49 7%	18 4%	11 3%	16 5%	4 3%	5 4%	17 4%	16 3%
Net: A great deal/fair amount	213 19%	120 21%	93 16%	69 22%	61 16%	83 19%	28 22%	42 21%	29 16%	31 15%	33 19%	50 19%	74 24%	64 20%	26 11%	49 17%	55 20%	45 15%	47 18%	36 23%	11 19%	19 20%	187 20%	26 14%	124 19%	64 20%	24 14%	87 25%	126 16%	128 18%	85 19%	75 21%	71 23%	24 19%	29 21%	101 22%	84 17%
Net: Not very much/heard of them but know nothing about them/never heard of them	863 76%	413 74%	449 77%	223 69%	303 79%	337 78%	83 66%	140 71%	139 76%	164 81%	130 76%	207 79%	215 70%	233 73%	195 83%	219 78%	206 75%	234 79%	195 75%	112 73%	42 75%	73 73%	717 75%	146 79%	494 75%	232 74%	137 81%	246 70%	617 78%	519 75%	344 77%	270 76%	222 72%	96 77%	105 75%	333 74%	383 79%

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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(*)

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Q3. 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? - Lisa Nandy
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
A great deal	29 3%	18 3%	11 2%	16 EJ	4 1%	9 2%	5 4%	11 EU	2 1%	2 1%	5 3%	4 2%	11 4%	5 2%	4 2%	8 3%	5 2%	3 1%	6 2%	8 R*	- *	7 QR*	27 3%	1 1%	18 3%	9 3%	1 1%	11 3%	17 2%	20 3%	8 2%	5 1%	13 4%	2 *	8 I*	15 3%	12 2%	
A fair amount	124 11%	79 14%	46 8%	50 EJ	30 8%	44 10%	19 EJ	31 15%	17 9%	13 7%	19 *	25 9%	45 15%	27 9%	13 6%	39 14%	43 16%	25 8%	17 6%	19 12%	8 14%	13 13%	110 12%	14 8%	72 11%	43 14%	9 6%	50 14%	74 9%	74 11%	51 11%	32 9%	47 15%	15 12%	19 14%	64 14%	40 8%	
Not very much	287 25%	151 27%	135 23%	66 21%	90 23%	130 30%	27 21%	39 20%	22%	50 25%	44 25%	87 33%	82 27%	26%	53 23%	68 24%	72 26%	65 22%	77 30%	26 17%	17 30%	30 31%	235 25%	52 28%	165 25%	75 24%	47 28%	103 29%	184 23%	166 24%	121 27%	96 27%	89 29%	42 34%	27 19%	142 31%	110 23%	
Heard of them but know nothing about them	246 22%	108 19%	138 24%	58 18%	75 19%	113 26%	25 19%	33 17%	25 14%	50 24%	49 28%	65 25%	64 21%	79 25%	53 23%	50 18%	42 15%	64 22%	65 25%	50 32%	8 15%	16 17%	203 21%	43 23%	151 23%	62 20%	33 19%	84 24%	162 20%	143 20%	103 23%	84 23%	62 20%	31 25%	32 23%	108 24%	100 21%	
Never heard of them	386 34%	175 31%	211 36%	108 33%	162 42%	116 27%	38 30%	70 35%	85 46%	77 38%	41 24%	75 29%	87 29%	104 33%	93 39%	102 36%	101 37%	117 39%	80 31%	43 28%	19 34%	26 26%	326 34%	60 32%	211 32%	111 35%	65 38%	85 24%	302 38%	244 35%	142 32%	119 33%	84 27%	29 24%	49 35%	108 24%	195 40%	
Don't know	70 6%	26 5%	44 7%	25 8%	24 6%	21 5%	12 9%	13 7%	14 7%	11 5%	14 8%	7 3%	16 5%	19 6%	18 8%	16 6%	11 4%	23 8%	18 7%	9 6%	4 7%	6 6%	55 6%	15 8%	42 6%	15 5%	13 8%	18 5%	52 7%	49 7%	21 5%	21 6%	13 4%	4 3%	4 3%	13 3%	26 5%	
Net: A great deal/fair amount	153 13%	97 17%	56 10%	66 20%	34 9%	53 12%	24 19%	42 21%	19 10%	16 8%	24 14%	29 11%	56 18%	33 10%	18 8%	47 17%	48 17%	28 9%	22 8%	27 18%	8 14%	20 21%	138 14%	15 8%	90 14%	52 17%	11 6%	62 18%	91 12%	94 14%	59 13%	37 10%	59 19%	17 14%	28 20%	79 18%	52 11%	
Net: Not very much/heard of them but know nothing about them/never heard of them	919 80%	434 78%	484 83%	232 72%	327 85%	360 83%	90 71%	142 72%	150 82%	177 87%	133 78%	227 86%	233 76%	266 84%	199 85%	220 78%	215 79%	246 83%	222 85%	118 77%	45 79%	73 73%	764 80%	155 84%	526 80%	247 79%	145 86%	272 77%	647 82%	553 79%	366 82%	298 84%	236 76%	103 83%	108 77%	358 79%	404 84%	

