

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

Ipsos MORI Political Pulse
Fieldwork: 28th February - 2nd March 2020
PUBLIC
1,000 adults online aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
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)	Conservative (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
Right direction	410	233	176	98	114	198	39	59	52	62	75	123	117	115	77	101	119	115	86	43	21	25	343	67	273	93	44	105	305	234	176	262	39	8	47	72	290
	36%	43%	31%	30%	30%	47% DEGHI	30%	30%	29%	31%	43% DEGHI	51% DEGHI	37%	36%	36% *	37%	44%	38%	34%	29%	39%	26% *	37%	35%	41%	28%	35% *	29%	40%	34%	40%	72% ghi	13%	7% *	34% gh*	16%	66% j
Wrong direction	491	225	265	169	176	146	69	100	87	88	69	77	142	144	101	104	97	116	120	75	26	57	415	76	272	169	49	196	294	326	164	47	216	78	63	304	80
	44%	41%	46%	52% FKL	46%	35%	52% FKL	51% FKL	49% FL	44%	40%	32%	44%	45%	48% *	38%	36%	39%	47% Q	51% Q	48% *	57% QR*	44%	40%	41%	51%	49% *	54%	39%	47% e	38%	13%	73% fi	74% fi	45% i*	66% k	18%
Neither	147	62	85	40	53	53	20	20	21	32	23	30	40	38	22	47	32	51	29	17	6	11	110	37	75	47	25	42	105	85	62	42	30	14*	17	66	43
	13%	11%	15%	12%	14%	13%	15%	10%	12%	16%	13%	13%	13%	12%	10% *	17%	12%	17%	11%	17%	11%	11% *	11%	12%	20% w	11%	14%	20% y*	12%	14%	12%	14%	11%	10%	14% *	12% *	14%
Don't know	76	25	51	19	37	19	4	15	18	19	8	11	20	20	12	23	19	16	21	12	1	5	66	9	47	23	6	21	54	42	33	14	10	6	12	19	30
	7%	5%	9% B	6%	10% FG	5%	3%	8%	10% FG	10% FG	4%	5%	6%	6%	6% *	8%	7%	5%	8%	8%	3%	5% *	7%	5%	7%	7%	7%	5% *	6%	7%	6%	8%	4%	3%	5% *	9% g*	4%
Net Right Direction	-81 -7%	7 1%	-89 -15%	-70 -22%	-62 -16%	52 12%	-30 -22%	-41 -21%	-36 -20%	-26 -13%	6 3%	46 19%	-25 -8%	-29 -9%	-24 -11%	-4 -1%	22 8%	-2 -1%	-34 -13%	-31 -21%	-5 -9%	-31 -32%	-72 -8%	-9 -5%	1 *	-77 -23%	-5 -4%	-91 -25%	10 1%	-92 -13%	12 3%	215 59%	-176 -60%	-70 -67%	-16 -11%	-232 -50%	210 47%

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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Fieldwork: 28th February - 2nd March 2020
PUBLIC
1,000 adults online aged 18+ in GB
Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary
All Adults aged 18+ online in Great Britain

	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	Keir Starmer, Leader of the Conservative Party and Prime Minister	The Labour Party	The Conservative Party	The Liberal Democrats
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1123	1123	1123	1123	1123
Weighted base	1123	1123	1123	1123	1123
Very favourable (2)	87 8% E	142 13% ACDE	94 8% E	90 8% E	36 3% ACD
Fairly favourable (1)	107 10% AE	236 21% AE	193 17% AE	265 24% ACE	148 13% A
Neither favourable nor unfavourable (0)	169 15% ACDE	193 17% A	217 19% AB	227 20% AB	361 32% ABCD
Fairly unfavourable (-1)	202 18% BCDE	168 15% BD	224 20% BD	175 16% E	253 23% ABD
Very unfavourable (-2)	525 47% BCDE	358 32% DE	358 32% E	327 29% E	275 25% ABC
Don't know	33 3% ACDE	26 2% ACDE	37 3% B	39 3% B	49 4% ABC

