

Table Names

Table Filters

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	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
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 who say they know a great deal/fair amount about each candidate
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? - Keir Starmer	All Adults online aged 18+ in Great Britain
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? - Rebecca Long-Bailey	All Adults online aged 18+ in Great Britain
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Ipsos MORI Political Pulse
Fieldwork: 28th February - 2nd March 2020
PUBLIC
1,000 adults online aged 18+ in GB
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 aged 18+ online 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 (A)	Rebecca Long-Bailey (B)	Lisa Nandy (C)
Unweighted base	1123	1123	1123
Weighted base	1123	1123	1123
A great deal	54 5% BC	35 3%	32 3%
A fair amount	256 23% BC	224 20% C	165 15%
Not very much	303 27%	312 28%	299 27%
Heard of them but know nothing about them	166 15%	218 19% A	198 18%
Never heard of them	279 25%	265 24%	366 33% AB
Don't know	65 6%	69 6%	62 6%

Net: A great deal/fair amount	310 28% BC	259 23% C	198 18%
Net: Not very much/heard of them but know nothing about them/never heard of them	748 67%	795 71% A	863 77% AB

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

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All Adults aged 18+ online 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	1123	542	580	364	384	375	162	202	174	210	210	165	477	374	91	181	279	290	247	147	58	102	943	180	660	352	111	534	589	729	394	354	326	120	142	532	397
Weighted base	1123	545	577	327	380	417	132	194	178	201	175	242	319	317	212	275	268	298	256	148	54	98	934	189	667	332	124	365	758	687	436	365	296	105	140	461	443
A great deal	54 5%	37 7% C	17 3%	26 8% EI	10 3% I	18 4% I	12 9% EI	14 7% EI	* *	10 5% EI	9 5% I	9 4%	20 6%	17 5%	9 4% *	9 3%	9 4%	17 6%	11 4%	10 7%	4 7%	3 3% *	43 5%	11 6%	35 5%	14 4%	5 4% *	22 6%	32 4%	45 7% e	9 2%	18 5%	17 6%	9 8% *	9 6% *	35 7% k	16 4%
A fair amount	256 23% C	144 26%	112 19%	66 20% EI	58 15% I	132 32% DEGU	20 15% EI	45 28% E	28 16%	30 15% DEGU	51 29% DEGU	82 34% DEGU	92 29% OP	82 30% O	31 15% *	51 19%	67 25%	62 21%	66 26%	36 24%	8 16% *	17 17% *	213 23%	44 23%	170 26% Z	62 19%	24 19% *	111 30% c	145 19%	144 21%	112 26%	78 21%	91 31% f	43 40% ft	35 25% *	139 30% k	92 21%
Not very much	303 27%	149 27%	155 27%	71 22%	105 28%	128 31% DG	28 21%	43 22%	39 22%	66 33% DEGHI	47 27% DGHI	81 34% DGHI	97 30% P	85 27%	62 29% *	60 22%	79 29%	73 25%	64 25%	32 21%	17 30% *	39 40% RST*	255 27%	48 26%	182 27%	77 23%	45 36% Z*	102 28%	201 27%	185 27%	118 27%	119 33%	81 27%	24 23% *	35 25% *	121 26%	142 32%
Heard of them but know nothing about them	166 15%	90 17%	76 13%	46 14%	54 14%	66 16%	22 17%	24 12%	21 12%	32 16%	33 19%	33 14%	41 13%	40 13%	32 15% *	52 19%	23 9%	49 16%	43 17% Q	22 15%	15 28% Q*	13 14% *	137 15%	29 15%	104 16%	42 13%	19 16% *	51 14%	114 15%	94 14%	71 16%	64 17%	43 14%	13 13% *	20 14% *	69 15%	67 15%
Never heard of them	279 25%	106 19%	172 30% B	96 29% FHL	128 34% FHL	55 13%	41 31% FKL	55 28% FKL	75 42% DFHKL	54 27% FKL	27 16%	28 12%	56 18%	78 25% M	60 28% M*	85 31% M	82 31% U	76 25%	61 24%	33 22%	7 13% *	20 20% *	234 25%	45 24%	138 21%	112 34% Y	29 23% *	63 17%	216 29% b	181 26%	98 22%	72 20%	58 20%	12 11% *	31 22% *	82 18%	105 24%
Don't know	65 6%	20 4%	45 8% B	23 7%	24 6%	17 4%	10 7%	13 7%	14 8%	10 5%	8 5%	9 4%	13 4%	15 5%	18 8% *	18 7%	7 3%	22 7% Q	12 5%	15 10% Q	3 5% *	6 6% *	52 6%	13 7%	38 6%	24 7%	3 2% *	16 4%	49 6%	37 5%	27 6%	14 4%	6 2%	4 4% *	10 7% g*	16 3%	21 5%
Net: A great deal/fair amount	310 28%	181 33% C	130 22%	91 28% EI	69 18% DEGU	151 36%	32 24%	59 30% EIJ	29 16%	40 20%	60 34% EIJ	91 37% EGUJ	112 35% OP	98 31% OP	40 19% *	60 22%	76 29%	79 26%	77 30%	46 31%	13 23% *	20 20% *	256 27%	55 29%	205 31% Z	76 23%	29 23% *	133 36% c	177 23%	189 28%	121 28%	96 26%	108 37% f	51 49% fg*	43 31% *	173 38% k	107 24%
Net: Not very much/heard of them but know nothing about them/never heard of them	748 67%	344 63% B	403 70%	212 65% DFHKL	287 76% DFHKL	249 60%	91 69%	122 63%	135 76% DFHKL	152 75% DFHKL	107 61%	142 59%	194 61%	203 64%	154 73% M*	197 72% M	184 69%	198 66%	167 65%	87 59%	39 72% *	73 74% T*	626 67%	122 65%	424 64%	231 70%	93 75% *	216 59% b	532 70% gh	461 67%	287 66%	255 70% gh	182 61% h	49 47% *	86 62% h*	272 59%	314 71% j