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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(*)

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Q3. 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? - Emily Thornberry
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
A great deal	46 4%	23 4%	23 4%	21 6% EI	11 3%	14 3%	10 8% EFIL	11 6%	3 1%	8 4%	7 7% *	7 3%	15 5%	11 3%	6 3% *	14 5%	10	10	10	10	2 3% *	5 5% *	42 4%	4 2%	29 4%	11 4%	6 4% *	20 6% c	26 3%	32 5%	14 3%	18 5%	13 4%	4 3% *	10 7% *	21 5%	18 4%	
A fair amount	198 17%	117 21% C	81 14%	57 18%	53 14%	88 20%	26 21%	31 16%	25 14%	28 14%	35 21% *	53 20%	70 23% OP	62 20% O	25 10% *	41 14%	49 18%	45 15%	47 18%	28 18% *	10 18% *	19 19% *	175 18%	23 12%	113 19%	60 15% *	80 23% c	118 15%	116 17%	82 18%	66 18%	70 23%	26 21% *	24 17% *	100 22% k	78 16%		
Not very much	314 28%	166 30%	149 25%	72 22%	91 24%	152 35% DEGHI	26 21%	45 23%	38 21%	53 26%	57 34% DGI*	94 36% DEGHI	86 28%	90 28%	64 27% *	75 26%	74 27%	68 23%	77 29%	46 30% *	21 38% *	29 29% *	263 27%	52 28%	183 23%	72 35% Z*	60 36% 2*	98 28%	217 27%	173 25%	141 32% d	103 29%	91 29%	48 39% *	37 26% *	149 33%	128 27%	
Heard of them but know nothing about them	252 22%	116 21%	137 23%	55 17%	100 26% DH	97 22%	22 17%	33 17%	50 27% DH	51 25% D	31 18% *	67 25%	58 19%	65 20%	60 25% *	70 25%	59 22%	68 23%	58 22%	40 26% V*	13 24% *	13 13% *	208 22%	44 24%	147 22%	69 22% 21*	36 21% 21*	75 21%	178 22%	148 21%	104 23%	83 23%	69 22%	18 14% *	28 20% *	91 20%	110 23%	
Never heard of them	259 23%	108 19%	151 26% B	93 29% FKL	104 27% FKL	62 14%	30 23% FL	63 32% FKL	53 29% FKL	51 25% FL	27 16% *	35 13%	62 20%	67 21%	63 27% *	66 23%	70 25% T	83 28% TU	52 20%	18 12% *	7 12% *	30 30% TU*	213 22%	46 25%	144 22%	87 28% a	28 16% *	61 17%	198 25% b	175 25% e	84 19%	64 18%	52 17%	24 19% *	39 28% fg*	77 17%	121 25% j	
Don't know	72 6%	29 5%	44 8%	26 8% L	26 7%	21 5%	12 10% L	13 7%	14 8%	11 6%	14 8% *	7 3%	14 5%	22 7%	18 8% *	18 6%	13 5%	23 8%	17 7%	11 7% *	4 6% *	4 4% *	56 6%	17 9%	43 6%	16 5%	14 8% *	18 5%	55 7%	52 7%	21 5%	22 6%	14 5%	3 3% *	3 2% *	12 3%	28 6% j	
Net: A great deal/fair amount	244 21%	139 25% C	105 18%	78 24% EI	64 17%	102 23%	36 28% EII	42 21%	28 15%	37 18%	42 25% *	59 23%	85 28% OP	74 23% O	31 13% *	54 19%	58 21%	55 19%	57 22%	38 25% *	12 21% *	24 24% *	217 23% X	27 15%	142 22%	71 22%	32 19% *	100 28% c	144 18%	148 21%	96 22%	84 24%	83 27%	31 25% *	33 24% *	121 27% k	96 20%	
Net: Not very much/heard of them but know nothing about them/never heard of them	826 72%	390 70%	436 75%	219 68%	296 77% DG	311 72%	78 62%	141 72%	141 77% G	155 76% G	115 67% *	196 75% G	206 67%	222 70%	187 79% M*	211 74%	203 74%	219 74%	187 71%	105 68% *	41 73% *	71 72% *	684 72%	142 76%	475 72%	228 73%	123 73% *	234 66% b	592 75% b	496 71%	329 74%	250 70%	212 69%	89 72% *	104 74% *	317 70%	359 74%	