Net: Favourable	194 17% ACE	378 34% ACE	287 26% AE	355 32% ACE	184 16% ACD
Net: Unfavourable	727 65% BCDE	526 47% BCDE	581 52% DE	502 45% E	529 47% ABD
Net Difference	-532 -47% ACDE	-148 -13% ACDE	-294 -26% B	-146 -13% B	-345 -31% ABC

Mean	-0.89 ACE	-0.33 ACE	-0.51 A	-0.35 AE	-0.54 A
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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 (SN): 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 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
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Very favourable (2)	87 8%	40 7%	47 8%	60 18% EFUKL	15 4%	11 3%	26 20% EFUKL	34 17% EFUKL	8 4%	8 4%	8 4%	4 1%	22 7%	24 8%	10 5% *	31 11%	35 13% RV	12 4%	20 8%	13 9%	4 7% *	3 3% *	82 9% X	4 2%	42 6%	41 12% Ya	4 3% *	29 8%	58 8%	59 9%	28 6%	10 3%	61 21% fhi	2 6% *	9 12% *	54 12% k	17 4%
Fairly favourable (1)	107 10%	48 9%	59 10%	50 15% EFUL	26 7%	32 8%	22 17% EFUKL	28 14% EFUL	12 7%	14 7%	15 9%	16 7%	32 10%	32 10%	14 7% *	29 11%	24 9%	27 9%	26 10%	13 9%	9 16% *	8 8% *	92 10%	16 8%	68 10%	35 10%	5 4% *	47 13% c	61 8%	76 11%	31 7%	4 1%	77 26% fhi	4 6% *	18 12% fh*	70 15% k	26 6%
Neither favourable nor unfavourable (0)	169 15%	63 12%	106 18% B	72 22% FKL	66 17% FKL	30 7%	30 23% FKL	42 22% FKL	35 19% FKL	31 16% FKL	14 8%	16 7%	45 14%	47 15%	26 12% *	51 19%	34 13%	49 17%	35 14%	26 18%	8 14% *	17 17% *	140 15%	29 15%	90 14%	64 19% Y	15 12% *	58 16% c	111 15%	117 17%	52 12%	17 5%	60 20% f	18 17% f*	25 18% f*	76 16% k	34 8%
Fairly unfavourable (-1)	202 18%	98 18%	104 18%	50 15% D	85 22% D	67 16%	21 16% D	29 15% D	42 24% D	43 21%	27 16%	40 17%	66 21%	58 18%	36 17% *	43 16%	38 14%	62 21%	48 19%	26 17%	7 13% *	22 23% *	173 18%	29 16%	119 18%	60 18% *	22 18% *	79 22% c	123 16%	124 18%	78 18%	51 14%	67 23% f	24 20% f*	23 17% *	95 21%	72 16%