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Overlap formulae used
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ColumnMeans (5%): A,B/C,D,I,F/G,H/J,I/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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		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)	
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A great deal	35 3%	21 4%	14 2%	19 6% EFIK	7 2%	8 2%	5 4%	14 7% EFIKL	2 1%	6 3%	3 2%	6 2%	13 4%	13 4%	1 1% *	7 3%	7 3%	10 3%	3 1%	5 4%	3 6% *	6 6% S*	29 3%	7 4%	25 4%	7 2%	3 3% *	18 5% c	17 2%	30 4%	6 1%	8 2%	15 5%	3 3% *	9 7% I*	21 4%	11 2%	
A fair amount	224 20%	124 23% C	99 17%	69 21% EI	51 13%	104 25% EU	27 20% I	43 22% EI	18 10%	33 16%	37 21% EI	66 27% EU	87 27% NOP	61 19%	35 17% *	40 15%	53 20%	57 19%	48 19%	38 26%	11 21% *	16 17% *	188 20%	36 19%	141 21%	66 20%	17 13% *	95 26% c	129 17%	133 19%	91 21%	75 21%	79 27%	25 24% *	33 24% *	125 27% k	74 17%	
Not very much	312 28%	157 29%	155 27%	76 23% I	105 28% DI	131 32% DI	32 24%	44 23%	39 22%	66 33% DEI	55 31%	77 32%	91 28%	95 30%	52 24% *	74 27%	73 27%	75 25%	82 32%	32 21%	17 32% *	33 33% *	255 27%	57 30%	199 30% z	72 22%	42 34% z*	104 28%	208 27%	199 29%	113 26%	119 33%	89 30%	40 38% I*	33 23% *	135 29%	140 32%	
Heard of them but know nothing about them	218 19%	110 20%	108 19%	48 15%	72 19% I	98 24% DI	21 16%	27 14%	31 18%	40 20%	48 28% DEGHI	50 21%	62 19%	56 18%	54 26% *	46 17%	53 20%	60 20%	45 17%	24 16%	14 25% *	23 24% *	180 19%	38 20%	131 20%	55 17%	32 26% *	76 21%	143 19%	119 17%	99 23%	81 22% g	38 13%	23 22% I*	29 20% *	79 17%	95 21%	
Never heard of them	265 24%	109 20%	155 27% B	88 27% FKL	120 32% FKL	58 14%	37 28% FKL	51 26% FKL	72 41% DEFGHJL	48 24% FKL	24 14%	34 14%	54 17%	75 24% M	52 25% *	84 31% M	72 27% U	72 24% U	71 28%	31 21%	5 9%	15 15% *	230 25%	35 19%	129 19%	108 33% Y	27 22% *	58 16%	208 27% b	165 24%	100 23%	67 18%	68 23% h	10 10% *	27 19% *	86 19%	101 23%	
Don't know	69 6%	24 4%	45 8%	26 8%	26 7%	17 4%	11 8%	15 8%	16 9% F	9 5%	8 5%	9 4%	13 4%	15 5%	17 8% *	23 8%	10 4%	24 8% S	8 3%	18 12% QS	4 8% *	5 5% *	52 6%	16 9%	41 6%	24 7%	3 3% *	15 4%	54 7%	41 6%	28 6%	15 4%	8 3%	3 3% *	9 7% *	16 4%	23 5%	
Net: A great deal/fair amount	259 23%	145 27% C	114 20%	89 27% EI	58 15%	112 27% EI	32 24% EI	57 29% EU	19 11%	39 19%	40 23% EI	72 30% EU	100 31% NOP	75 24%	37 17% *	47 17%	60 22%	67 23%	51 20%	43 29%	15 27% *	22 23% *	217 23%	42 22%	166 25%	73 22%	20 16% *	113 31% c	146 19%	163 24%	96 22%	83 23%	93 32% f	29 27% *	43 30% *	146 32% k	85 19%	
Net: Not very much/heard of them but know nothing about them/never heard of them	795 71%	376 69%	419 73%	212 65%	296 78% DFGHL	287 69%	89 68%	123 63%	143 80% DFGHL	154 76% DH	127 73%	160 66%	206 65%	227 72% M	158 74% *	205 74% M	198 74% T	207 70%	197 77% T	86 58%	36 65% *	71 72% *	665 71%	131 69%	459 69%	235 71%	101 82% Y*	237 65%	558 74% b	484 70%	312 72%	267 73%	195 66%	73 69% *	88 63% *	300 65%	335 76% j	