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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(*)

	Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?			
	Keir Starmer (A)	Rebecca Long-Bailey (B)	Lisa Nandy (C)	Emily Thornberry (D)
Unweighted base	1142	1142	1142	1142
Weighted base	1142	1142	1142	1142
Very favourable (2)	87 8% BCD	25 2% 	42 4% 	28 2%
Fairly favourable (1)	178 16% BD	125 11% 	146 13% 	138 12%
Neither favourable nor unfavourable (0)	409 36% 	377 33% 	452 40% ABD	401 35%
Fairly unfavourable (-1)	101 9% 	141 12% AC	101 9% 	144 13% AC
Very unfavourable (-2)	103 9% 	194 17% ACD	92 8% 	159 14% AC
Don't know	264 23% 	280 25% 	308 27% ABD	273 24%

Net: Favourable	266 23% BCD	150 13% 	188 16% B	166 15%
Net: Unfavourable	203 18% 	334 29% AC	193 17% 	302 26% AC
Net Difference	62 5% 	-184 -16% 	-5 * 	-136 -12%

Mean	0.05 BCD	-0.41 	-0.07 BD	-0.31 B
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Overlap formulae used
ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

	Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - SUMMARY			
	Keir Starmer (A)	Rebecca Long-Bailey (B)	Lisa Nandy (C)	Emily Thornberry (D)
Unweighted base	319	243	177	278
Weighted base	277	213	153	244
Very favourable (2)	72 26% BD	17 8%	30 20% BD	22 9%
Fairly favourable (1)	98 35% D	65 31%	61 40% D	65 27%
Neither favourable nor unfavourable (0)	53 19%	38 18%	35 23%	54 22%
Fairly unfavourable (-1)	28 10%	28 13% C	9 6%	44 18% AC
Very unfavourable (-2)	26 9%	65 31% AC	16 11%	59 24% AC
Don't know	- -	- -	2 1% AB	* *

Net: Favourable	170 61% BD	82 39%	91 60% BD	86 35%
Net: Unfavourable	54 19%	93 44% AC	25 17%	103 42% AC
Net Difference	116 42%	-11 -5%	66 43%	-17 -7%

Mean	0.59 BD	-0.28	0.53 BD	-0.22
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Overlap formulae used
*ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)*
*ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)*