Very unfavourable (-2)	525 47%	284 52% C	239 41%	76 23%	175 46% DGH	273 66% DEGHU	27 21%	49 25%	74 41% DGH	101 50% DGH	109 62% DEGHU	165 68% DEGHU	151 47% P	151 47% P	120 56% P*	103 37%	130 48%	142 48%	122 48%	60 40%	27 49% *	44 45% *	415 44%	109 58% W	332 50% Z	118 36%	74 60% Z*	141 39%	383 51% b	291 42%	234 54% d	283 78% ghi	29 10%	55 52% g*	61 44% g*	160 35% j	292 66% j
Don't know	33 3%	11 2%	22 4%	18 5% FKL	13 3% F	2 1%	5 4% FL	13 7% FKL	8 4% FL	5 3%	1 1%	1 *	4 1%	5 1%	6 3% *	18 7% MN	7 3%	6 2%	4 2%	11 7% RS	- 5% *	5 3% *	31 3%	2 1%	15 2%	14 3% *	12 3% *	22 3%	21 3%	13 3%	- *	1 2% f*	2 3% f*	4 3% f*	6 1% k	2 1%	
Net: Favourable	194 17%	88 16%	106 18%	110 34% EFUKL	41 11%	43 10%	49 37% EFUKL	62 32% EFUKL	20 11%	21 10%	23 13%	20 8%	54 17%	56 18%	24 11% *	60 22% O	59 22% RV	39 13%	47 18%	26 17%	13 24% *	11 11% *	174 19% X	20 11%	110 17% a	75 23% Ya	9 7% *	76 21% c	119 16% e	135 20% e	59 14%	14 4%	138 47% fhi	6 6% *	26 19% fh*	124 27% k	43 10%
Net: Unfavourable	727 65%	383 70% C	343 59%	126 39% DGH	260 68% DGH	341 82% DEGHU	48 36%	78 40%	116 65% DGH	144 71% DGH	136 78% DEGHI	205 85% DEGHU	217 68% P	209 66% P	156 73% P*	146 53%	168 63%	203 68%	170 66%	85 58%	34 62% *	67 68% *	588 63%	139 73% W	451 68% Z	179 54%	97 78% Z*	220 60% b	507 67% b	415 60%	311 72% d	334 92% ghi	96 32% g*	80 76% g*	85 61% g*	256 55% j	364 82% j
Net Difference	-532 -47%	-295 -54%	-237 -41%	-16 -5% EFUKL	-219 -58% FL	-297 -71%	1 *	-16 -8%	-96 -54%	-123 -61%	-113 -64%	-185 -76%	-163 -51%	-152 -48%	-131 -62%	-86 -31%	-108 -40%	-164 -55%	-124 -48%	-60 -40%	-21 -39%	-56 -57%	-414 -44%	-119 -63%	-341 -51%	-103 -31%	-88 -70%	-145 -40%	-388 -51%	-280 -41%	-252 -58%	-320 -88%	42 14%	-73 -69%	-59 -42%	-132 -29%	-320 -72%
Mean	-0.89	-1.01	-0.77 B	-0.10 EFUKL	-1.03 FL	-1.35	* EFUKL	-0.17 EFUKL	-0.95 FL	-1.10 FL	-1.23	-1.44	-0.93	-0.90	-1.17 *	-0.61 MNO	-0.78	-1.01	-0.90	-0.78 *	-0.80 *	-1.03 *	-0.83 X	-1.19	-0.97 a	-0.57 Ya	-1.31 *	-0.73 c	-0.97	-0.77 e	-1.08	-1.62 fhi	-1.22 f*	-0.82 fh*	-0.52 k	-1.35	