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	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	1123	542	580	364	384	375	162	202	174	210	210	165	477	374	91	181	279	290	247	147	58	102	943	180	660	352	111	534	589	729	394	354	326	120	142	532	397	
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A great deal	32 3%	19 4%	13 2%	20 6% EFGJL	7 2%	5 1%	4 3%	16 8% EFGJL	4 2%	3 2%	3 2%	2 1%	12 4%	6 2%	1 1% *	12 4%	12 4%	9 3%	3 1%	4 3%	1 2% *	3 3%	30 3%	3 1%	25 4%	7 2%	- - *	15 4%	18 2%	26 4% e	6 1%	9 2%	11 4%	6 5% *	4 3% *	20 4%	10 2%	
A fair amount	165 15%	98 18% C	67 12%	49 15% EI	32 9%	84 20% EU	23 17% EU	27 14%	14 8%	18 9%	30 17% EU	54 22% EU	50 16%	59 19% P	29 14% *	28 10%	46 17%	37 13%	33 13%	22 15%	11 21% *	15 15% *	142 15%	24 13%	106 16%	48 14%	12 10% *	69 19% c	96 13%	94 14%	72 16%	53 15%	62 21%	18 17% *	23 16% *	89 19%	64 14%	
Not very much	299 27%	145 27%	154 27%	83 25%	95 25%	121 29%	34 26%	49 25%	38 22%	56 28%	47 27%	74 31%	103 32% NO	78 25%	46 22% *	72 26%	67 25%	66 22%	79 31%	42 29%	13 24% *	31 31% *	246 26%	53 28%	177 27%	79 24%	43 34% *	102 28%	197 26%	195 28%	104 24%	111 31%	85 29%	32 31% *	36 26% *	140 30%	115 26%	
Heard of them but know nothing about them	198 18%	115 21% C	83 14%	46 14%	64 17%	87 21% DI	18 13%	29 15%	22 13%	42 21%	45 26% DEFGHI	43 18%	58 18%	54 17%	38 18% *	47 17%	37 14%	66 22% Q	41 16%	27 18%	13 23% *	14 15% *	161 17%	36 19%	125 19%	52 16%	21 16% *	58 16%	140 18%	114 17%	84 19%	71 20%	43 15%	22 21% *	25 18% *	74 16%	86 19%	
Never heard of them	366 33%	145 27% B	220 38% B	108 33% FK	159 42% DFHKL	100 24%	47 35% FK	61 31%	84 47% DFHKL	75 37% FKL	41 24%	59 24%	82 26%	106 33% M	84 40% M*	95 34% M	96 36%	97 32%	91 36%	38 26%	14 26% *	30 31% *	306 33%	61 32%	198 30%	122 37% Y	46 37% *	104 29%	262 35%	223 32%	144 33%	110 30%	87 29%	22 21% *	42 30% *	121 26%	151 34% j	
Don't know	62 6%	22 4%	40 7%	20 6%	23 6% J	19 4%	8 6%	12 6%	16 9%	7 4%	8 5%	10 4%	14 4%	14 4%	13 6% *	21 8%	9 3%	23 8%	9 3%	15 10% QS	2 4% *	5 5% *	49 5%	13 7%	35 5%	24 7%	3 3% *	17 5%	46 6%	37 5%	26 6%	10 3%	9 3%	4 4% *	9 7% *	18 4%	17 4%	
Net: A great deal/fair amount	198 18% C	118 22% C	80 14%	70 21% EU	39 10%	89 21% EU	26 20% EU	43 22% EU	17 10%	22 11%	33 19% EI	56 23% EU	62 19%	65 20%	31 14% *	40 15%	58 22%	47 16%	36 14%	26 18%	12 22% *	18 18% *	171 18%	26 14%	131 20% a	54 16%	12 10% *	84 23% c	114 15%	120 17%	78 18%	62 17%	73 25% f	24 23% *	27 20% *	108 23% k	74 17%	
Net: Not very much/heard of them but know nothing about them/never heard of them	863 77%	405 74%	457 79%	237 73%	317 84% DFGHL	309 74%	98 74%	139 71%	145 81%	172 86% DFGHL	133 76%	176 73%	243 76%	238 75%	168 79% *	214 78%	201 75%	229 77%	211 82% T	107 72%	40 74% *	75 76% *	713 76%	150 79%	501 75%	253 76%	109 88% YZ*	264 72% b	599 79%	531 77%	332 76%	292 80% g	214 72%	77 73% *	103 74% *	335 73%	351 79% j	