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Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Keir Starmer
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	A8 (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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
Very favourable (2)	87	59	28	27	19	41	9	19	7	13	19	22	32	20	15	20	24	14	21	17	4	7	77	10	61	20	7	33	55	57	31	9	46	12	10	56	20	
	8%	11% C	5%	8%	5%	9%	7%	9%	4%	6%	11% EI*	8%	10% N	6%	7% *	7%	9%	5%	8%	11% R*	7% *	7% *	8%	5%	9%	6%	4% *	9%	7%	8%	7%	2%	15% f	10% I*	7% I*	13% k	4%	
Fairly favourable (1)	178	99	79	50	55	73	23	27	23	33	27	46	58	55	19	46	53	37	38	24	11	15	153	26	99	56	23	70	108	107	71	45	75	27	22	109	48	
	16%	18%	14%	16%	14%	17%	19%	14%	12%	16%	16% *	17%	19% O	17% O	8% *	16%	19%	13%	14%	16% *	20% *	15% *	16%	14%	15%	18%	13% *	20% c	14%	15%	16%	13%	24% f	21% I*	15% *	24% k	10%	
Neither favourable nor unfavourable (0)	409	190	219	119	140	150	43	76	69	71	57	93	98	123	92	96	90	106	97	55	23	38	339	69	227	114	68	120	289	236	173	124	100	54	37	161	163	
	36%	34%	38%	37%	36%	35%	34%	39%	37%	35%	33% *	35%	32% O	39%	39% *	34%	33%	36%	37%	36% *	41% *	39% *	35%	37%	34%	36%	40% *	34%	37%	34%	39%	35%	32%	44% I*	27% *	36%	34%	
Fairly unfavourable (-1)	101	51	49	21	30	50	11	10	13	16	21	29	23	25	27	26	22	29	18	22	2	8	88	12	67	17	18	32	69	63	37	50	18	10	15	24	64	
	9%	9%	8%	6%	8%	12% H	8%	5%	7%	8%	12% *	11%	8%	8%	11% *	9%	8%	10%	7%	14% *	4% *	8% *	9%	7%	10%	5%	10% *	9%	9%	9%	8%	14% g	6%	8% *	11% *	5%	13% j	
Very unfavourable (-2)	103	59	44	15	30	58	5	10	13	16	17	41	36	22	17	28	17	33	28	6	10	8	90	13	55	20	28	23	80	51	52	63	12	2	17	20	75	
	9%	11%	8%	5%	8%	13% DEGH	4%	5%	7%	8%	10% *	16% DEGHI	12% N	7%	7% *	10%	6%	11%	11%	4% *	18% QT*	8% *	9%	7%	8%	6%	16% YZ*	6%	10%	7%	12% d	18% gh	4%	1% *	13% gh*	4%	16% j	
Don't know	264	99	165	90	112	63	35	55	58	54	30	32	60	73	65	66	68	79	59	29	6	23	209	55	151	87	27	75	190	182	83	65	59	20	38	80	113	
	23%	18% B	28% B	28% FKL	29% FKL	14% FKL	28% FL	28% FL	32% FKL	26% FL	18% *	12%	20%	23%	28% *	23%	25%	26% U	23%	19% *	11% *	23% *	22%	30% w	23%	28% a	16% *	21%	24%	26% e	19%	18%	19% *	27% *	18%	24%		
Net: Favourable	266	158	107	77	75	113	32	45	29	45	46	68	89	75	34	67	77	52	59	41	15	22	230	36	160	76	29	103	163	164	101	54	121	39	32	166	67	
	23%	28% C	18%	24%	19%	26% I	26%	23%	16%	22%	27% *	26%	29% O	24%	15% *	24%	28% R	17%	23%	27% *	27% *	22% *	24%	19%	24%	24%	17% *	29% c	21%	24%	23%	15%	39% fi	31% I*	23% *	37% k	14%	
Net: Unfavourable	203	110	93	36	59	108	16	20	26	33	38	70	59	47	44	54	39	62	47	28	12	16	178	25	122	36	45	54	149	114	89	114	30	11	32	44	139	
	18%	20%	16%	11%	15%	25% DEGHI	13%	10%	14%	16%	22% DH*	27% DEGHI	19%	15%	19% *	19%	14%	21%	18%	18% *	22% *	16% *	19%	14%	18%	12%	27% z*	15%	19%	16%	20%	32% gh	10%	9% *	23% gh*	10%	29% j	
Net Difference	62	48	14	42	16	5	16	25	3	13	8	-3	30	28	-9	13	38	-10	13	13	3	7	52	10	38	40	-16	48	14	50	12	-60	90	27	*	122	-71	
	5%	9%	2%	13%	4%	1%	13%	13%	2%	6%	5%	-1%	10%	9%	-4%	5%	14%	-3%	5%	8%	5%	7%	5%	6%	6%	13%	-9%	14%	2%	7%	3%	-17%	29%	22%	*	27%	-15%	
Mean	0.05	0.11	*	0.23 FL	0.02	-0.03	0.21 *	0.24 L*	-0.03 *	0.06 *	0.07 *	-0.09	0.11	0.10	-0.06 *	0.03 *	0.21 R*	-0.13	0.03	0.19 *	-0.07 **	0.07 *	0.05	0.05 *	0.09 a	0.17 a	-0.26 *	0.21 c	-0.02	0.11	-0.03	-0.39	0.50 fi	0.36 fi*	-0.07 *	0.43 k	-0.34	

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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(*)