Overlap formulae used

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

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, Leader of the Conservative Party and Prime Minister
All Adults 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)	142	92	50	31	34	77	5	26	13	21	33	44	47	34	27	34	33	48	31	16	9	4	117	25	96	26	20	39	103	82	60	118	6	1	12	17	118	
	13%	17% C	9%	9% G	9%	18% DEGU	4%	13% DG	7%	10% G	19%	18% DEGU	15%	11%	13% *	13%	12%	16%	12%	11%	17%	4% V*	4%	12%	13%	14%	8%	16% Z*	11%	14%	12%	14%	32% gh	2%	1% *	9%	4%	27% j
Fairly favourable (1)	236	122	114	61	68	107	31	30	32	36	34	73	65	77	49	46	56	61	53	35	11	20	187	49	153	54	30	60	177	137	99	157	13	6	26	47	158	
	21%	22%	20%	19%	18%	26% EHK	23%	16%	18%	18%	19%	30% DEHUK	20%	24%	23% *	17%	21%	21%	21%	24%	20%	20% *	20%	20%	26%	23%	16%	24% *	16%	23%	20%	23%	43% gh	4%	6% *	19% gh*	10%	36% j
Neither favourable nor unfavourable (0)	193	85	108	60	76	56	22	38	42	34	24	32	54	48	31	59	63	50	44	19	6	12	161	32	112	63	17	52	141	114	79	59	35	8	19	57	77	
	17%	16%	19%	18%	20% F	14%	17%	20%	24% FKL	17%	14%	13%	17%	15%	15% *	21%	23%	17%	17%	13%	10%	12% *	17%	17%	17%	19%	14% *	14%	19%	17%	18%	16% h	12%	7% *	14% *	12%	17%	
Fairly unfavourable (-1)	168	65	102	47	67	54	28	20	32	35	29	25	47	54	23	45	45	47	28	24	7	18	144	24	95	52	21	68	99	105	63	26	58	35	22	95	39	
	15%	12%	18% B	15% H	18% HL	13% DFHL	21% DFHL	10%	18%	17%	17% F	10%	15%	17%	11% *	16%	17%	16%	11%	16%	14%	18% *	18%	15%	12%	14%	16%	17% *	19% c	13%	15%	14%	7% f	20% fg*	16% f*	21% k	9%	
Very unfavourable (-2)	358	172	185	112	125	122	43	70	52	72	53	68	103	102	78	76	67	87	97	46	21	41	300	58	198	127	34	141	217	234	125	5	184	55	57	243	47	
	32%	32%	32%	34%	33%	29%	32%	36%	29%	36%	31%	28%	32%	32%	37% *	28%	25%	29%	38% Q	31%	39% Q*	41% Q*	32%	31%	30%	38% Y	27% *	39% c	29%	34%	29%	1%	62% fi	52% f*	41% f*	53% k	11%	
Don't know	26	9	17	15	10	1	4	11	6	4	1	-	4	2	5	15	5	5	4	8	-	4	24	2	13	10	3	5	21	16	10	-	-	-	4	2	3	
	2%	2%	3%	5% FKL	3% FL	* *	3% FL	6% FKL	3% FL	2% FL	1% G	- -	1%	1%	2% *	6% MN	2%	2%	1%	6%	- S	4% *	3%	1%	2%	3%	2% *	1% *	3%	2%	2%	-	-	-	3% fg*	2	1%	
Net: Favourable	378	214	164	92	102	184	36	56	46	57	67	117	111	111	75	80	89	109	85	51	20	24	304	74	249	80	49	98	280	219	159	275	19	7	38	64	276	
	34%	39% C	28%	28%	27%	44% DEGHUK	27%	29%	26%	28%	38% DEI	48% DEGHU	35%	35%	36% *	29%	33%	37%	33%	35%	37% *	24% *	33%	39%	37% Z	24%	40% Z*	27%	37% b	32%	37%	75% gh	6%	7% *	27% gh*	14%	62% j	
Net: Unfavourable	526	238	287	160	191	175	70	89	84	107	82	93	150	155	100	121	111	134	125	69	28	59	444	82	293	178	55	210	317	339	188	31	242	90	79	338	87	
	47%	44%	50%	49% L	50% L	42%	53% FL	46%	47%	53% FL	47%	38%	47%	49%	47% *	44%	42%	45%	49%	47%	52% Y	60% QR*	48%	43%	44%	54% Y	44% *	57% c	42%	49%	43%	9%	82% fi	86% fi*	56% f*	73% k	20%	
Net Difference	-148	-24	-123	-68	-89	9	-34	-33	-39	-50	-15	24	-38	-44	-25	-41	-22	-25	-40	-18	-8	-35	-140	-8	-44	-99	-6	-111	-37	-120	-28	244	-223	-83	-41	-274	189	
	-13%	-4%	-21%	-21%	-23%	2%	-26%	-17%	-22%	-25%	-9%	10%	-12%	-14%	-12% *	-15%	-8%	-8%	-16%	-12%	-15% *	-35% *	-15%	-4%	-7%	-30% *	-4%	-30% *	-5%	-17%	-7%	67%	-75%	-79%	-29%	-59%	43%	
Mean	-0.33	-0.19 C	-0.46	-0.48	-0.49	-0.09 DEGHU	-0.56	-0.42	-0.45	-0.52	-0.20 G	* DEGHU	-0.30	-0.36	-0.37 *	-0.32	-0.21 V	-0.22 V	-0.42	-0.34 *	-0.37 *	-0.75 *	-0.36	-0.22	-0.22 Z	-0.62	-0.16 Z*	-0.59	-0.20 b	-0.40	-0.22	0.98 gh	-1.36	-1.30 *	-0.63 gh*	-1.09	0.59 j	