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Unweighted base	1123	1123	1123
Weighted base	1123	1123	1123
Very favourable (2)	78 7% B	29 3% B	54 5% B
Fairly favourable (1)	200 18% BC	115 10% B	146 13% B
Neither favourable nor unfavourable (0)	374 33%	371 33%	437 39% AB
Fairly unfavourable (-1)	91 8%	129 11% AC	94 8%
Very unfavourable (-2)	122 11%	216 19% AC	102 9%
Don't know	258 23%	262 23%	291 26% AB

Net: Favourable	278 25% BC	144 13%	200 18% B
Net: Unfavourable	212 19%	345 31% AC	195 17%
Net Difference	65 6%	-201 -18%	4 *

Mean	0.03 B	-0.45	-0.05 B
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All Adults who say they know a great deal/fair amount about each candidate

	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)
Unweighted base	344	288	213
Weighted base	310	259	198
Very favourable (2)	61 20% B	26 10% B	42 21% B
Fairly favourable (1)	133 43% B	66 25% B	86 44% B
Neither favourable nor unfavourable (0)	50 16%	32 12%	34 17%
Fairly unfavourable (-1)	30 10%	47 18% A	22 11%
Very unfavourable (-2)	35 11%	86 33% AC	13 7%
Don't know	1 *	3 1% A	* *

Net: Favourable	194 63% B	92 35% B	129 65% B
Net: Unfavourable	65 21%	133 51% AC	35 17%
Net Difference	129 42%	-41 -16%	94 48%

Mean	0.50 B	-0.40	0.63 B
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ents 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 Minimum Base: 30(**) Small Base: 100(**)