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Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Rebecca Long-Bailey
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	A8 (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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)	
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425	
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482	
Very favourable (2)	25	14	11	18	5	2	4	14	*	5	2	-	9	2	5	9	8	3	2	4	1	7	25	-	15	10	-	9	16	17	8	1	18	1	4	15	9	
	2%	3%	2%	6%	1%	*	3%	7%	*	2%	1%	-	3%	1%	2%	3%	3%	1%	1%	3%	1%	7%	3%	-	2%	3%	-	3%	2%	2%	2%	*	6%	*	3%	3%		
Fairly favourable (1)	125	61	65	61	48	17	29	32	33	15	9	7	32	34	17	43	32	28	22	24	2	18	111	14	71	47	7	50	75	87	39	23	55	10	23	72	27	
	11%	11%	11%	19%	12%	4%	23%	16%	18%	7%	5%	3%	10%	11%	7%	15%	12%	9%	8%	15%	4%	18%	12%	8%	11%	15%	4%	14%	10%	12%	9%	6%	18%	8%	16%	16%		
Neither favourable nor unfavourable (0)	377	181	195	104	137	136	44	60	60	77	60	76	94	104	81	98	87	98	88	52	23	29	310	66	205	105	66	111	266	230	147	97	110	50	35	165	141	
	33%	33%	33%	32%	35%	31%	35%	30%	33%	38%	35%	29%	31%	33%	35%	35%	32%	33%	34%	34%	40%	29%	32%	36%	31%	33%	39%	32%	34%	33%	33%	27%	36%	41%	25%	37%		
Fairly unfavourable (-1)	141	69	71	32	27	82	9	23	8	19	25	57	45	42	25	28	27	35	41	21	9	7	119	22	94	27	20	53	88	76	65	54	41	19	18	59	67	
	12%	12%	12%	10%	7%	19%	7%	12%	4%	9%	15%	22%	15%	13%	11%	10%	10%	12%	16%	14%	16%	7%	12%	12%	14%	9%	12%	15%	11%	11%	14%	15%	13%	16%	13%	14%		
Very unfavourable (-2)	194	128	66	21	51	122	7	14	23	28	35	88	63	52	41	38	46	50	47	19	15	16	164	30	121	34	39	54	139	91	103	107	23	19	29	56	119	
	17%	23%	11%	6%	13%	28%	5%	7%	13%	14%	20%	33%	21%	16%	17%	14%	17%	17%	18%	12%	27%	16%	17%	16%	18%	11%	23%	15%	18%	13%	23%	30%	7%	15%	21%	12%		
Don't know	280	104	176	87	118	75	34	53	59	60	40	34	63	84	67	66	73	83	61	33	7	24	227	54	153	90	37	74	206	196	85	74	62	25	32	83	119	
	25%	19%	30%	27%	31%	17%	27%	27%	32%	29%	24%	13%	21%	26%	28%	23%	27%	28%	23%	21%	12%	24%	24%	29%	23%	29%	22%	21%	26%	28%	19%	21%	20%	23%	18%	25%		
Net: Favourable	150 13%	75 13%	76 13%	79 25%	53 14%	18 4%	33 26%	46 24%	33 18%	20 10%	11 6%	7 3%	41 13%	36 11%	22 9%	53 19%	41 15%	31 11%	23 9%	28 18%	3 5%	24 25%	136 14%	14 8%	86 13%	58 18%	7 4%	59 17%	92 12%	103 15%	47 11%	24 7%	73 24%	10 8%	27 19%	87 19%	36 8%	
Net: Unfavourable	334 29%	197 35%	137 23%	53 16%	78 20%	204 47%	15 12%	37 19%	31 17%	47 23%	59 35%	145 55%	108 35%	94 30%	66 28%	67 24%	73 27%	86 29%	89 34%	40 26%	24 43%	22 23%	283 30%	52 28%	215 33%	61 19%	59 35%	107 31%	227 29%	167 24%	167 37%	161 45%	64 21%	38 31%	46 33%	115 26%	187 39%	
Net Difference	-184 -16%	-122 -22%	-62 -11%	27 8%	-25 -6%	-186 -43%	17 14%	9 5%	3 1%	-27 -13%	-49 -29%	-137 -52%	-67 -22%	-59 -18%	-44 -19%	-14 -5%	-33 -12%	-54 -18%	-65 -25%	-12 -8%	-21 -38%	2 2%	-146 -15%	-38 -20%	-129 -20%	-3 -1%	-52 -31%	-48 -14%	-136 -17%	-64 -9%	-120 -27%	-137 -38%	9 3%	-28 -23%	-20 -14%	-28 -6%	-150 -31%	
Mean	-0.41	-0.52	-0.29 B	0.10 EFJKL	-0.26 FKL	-0.86 L	0.16 EFJKL*	0.07 EFJKL*	-0.16 FKL*	-0.35 FL*	-0.63 FL*	-0.98	-0.50	-0.47	-0.47 *	-0.20 MN*	-0.35 *	-0.47	-0.56	-0.22 S*	-0.72 **	-0.10 S*	-0.39	-0.51 *	-0.47	-0.12 Ya	-0.69 *	-0.34	-0.44	-0.28 e	-0.59	-0.86	0.02 thi	-0.46 f*	-0.41 f*	-0.19 k	-0.72	