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

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 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)	94	42	52	54	19	22	29	25	6	12	12	9	25	32	8	29	40	13	20	13	8	*	88	6	46	41	7	30	64	59	35	5	80	*	5	59	20	
	8%	8%	9%	17%	5%	5%	22%	13%	3%	6%	7%	4%	8%	10%	4%	11%	15%	4%	8%	9%	14%	1%	9%	3%	7%	12%	6%	8%	8%	9%	8%	1%	27%	*	4%	13%	5%	
Fairly favourable (1)	193	82	111	85	67	41	33	52	35	32	19	23	47	57	39	51	40	64	36	26	10	16	165	27	124	60	9	81	112	132	61	8	123	16	26	121	38	
	17%	15%	19%	26%	18%	10%	25%	27%	19%	16%	11%	9%	15%	18%	*	18%	15%	21%	14%	17%	19%	16%	18%	14%	19%	18%	6%	7%	22%	15%	19%	14%	2%	42%	16%	19%	26%	9%
Neither favourable nor unfavourable (0)	217	97	120	71	84	62	28	44	43	41	33	30	59	52	43	64	49	57	47	34	9	21	194	23	124	72	21	81	137	153	65	39	56	25	32	95	64	
	19%	18%	21%	22%	22%	15%	21%	23%	24%	20%	19%	12%	18%	16%	20%	23%	18%	19%	19%	23%	16%	21%	21%	12%	19%	22%	21	22%	18%	22%	15%	11%	19%	24%	23%	21%	15%	
Fairly unfavourable (-1)	224	109	115	51	74	98	23	28	33	42	34	65	78	79	28	38	46	55	57	28	11	27	179	44	130	63	31	78	146	135	89	107	24	28	32	95	96	
	20%	20%	20%	16%	20%	24%	17%	15%	18%	21%	19%	27%	24%	25%	13%	14%	17%	19%	22%	19%	20%	27%	19%	23%	19%	19%	25%	21%	19%	20%	20%	29%	8%	27%	23%	21%	22%	
Very unfavourable (-2)	358	203	154	50	118	190	16	34	50	68	76	114	105	93	85	75	85	100	90	37	17	30	273	85	228	78	52	88	270	186	172	206	9	33	42	83	222	
	32%	37%	27%	15%	31%	46%	12%	18%	28%	34%	44%	47%	33%	29%	40%	27%	32%	34%	35%	25%	31%	30%	29%	45%	34%	24%	42%	24%	36%	27%	40%	56%	3%	32%	30%	18%	50%	
Don't know	37	11	26	16	18	3	5	11	12	6	1	2	6	4	9	18	8	9	6	10	-	4	33	4	16	18	3	7	30	23	14	-	4	1	2	7	2	
	3%	2%	5%	5%	5%	1%	3%	6%	7%	3%	1%	1%	2%	1%	4%	7%	3%	3%	2%	7%	-	4%	4%	2%	2%	5%	2%	2%	4%	3%	3%	-	1%	1%	2%	2%	*	
Net: Favourable	287	125	162	139	85	63	62	77	41	45	31	32	72	88	47	80	80	77	56	39	18	16	254	33	170	101	17	111	176	191	96	13	203	17	31	180	59	
	26%	23%	28%	42%	28%	15%	47%	39%	23%	22%	18%	13%	22%	28%	22%	29%	30%	26%	22%	27%	33%	17%	27%	18%	25%	30%	13%	31%	23%	28%	22%	3%	69%	16%	22%	39%	13%	
Net: Unfavourable	581	312	268	101	192	288	38	63	83	109	110	178	183	173	113	113	131	155	146	65	28	57	452	129	358	141	83	166	415	321	261	313	33	62	74	179	318	
	52%	57%	46%	31%	51%	69%	29%	32%	47%	54%	63%	74%	57%	55%	53%	41%	49%	52%	57%	44%	51%	58%	48%	68%	54%	42%	67%	45%	55%	47%	60%	86%	11%	59%	53%	39%	72%	
Net Difference	-294	-188	-106	38	-107	-225	24	14	-43	-65	-79	-146	-112	-84	-65	-33	-51	-78	-90	-26	-10	-40	-198	-96	-188	-40	-67	-55	-240	-130	-165	-300	169	-45	-43	2	-259	
	-26%	-34%	-18%	12%	-28%	-54%	18%	7%	-24%	-32%	-45%	-60%	-35%	-27%	-31%	-12%	-19%	-26%	-35%	-17%	-18%	-41%	-21%	-51%	-28%	-12%	-54%	-15%	-32%	-19%	-38%	-82%	57%	-43%	-31%	*	-59%	
Mean	-0.51	-0.65	-0.38	0.13	-0.57	-0.95	0.29	0.02	-0.52	-0.61	-0.82	-1.04	-0.61	-0.47	-0.70	-0.31	-0.37	-0.57	-0.64	-0.35	-0.35	-0.74	-0.43	-0.94	-0.57	-0.24	-0.91	-0.31	-0.61	-0.39	-0.72	-1.37	0.82	-0.75	-0.58	-0.05	-1.05	
			B	EFJKL	FL		EFJKL	EFJKL	FL	FL					*	MD					*	*	X		a	Ya	*	c		e		fhi	f*	f*	k			