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

Ipsos MORI Political Pulse

Fieldwork: 28th February - 2nd March 2020

PUBLIC

1,000 adults online aged 18+ in GB

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 aged 18+ online 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	1123	542	580	364	384	375	162	202	174	210	210	165	477	374	91	181	279	290	247	147	58	102	943	180	660	352	111	534	589	729	394	354	326	120	142	532	397
Weighted base	1123	545	577	327	380	417	132	194	178	201	175	242	319	317	212	275	268	298	256	148	54	98	934	189	667	332	124	365	758	687	436	365	296	105	140	461	443
Very favourable (2)	78 7%	47 9%	31 5%	26 8%	19 5%	33 8%	14 11% E	12 6%	9 5%	10 5%	13 7%	20 8%	28 9%	32 10% OP	7 3% *	11 4%	18 7%	21 7%	17 7%	11 7%	6 11% *	5 5% *	64 7%	14 8%	45 7%	22 7%	11 9% *	37 10% c	41 5%	52 8%	25 6%	14 4%	40 13% fi	15 14% fi*	5 4% *	12% 12% k	17 4%
Fairly favourable (1)	200 18%	113 21% C	87 15%	61 19%	54 14%	85 20%	20 15%	41 21%	27 14%	27 13%	30 17%	54 23% EJ	79 25% NOP	58 18%	24 12% *	39 14%	49 18%	49 16%	45 18%	32 7%	7 13% *	18 18%	164 18%	36 19%	124 19%	52 16%	24 19% c	90 25% c	110 14%	131 19%	69 16%	57 17%	70 24% f	38 36% fg*	29 21% *	128 28% k	53 12%
Neither favourable nor unfavourable (0)	374 33%	175 32%	200 35%	124 38%	124 33%	126 30%	53 40%	71 37%	59 33%	65 32%	56 32%	70 29%	100 31%	103 32%	65 31% *	106 39%	85 32%	113 38% T	85 33%	34 23%	23 43% *	35 35% *	326 35% x	48 26%	230 35%	113 34%	31 25% *	114 31%	260 34%	231 34%	143 33%	124 34%	107 36% *	29 27% fg*	48 34% *	151 33%	145 33%
Fairly unfavourable (-1)	91 8%	56 10% C	35 6%	16 5%	25 7%	50 12% DEHI	7 6%	9 4%	9 5%	15 8%	17 10%	33 14% DEGHI	26 8%	32 10%	19 9% *	15 5%	26 10%	19 6%	26 10%	10 7%	2 3% *	9 9% *	65 7% W	26 14% W	48 7%	25 8%	18 14% y*	25 7%	66 9%	49 7%	42 10%	51 14% gh	13 4%	3 3% *	10 7% *	25 5%	53 12% j
Very unfavourable (-2)	122 11%	69 13%	53 9%	17 5%	41 11% DG	63 15% DGH	5 4%	12 6%	16 9%	25 13% DG	32 18% DEGHI	31 13% DG	25 8%	35 11%	36 17% M*	26 9%	29 11%	24 8%	33 13%	19 13%	7 12% *	10 10% *	101 11%	20 11%	73 11%	30 9%	18 15% *	28 8% b	93 12% b	62 9%	60 14% gh	52 14% gh	16 5%	5 5% *	19 14% gh*	23 5%	74 17% j
Don't know	258 23%	86 16%	172 30% B	82 25% FKL	117 31% FKL	60 14%	32 24% FL	50 26% FKL	58 33% FKL	59 29% FKL	27 15% FKL	33 14%	62 19%	58 18%	60 29% N*	78 28% MN	61 23%	73 25%	51 20%	41 28%	10 18% *	23 23% *	213 23%	45 24%	146 22%	90 27%	22 18% *	70 19%	188 25% b	162 24%	96 22%	66 18%	51 17%	16 15% *	29 21% *	78 17%	100 23%
Net: Favourable	278 25%	160 29% C	118 20%	87 27% E	73 19%	118 28% EJ	35 26%	52 27%	36 20%	37 18%	43 25%	75 31% EJ	106 33% OP	89 28% OP	32 15% *	51 18%	67 25%	70 23%	63 24%	43 29%	13 24% *	22 22% *	228 24%	50 26%	169 25%	74 22%	35 28% *	127 35% c	151 20%	183 27%	95 22%	71 20%	110 37% fi	53 50% fg*	34 25% *	185 40% k	70 16%
Net: Unfavourable	212 19%	125 23% C	87 15%	33 10%	66 17% DG	113 27% DEGHI	13 9%	21 11%	26 14%	41 20% DGH	48 28% DEGHI	65 27% DEGHI	51 16%	67 21%	55 26% MP*	40 15%	56 21%	43 14%	58 23% R	29 19%	8 15% *	19 19% *	166 18%	46 24%	121 18%	55 17%	36 29% yz*	54 15% b	159 21% b	111 16%	101 23% d	103 28% gh	29 10%	8 8% *	29 20% gh*	49 11%	127 29% j
Net Difference	65 6%	35 6%	31 5%	54 17%	7 2%	5 1%	22 17%	32 16%	11 6%	-4 -2%	-6 -3%	10 4%	55 17%	23 7%	-23 -11%	11 4%	11 4%	27 9%	4 2%	15 10%	5 9%	4 4%	61 7%	4 2%	48 7%	18 6%	-1 -1%	73 20%	-8 -1%	72 10%	-7 -2%	-32 -9%	81 27%	45 42%	6 4%	136 30%	-57 -13%
Mean	0.03	0.03	0.02	0.26 EFJK	-0.06	-0.07	0.31 EFJK*	0.22 JK*	0.03 *	-0.14 *	-0.17	* *	0.22 O	0.08 O	-0.34 *	-0.02 *	* *	0.10	-0.05	0.06 *	0.10 **	-0.02 *	0.03	-0.02 *	0.04	0.04	-0.08 *	0.28 c	-0.11	0.12 e	-0.12	-0.24	0.43 fi	0.62 fi*	-0.07 *	0.44 k	-0.33