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(*)

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Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Lisa Nandy
All Adults online aged 18+ in Great Britain

		Gender			Age								Social grade				Region							Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote					Referendum 2016 vote	
	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)	A8 (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)	Graduate (b)	Non-graduate (c)	Working (d)	Not working (e)	Conservati ve (f)	Labour (g)	Liberal Democrats (h)	Other (i)	Remain (j)	Leave (k)		
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425		
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482		
Very favourable (2)	42	25	17	17	11	14	7	11	6	5	4	10	15	5	6	16	15	10	4	5	3	5	37	5	26	13	3	18	24	24	18	12	15	3	9	22	16		
	4%	4%	3%	5%	3%	3%	5%	5%	3%	2%	2% *	4%	5% N	2%	2% *	6% N	6% S	3%	1%	3% *	6% *	5% *	4%	2%	4%	4%	2%	5%	3%	4%	4%	3%	5%	2% *	7% *	5%	3%		
Fairly favourable (1)	146	76	70	59	39	49	23	36	19	20	22	27	45	38	29	34	45	30	31	19	5	17	132	14	84	47	15	54	92	92	54	40	59	21	16	79	45		
	13%	14%	12%	18% EFUL	10%	11%	18% E	18% EFUL	10%	10%	13% *	10%	15%	12%	12% *	12%	16%	10%	12%	12% *	9% *	17% *	14%	8%	13%	15%	9%	15%	12%	13%	12%	11%	19%	17% f	11% *	17% k	9%		
Neither favourable nor unfavourable (0)	452	229	224	118	160	174	46	72	74	85	66	108	118	132	89	113	98	114	122	57	24	38	374	78	256	128	68	145	307	256	197	124	135	63	41	201	167		
	40%	41%	38%	37%	41%	40%	36%	37%	41%	42%	39% *	41%	38%	42%	38% *	40%	36%	38%	47% Q	37% *	43% *	39% *	39%	42%	39%	41%	40% *	41%	39%	37%	44% d	35%	44% i	51% it*	29% *	45% k	35%		
Fairly unfavourable (-1)	101	54	48	26	17	58	11	15	8	10	23	35	29	23	19	30	17	27	19	22	10	7	82	19	67	16	18	35	66	65	36	48	19	9	17	34	56		
	9%	10%	8%	8%	5%	13% EU	9%	8%	4%	5%	13% EU*	13% EU	10%	7%	8% *	10%	6%	9%	7%	14% Q*	17% Q*	7% *	9%	10%	10% Z	5%	11% *	10%	8%	9%	8%	13% g	6%	7% *	12% g*	8%	12%		
Very unfavourable (-2)	92	48	44	15	27	50	8	7	14	13	13	37	30	22	19	20	23	27	21	8	6	8	80	12	55	19	18	14	78	45	47	44	12	2	20	23	55		
	8%	9%	7%	5%	7%	12% DH	6%	3%	8%	6%	8% *	14% DEHU	10%	7%	8% *	7%	8%	9%	8%	5% *	11% *	8% *	8%	7%	8%	6%	10% *	4%	10% b	6%	11% d	12% gh	4%	2% *	14% gh*	5%	11% j		
Don't know	308	126	182	88	131	89	32	56	62	69	44	45	69	97	72	70	76	90	65	43	9	25	251	58	170	91	47	85	223	213	95	87	70	25	36	92	143		
	27%	23%	31% B	27% L	34% FL	21%	25%	28% L	34% FL	34% FL	26% *	17%	23%	30% M	31% *	25%	28%	30%	25%	28% *	15% *	25% *	26%	31%	26%	29%	28% *	24%	28%	31% e	21%	25%	23% *	26% *	20% *	20% j	30%		
Net: Favourable	188	101	87	76	50	62	29	47	25	25	25	37	59	44	35	50	60	41	35	24	8	22	169	19	111	60	18	72	116	117	72	53	73	24	25	101	62		
	16%	18%	15%	24% EFUL	13%	14%	23% EFU	24% EFUL	14%	13%	15% *	14%	19% N	14%	15% *	18%	22% RS	14%	13%	15% *	14% *	22% *	18% X	10%	17%	19%	11%	20% c	15%	17%	16%	15%	24% f	20% *	18% *	22% k	13%		
Net: Unfavourable	193	102	91	41	44	108	19	22	22	23	36	73	59	45	39	50	40	54	40	30	16	14	162	31	122	35	36	49	144	110	83	92	31	11	38	57	111		
	17%	18%	16%	13%	12%	25% DEGHU	15%	11%	12%	11%	21% EHU*	28% DEGHU	19%	14%	16% *	18%	14%	18%	15%	19% *	28% Q*	14% *	17%	17%	18% Z	11%	21% Z*	14%	18%	16%	19%	26% gh	10%	9% *	27% gh*	13%	23% j		
Net Difference	-5 *	-1 *	-4 -1%	35 11%	6 1%	-46 -11%	10 8%	25 13%	3 2%	3 1%	-10 -6%	-36 -14%	* *	-1 *	-4 -2%	* *	20 7%	-13 -4%	-5 -2%	-6 -4%	-8 -14%	7 8%	7 1%	-12 -6%	-11 -2%	24 8%	-18 -11%	23 7%	-28 -4%	7 1%	-11 -3%	-39 -11%	42 14%	13 11%	-12 -9%	44 10%	-49 -10%		
Mean	-0.07	-0.06	-0.08	0.16 FLL	-0.04	-0.24	0.10 FL*	0.21 FLL*	-0.04 *	-0.04 *	-0.15 *	-0.29 *	-0.06	-0.08	-0.11 *	-0.02 *	0.06 *	-0.14	-0.11 *	-0.08 *	-0.22 **	0.06 *	-0.05	-0.15 *	-0.08	0.08 a	-0.27 *	0.10 c	-0.14	-0.03	-0.12	-0.26	0.19 fi	0.14 ft*	-0.23 *	0.12 k	-0.26		