Overlap formulae used

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.

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

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 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)	Conservative (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)	90 8%	60 11% C	30 5%	23 7%	23 6%	44 11% I	11 8%	12 6%	7 4%	16 8%	17 10% I	27 11% I	31 10%	23 7%	16 8% *	20 7%	26 10%	26 9%	18 7%	13 9%	3 5% *	5 5% *	70 7%	20 11%	63 9% Z	16 5%	11 9% *	28 8%	62 8%	59 9%	31 7%	80 22% gh	2 1%	1 1% *	6 4% g*	13 3%	72 16% j	
Fairly favourable (1)	265 24%	150 28% C	115 20%	70 21%	71 19%	125 30% DEGHIK	25 30%	45 23%	31 17%	40 20%	40 23%	85 35% DEGHIK	86 27% P	78 24%	51 24% *	51 18%	53 20%	80 27%	64 25%	36 24%	16 30% *	17 17% *	212 23%	53 28%	175 26% Z	61 18%	30 24% *	74 20%	191 25%	154 22%	111 26%	195 53% gh	13 4%	7 7% *	23 17% gh*	60 13%	171 39% j	
Neither favourable nor unfavourable (0)	227 20%	98 18%	129 22%	73 22%	78 20%	77 18%	28 21%	45 23%	45 25%	33 16%	32 18%	45 19%	58 18%	62 20%	34 16% *	73 27% M	54 20%	61 21%	56 22%	24 16%	8 15% *	24 25% *	188 20%	40 21%	138 21%	64 19%	26 21% *	69 19%	159 21%	139 20%	88 20%	64 17%	39 13%	23 22% *	34 24% g*	87 19%	85 19%	
Fairly unfavourable (-1)	175 16%	66 12% B	109 18%	53 16%	69 18%	53 13%	22 17%	31 16%	37 21% FL	32 16%	27 15%	26 11%	52 16%	55 17%	30 14% *	38 14%	54 20% S	45 15%	32 13%	21 14%	8 15% *	14 15% *	148 16%	27 14%	102 15%	51 15%	22 18% *	61 17%	113 15%	115 17%	60 14%	24 7%	58 20% f	30 29% fi*	23 16% i*	93 20% k	49 11%	
Very unfavourable (-2)	327 29%	160 29%	165 29%	91 28%	119 31%	117 28%	40 31%	50 26%	48 27%	72 36% L	58 33% F	59 25%	88 27%	95 30%	70 33% *	74 27%	74 28%	76 26%	81 32%	40 27%	19 35% *	36 37% *	281 30%	46 24%	173 26%	122 37% Y	32 26% *	128 43% c	199 26%	194 28%	132 30%	2 1%	181 61% fhi	43 41% i*	52 37% i*	203 44% k	65 15%	