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

Ipsos MORI Political Pulse

Fieldwork: 28th February - 2nd March 2020

PUBLIC

1,000 adults online aged 18+ in GB

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 aged 18+ online 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	1123	542	580	364	384	375	162	202	174	210	210	165	477	374	91	181	279	290	247	147	58	102	943	180	660	352	111	534	589	729	394	354	326	120	142	532	397	
Weighted base	1123	545	577	327	380	417	132	194	178	201	175	242	319	317	212	275	268	298	256	148	54	98	934	189	667	332	124	365	758	687	436	365	296	105	140	461	443	
Very favourable (2)	29	14	15	19	6	4	8	11	1	5	2	2	10	7	1	11	7	4	5	6	4	3	25	4	16	12	1	12	17	21	8	6	13	1	8	16	8	
	3%	3%	3%	6% EFUKL	2%	1%	6% EFUKL	6% EFUKL	*	3%	1%	1%	3%	2%	1% *	4%	3%	1%	2%	4%	7% R*	3%	3%	3%	2%	2%	4%	1% *	3%	2%	3%	2%	2%	4%	1% *	6% R*	4%	2%
Fairly favourable (1)	115	60	55	62	31	22	22	40	11	20	10	12	36	32	15	32	32	20	26	17	7	13	98	17	64	40	11	43	72	77	38	22	58	8	20	67	32	
	10%	11%	10%	19% EFUKL	8%	5%	17% EFUKL	21% EFUKL	6%	10%	6%	5%	11%	10%	7% *	12%	12%	7%	10%	12%	13% *	13% *	10%	9%	10%	12%	9%	12%	10%	11%	9%	6%	20% th	8% *	14% R*	15% k	7%	
Neither favourable nor unfavourable (0)	371	178	193	114	130	127	55	59	64	67	57	71	94	98	73	107	88	106	88	36	19	35	306	66	225	105	41	122	250	233	138	110	103	37	48	160	133	
	33%	33%	34%	35%	34%	31%	42% DFHL	30%	36%	33%	32%	29%	29%	31%	34% *	39% M	33%	36% T	34%	24%	34% *	36% *	33%	35%	34%	32%	33% *	33%	33%	34%	32%	30%	35%	35% *	34% *	35%	30%	
Fairly unfavourable (-1)	129	74	55	28	31	69	11	17	15	16	29	40	48	46	20	14	28	35	28	20	4	14	105	24	73	37	19	52	77	89	40	51	42	15	12	55	58	
	11%	13%	10%	9%	8%	17% DEGHU	9%	9%	9%	8%	17% DEGHU	17% DEHU	15% P	15% P	10% *	5%	11%	12%	11%	13%	7% *	14% *	11%	13%	11%	11%	15% *	14%	10%	13%	9%	14%	14%	14% *	9% *	12%	13%	
Very unfavourable (-2)	216	130	87	24	64	129	5	19	26	37	51	78	69	70	45	33	50	60	54	26	11	15	182	34	142	47	27	67	150	109	108	107	23	28	26	77	110	