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 Pulse																																							
28-30 January 2020																																							
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Q4. Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party? - Emily Thornberry																																							
All Adults online aged 18+ in Great Britain																																							
		Gender			Age									Social grade				Region						Urban/Rural		Marital Status			Education		Employment status		General Election 2019 Vote				Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	A8	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Graduate	Non-graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)		
Unweighted base	1142	574	568	366	402	374	163	203	192	210	149	225	489	361	94	198	275	295	264	152	57	99	948	194	674	326	142	548	594	712	430	339	329	141	135	517	425		
Weighted base	1142	558	584	323	386	434	126	197	183	203	171	263	306	318	235	283	273	298	262	154	56	99	956	186	659	314	169	351	791	696	446	356	309	123	140	450	482		
Very favourable (2)	28 2%	20 4%	7 1%	19 6%	1 *	8 2%	6 4%	13 7%	- -	1 1%	8 4%	- -	7 2%	3 1%	9 4%	8 3%	4 1%	4 1%	5 2%	3 2%	4 7%	7 15%	4 3%	7 15%	28 3%	- -	16 2%	11 4%	1 *	6 2%	22 3%	22 3%	5 1%	3 1%	12 4%	2 1%	6 4%	9 2%	13 3%
Fairly favourable (1)	138 12%	74 13%	65 11%	50 16%	47 12%	41 9%	25 20%	25 13%	25 14%	22 11%	23 14%	18 7%	44 14%	35 11%	30 13%	30 10%	32 12%	33 11%	24 9%	31 20%	4 7%	15 3%	121 13%	18 10%	87 14%	44 14%	7 4%	57 16%	81 35%	85 35%	54 12%	19 28%	61 40%	22 18%	20 14%	92 41%	25 29%		
Neither favourable nor unfavourable (0)	401 35%	191 34%	210 36%	118 37%	139 36%	144 33%	51 40%	68 34%	73 40%	66 33%	55 32%	89 34%	96 31%	118 37%	75 32%	112 40%	89 33%	99 33%	103 39%	51 33%	29 51%	29 29%	330 34%	71 38%	214 32%	115 37%	72 43%	124 35%	277 35%	235 34%	166 37%	100 28%	125 40%	57 46%	35 25%	184 41%	139 29%		
