

## Ipsos MORI February 2020 Political Monitor Topline Results

6<sup>th</sup> February 2020

Fieldwork: 31<sup>st</sup> January – 3<sup>rd</sup> February 2020

### Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 31<sup>st</sup> January– 3<sup>rd</sup> February 2020. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, are filtered as discussed below. Data are based on all adults unless otherwise stated

### **Voting Intention**

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

#### **Voting intentions: headline indicator**

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party’s support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Q1 How would you vote if there were a General Election tomorrow?\*

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

Base: All 9-10 certain to vote and always/usually/depends vote in General Elections (784)

	February 2020	2019 General Election result 12 December 2019	Ipsos MORI Prediction poll 9-11 December 2019
	%	%	%
Conservative	47	45	44
Labour	30	33	33
Liberal Democrats (Lib Dem)	11	12	12
Scottish National Party/Plaid Cymru	5	5	5
Green Party	5	3	3
The Brexit Party	1	2	2
Other	1	*	1
<b>Conservative lead (±%)</b>	<b>+17</b>	<b>+12</b>	<b>+11</b>
<i>Would not vote</i>	*	-	*
<i>Undecided</i>	3	-	4
<i>Refused</i>	1	-	4

\* The Brexit Party was unprompted in initial list of parties

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a How would you vote if there were a General Election tomorrow?

Q1b Which party are you most inclined to support?

	%
Conservative	47
Labour	31
Liberal Democrats (Lib Dem)	10
Scottish National Party/Plaid Cymru	5
Green Party	4
The Brexit Party	1
Other	2
<b>Conservative lead (±%)</b>	<b>+16</b>
<i>Would not vote</i>	6
<i>Undecided</i>	5
<i>Refused</i>	1

**Certainty of voting**

Q2 **And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?**

	%
10 – absolutely certain to vote	<b>72</b>
9	<b>6</b>
8	<b>4</b>
7	<b>3</b>
6	<b>3</b>
5	<b>5</b>
4	<b>*</b>
3	<b>2</b>
2	<b>1</b>
1 – absolutely certain not to vote	<b>5</b>
Don't know	<b>1</b>

**The Labour Party**

The next questions are about the current party leaders and the Labour MPs who are standing to be the new leader of the Labour party.

Q10 **On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?**

Base: All respondents.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
<b>Keir Starmer Feb '20</b> Labour MP and Shadow Secretary of State for Exiting the EU	11	21	20	11	14	22	32	25	+7
<b>Rebecca Long-Bailey Feb '20</b> Labour MP and Shadow Secretary of State for Business, Energy and Industrial Strategy	4	10	23	13	29	22	14	42	-28
<b>Emily Thornberry Feb '20</b> Labour MP and Shadow Foreign Secretary	6	13	20	17	23	20	19	40	-21
<b>Lisa Nandy Feb '20</b> Labour MP and former Shadow Secretary of State for Energy and Climate Change	6	17	25	15	11	26	23	26	-3

**Base: Own party supporters**

		Base	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
<b>Keir Starmer</b>	<b>Feb '20</b>	278	<b>20</b>	<b>25</b>	<b>23</b>	<b>9</b>	<b>4</b>	<b>19</b>	<b>45</b>	<b>13</b>	<b>+32</b>
<b>Rebecca Long-Bailey</b>	<b>Feb '20</b>	278	<b>7</b>	<b>20</b>	<b>27</b>	<b>12</b>	<b>15</b>	<b>19</b>	<b>27</b>	<b>27</b>	<b>0</b>
<b>Emily Thornberry</b>	<b>Feb '20</b>	278	<b>9</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>11</b>	<b>20</b>	<b>28</b>	<b>28</b>	<b>0</b>
<b>Lisa Nandy</b>	<b>Feb '20</b>	278	<b>8</b>	<b>25</b>	<b>27</b>	<b>13</b>	<b>3</b>	<b>23</b>	<b>33</b>	<b>16</b>	<b>+17</b>

**Q11 If [X] was leader of the Labour Party, how likely or unlikely would you be to consider voting Labour at the next General Election? Would you be...**

	Very likely %	Fairly likely %	Fairly unlikely %	Very unlikely %	Don't know %	Likely %	Unlikely %	Net likely
Keir Starmer	16	19	17	35	13	35	52	-17
Rebecca Long-Bailey	13	15	14	46	12	28	60	-32
Emily Thornberry	15	18	15	41	11	33	56	-23
Lisa Nandy	15	17	17	36	15	32	53	-21

**Base: Non-Labour party supporters (635)**

	Very likely %	Fairly likely %	Fairly unlikely %	Very unlikely %	Don't know %	Likely %	Unlikely %	Net likely
Keir Starmer	4	16	20	51	8	20	71	-51
Rebecca Long-Bailey	3	9	13	66	9	12	79	-67
Emily Thornberry	2	15	17	59	7	17	76	-59
Lisa Nandy	3	14	21	50	11	17	71	-54