	19%	24% C	15%	7% G	17% DG	48% DEGHU	4%	10%	15% DG	19% DGH	29% DEGHU	32% DEGHU	21% P	22% P	21% *	12%	19%	20%	21%	18%	20% *	15% *	20%	18%	21% Z	14%	21% *	18%	20%	16%	25% d	28% g	29% g*	8%	27% g*	19% g*	17%	25% j
Don't know	262	90	171	79	118	65	30	49	62	56	26	40	63	64	58	78	62	72	56	42	11	19	218	44	146	90	25	70	193	158	104	68	55	16	26	85	102	
	23%	16%	30% B	24% FK	31% FKL	16%	23%	25% FK	35% DFGKL	28% FKL	15%	16%	20%	20%	27% *	28% M	23%	24%	22%	29%	19% *	19% *	23%	23%	22%	27%	21% *	19%	25% b	23%	24%	19%	19%	15% *	19% *	18%	23%	
Net: Favourable	144	74	71	81	37	26	31	51	12	26	13	13	46	39	16	43	39	24	31	24	11	15	123	21	80	52	12	55	89	99	46	28	71	9	28	83	41	
	13%	14%	12%	25% EFUKL	10%	6%	23% EFUKL	26% EFUKL	6%	13% FL	7%	5%	14%	12%	8% *	16%	15% R	8%	12%	16% R	20% R*	16% *	13%	11%	12%	16%	10% *	15%	12%	14%	10%	8%	24% th	9% *	20% th*	18% k	9%	
Net: Unfavourable	345	203	142	52	95	198	16	36	41	53	80	118	116	116	65	48	79	95	82	46	14	29	287	58	215	84	46	119	227	198	148	158	66	43	38	132	168	
	31%	37% C	25%	16%	25% DG	48% DEGHU	12%	19%	23% G	27% DG	46% DEGHU	49% P	36% P	37% P	31% P*	17%	29%	32%	32%	31%	27% *	29% *	31%	31%	32% Z	25%	37% Z*	33%	30%	29%	34%	43% g	22% g*	41% g*	27% *	29%	38% j	
Net Difference	-201	-130	-71	29	-58	-172	14	15	-30	-28	-67	-105	-71	-77	-49	-5	-40	-71	-51	-22	-4	-14	-164	-37	-135	-32	-34	-64	-137	-99	-102	-130	6	-34	-11	-49	-127	
	-18%	-24%	-12%	9%	-15%	-41%	11%	8%	-17%	-14%	-38%	-43%	-22%	-24%	-23%	-2%	-15%	-24%	-20%	-15%	-7%	-14%	-18%	-19%	-20%	-10%	-27%	-17%	-18%	-14%	-23%	-36%	2%	-32%	-8%	-11%	-29%	
Mean	-0.45	-0.54	-0.35	0.10 EFUKL	-0.44 FKL	-0.85	0.17 EFUKL*	0.04 EFUKL*	-0.47 FL*	-0.41 FKL*	-0.78	-0.90 *	-0.50	-0.55	-0.60 *	-0.14 MNO*	-0.40	-0.56	-0.50	-0.40 *	-0.24 **	-0.32 *	-0.45	-0.46 *	-0.50	-0.28	-0.60 *	-0.40	-0.48	-0.35 e	-0.61	-0.78	-0.02 th	-0.69 *	-0.26 th*	-0.29 k	-0.67	