Fairly unfavourable (-1)	144 13%	80 14%	63 11%	27 8%	40 10%	77 18%	6 5%	21 11%	17 9%	23 11%	22 13%	54 21%	44 14%	45 14%	23 10%	32 11%	43 16%	38 13%	30 11%	19 12%	2 3%	12 12%	122 13%	21 12%	103 16%	24 8%	17 10%	52 15%	92 12%	87 12%	57 13%	63 18%	38 12%	16 13%	14 10%	56 12%	66 14%		
Very unfavourable (-2)	159 14%	89 16%	70 12%	21 7%	42 11%	95 22%	9 7%	13 7%	18 10%	24 12%	25 15%	70 22%	54 18%	36 11%	34 15%	35 12%	40 15%	42 14%	40 15%	14 9%	9 16%	13 13%	136 14%	23 12%	99 15%	27 9%	33 19%	34 10%	124 16%	73 10%	86 19%	104 29%	15 5%	3 2%	25 18%	30 7%	115 24%		
Don't know	273 24%	104 19%	169 29%	87 27%	116 30%	69 16%	31 24%	57 29%	50 28%	66 32%	37 22%	32 12%	61 20%	82 26%	64 27%	66 23%	64 24%	81 27%	59 23%	36 23%	9 16%	23 23%	220 23%	53 28%	141 21%	92 29%	40 24%	78 22%	195 25%	194 28%	78 18%	67 19%	59 19%	23 19%	39 28%	79 18%	125 26%		
Net: Favourable	166 15%	94 17%	72 12%	69 21%	49 13%	49 11%	30 24%	38 20%	25 14%	23 12%	31 18%	18 7%	51 17%	38 12%	39 17%	38 13%	36 13%	37 12%	29 11%	34 22%	7 13%	22 23%	148 15%	18 10%	103 16%	55 18%	7 4%	63 18%	103 13%	107 15%	59 13%	22 6%	72 23%	24 20%	26 19%	101 22%	38 8%		
Net: Unfavourable	302 26%	169 30%	133 23%	48 15%	82 21%	172 40%	15 12%	34 17%	35 19%	47 23%	48 28%	124 47%	97 32%	81 25%	57 24%	67 24%	84 31%	80 27%	70 27%	33 21%	11 19%	25 25%	258 27%	44 24%	201 31%	51 16%	50 29%	86 24%	216 27%	159 23%	143 32%	167 47%	53 17%	19 15%	39 28%	86 19%	182 38%		
Net Difference	-136 -12%	-75 -13%	-61 -10%	21 6%	-33 -9%	-124 -28%	16 13%	5 2%	-10 -5%	-24 -12%	-17 -10%	-106 -40%	-46 -15%	-43 -14%	-18 -8%	-29 -10%	-48 -18%	-43 -14%	-41 -16%	1 1%	-3 -6%	-2 -2%	-110 -12%	-26 -14%	-98 -15%	4 1%	-42 -25%	-23 -6%	-114 -14%	-52 -8%	-84 -19%	-145 -41%	20 6%	5 4%	-13 -9%	15 3%	-144 -30%		
Mean	-0.31	-0.32	-0.30	0.08 EFUKL	-0.27 FL	-0.58 L	0.13 EFUKL*	0.03 EFL*	-0.21 FL*	-0.34 L*	-0.26 FL*	-0.76	-0.38	-0.32	-0.25 *	-0.25 *	-0.41	-0.37	-0.38	-0.08 *	-0.18 **	-0.11 *	-0.30	-0.37 *	-0.35	-0.06 Ya	-0.58 *	-0.19	-0.36	-0.20 e	-0.45	-0.85	0.07 fi	0.04 f*	-0.31 f*	-0.02 k	-0.69		

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(*)

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.