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

Fieldwork: 28th February - 2nd March 2020

PUBLIC

1,000 adults online aged 18+ in GB

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 aged 18+ online 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	1123	542	580	364	384	375	162	202	174	210	210	165	477	374	91	181	279	290	247	147	58	102	943	180	660	352	111	534	589	729	394	354	326	120	142	532	397	
Weighted base	1123	545	577	327	380	417	132	194	178	201	175	242	319	317	212	275	268	298	256	148	54	98	934	189	667	332	124	365	758	687	436	365	296	105	140	461	443	
Very favourable (2)	54	36	18	26	10	19	12	13	7	3	8	11	20	18	5	11	17	9	10	7	4	6	45	9	33	19	2	21	33	40	14	15	20	10	8	35	15	
	5%	7%	3%	8%	3%	4%	9%	7%	4%	2%	5%	4%	6%	6%	3%	4%	6%	3%	4%	5%	8%	6%	5%	5%	5%	6%	1%	6%	4%	6%	3%	4%	7%	10%	6%	8%	3%	
Fairly favourable (1)	146	86	60	51	33	62	17	34	10	23	21	41	43	55	18	30	43	36	32	25	6	4	121	24	90	34	21	55	91	90	55	50	55	11	20	67	66	
	13%	16%	10%	16%	9%	15%	13%	18%	6%	12%	12%	17%	13%	18%	8%	11%	16%	12%	12%	17%	10%	4%	13%	13%	14%	10%	17%	15%	12%	13%	13%	14%	19%	10%	14%	15%	15%	
Neither favourable nor unfavourable (0)	437	219	218	122	142	173	51	70	68	74	78	95	131	112	74	120	94	130	101	45	26	41	374	63	258	126	53	149	288	266	171	138	127	48	51	205	154	
	39%	40%	38%	37%	37%	42%	39%	36%	38%	37%	45%	39%	41%	35%	35%	44%	35%	43%	40%	30%	48%	42%	40%	33%	39%	38%	42%	41%	38%	39%	39%	38%	43%	46%	37%	44%	35%	
Fairly unfavourable (-1)	94	50	43	19	30	45	7	12	11	19	17	28	34	33	11	15	23	21	23	12	3	12	74	20	55	26	13	35	59	63	30	37	27	10	12	42	42	
	8%	9%	7%	6%	8%	11%	5%	6%	6%	9%	10%	11%	11%	10%	5%	5%	8%	7%	9%	8%	5%	12%	8%	11%	8%	8%	10%	10%	8%	9%	7%	10%	9%	10%	9%	9%	10%	
Very unfavourable (-2)	102	61	41	21	35	46	8	13	17	18	23	23	24	26	40	13	26	27	25	9	3	11	78	24	65	28	9	25	77	46	56	44	7	7	17	21	51	
	9%	11%	7%	7%	9%	11%	6%	7%	9%	9%	13%	9%	7%	8%	19%	5%	10%	9%	10%	6%	6%	12%	8%	13%	10%	9%	7%	7%	10%	7%	13%	12%	2%	6%	12%	5%	12%	
Don't know	291	93	197	88	130	72	37	51	66	65	28	45	68	73	63	87	65	76	65	49	13	24	242	49	165	98	27	80	211	182	108	82	60	19	31	92	115	
	26%	17%	34%	27%	34%	17%	28%	26%	37%	32%	16%	18%	21%	23%	30%	31%	24%	25%	25%	33%	23%	25%	26%	26%	25%	30%	22%	22%	28%	27%	25%	23%	20%	18%	22%	20%	26%	
Net: Favourable	200	122	78	76	43	80	29	48	17	26	29	52	63	73	23	41	60	45	42	33	10	10	166	34	124	53	23	76	124	130	69	64	75	21	28	102	81	
	18%	22%	14%	23%	11%	19%	22%	24%	9%	13%	16%	21%	20%	23%	11%	15%	22%	15%	16%	22%	18%	10%	16%	18%	18%	19%	16%	19%	21%	16%	16%	18%	25%	20%	20%	22%	18%	
Net: Unfavourable	196	111	84	40	64	91	15	25	28	37	41	50	58	59	51	28	49	48	49	21	6	23	152	44	120	55	21	60	136	109	87	80	34	17	30	62	94	
	17%	20%	15%	12%	17%	22%	11%	13%	15%	18%	23%	21%	18%	19%	24%	10%	18%	16%	19%	14%	11%	23%	16%	23%	18%	16%	17%	16%	18%	16%	20%	22%	11%	16%	21%	14%	21%	
Net Difference	4	10	-6	36	-21	-11	14	22	-11	-10	-12	1	5	14	-28	13	11	-3	-7	11	4	-13	14	-10	4	-2	2	16	-12	21	-17	-16	41	4	-2	40	-13	
	*	2%	-1%	11%	-6%	-3%	10%	11%	-6%	-5%	-7%	1%	2%	5%	-13%	5%	4%	-1%	-3%	8%	7%	-13%	2%	-5%	1%	-1%	1%	4%	-2%	3%	-4%	-4%	14%	4%	-1%	9%	-3%	
Mean	-0.05	-0.03	-0.08	0.17	-0.18	-0.11	0.19	0.16	-0.18	-0.19	-0.19	-0.05	0.01	0.03	-0.42	0.06	0.01	-0.09	-0.11	0.10	0.12	-0.24	-0.03	-0.18	-0.05	-0.05	-0.05	0.04	-0.10	0.03	-0.18	-0.16	0.23	0.09	-0.10	0.15	-0.15	
				EFUK			EFJK*	EJK*	*	*		*	O	O	*	O*				*	**	*		*			*	e				f	*	*	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(**)