Don't know	39 3%	11 2%	28 5% B	17 5% FKL	21 5% FKL	1 * FKL	5 4% FKL	12 6% FKL	12 7% FKL	9 4% FKL	1 1%	- -	5 2%	4 1%	10 5% *	19 7% MN	8 3%	9 3%	5 2%	14 10% QRSU	- -	2 3% *	35 4%	4 2%	17 3%	19 6% Y	3 2% *	4 1% b	35 5% b	26 4%	13 3%	- -	3 1%	1 1% *	3 2% i*	7 1%	2 *	
Net: Favourable	355 32% C	210 39%	145 25%	93 28%	94 25%	169 41% DEGHIK	37 28%	56 29%	37 21%	56 28%	58 33% I	111 46% DEGHIK	117 37% P	101 32%	67 32% *	71 26%	79 29%	107 36% V	82 32%	49 33%	19 34% *	21 21% *	282 30%	73 39%	237 36% Z	77 23%	42 33% *	102 28%	253 33%	213 31%	142 33%	275 75% gh	15 5%	8 8% *	29 21% gh*	73 16%	243 55% j	
Net: Unfavourable	502 45%	226 41%	274 48%	144 44%	188 50% FL	170 41%	62 47%	81 42%	85 47% L	104 51% FL	84 48% FL	139 35%	139 44%	150 47%	100 47% *	112 41%	128 48%	121 41%	113 44%	61 42%	28 51% *	50 51% *	428 46%	73 39%	275 41%	173 52% Y	54 43% *	189 52% c	312 41%	309 45%	193 44%	26 7%	239 81% fhi	73 70% fi*	75 53% i*	296 64% k	113 26%	
Net Difference	-146 -13%	-16 -3%	-129 -22%	-51 -16%	-94 -25%	-1 * FKL	-26 -19%	-25 -13%	-47 -26%	-47 -23%	-27 -15% FL	26 11%	-22 -7%	-49 -16%	-33 -16% *	-41 -15%	-50 -18%	-14 -5%	-31 -12%	-13 -9%	-9 -16% *	-29 -30% *	-146 -16%	* *	-38 -6%	-96 -29%	-12 -10%	-87 -24%	-59 -8%	-96 -14%	-50 -12%	249 68%	-224 -76%	-65 -62% *	-46 -33% *	-223 -48%	129 29%	
Mean	-0.35	-0.22 C	-0.48	-0.38	-0.53	-0.18 EUK	-0.43	-0.35	-0.53	-0.53	-0.39	-0.03 DEGHIK	-0.25	-0.39	-0.43 *	-0.37	-0.38	-0.22 V	-0.38	-0.30 *	-0.47 *	-0.64 *	-0.40	-0.14	-0.23 Z	-0.64	-0.27 Z*	-0.52	-0.27 b	-0.35	-0.36	0.90 gh	-1.38	-1.03 g*	-0.67 gh*	-0.91	0.31 j	

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.

Ipsos MORI Political Pulse
Fieldwork: 28th February - 2nd March 2020
PUBLIC
1,000 adults online aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
All Adults 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)	36	22	14	21	7	8	5	15	4	4	1	7	17	12	-	8	11	6	12	6	-	2	32	5	24	9	4	17	19	29	7	6	7	18	4	25	10	
	3%	4%	2%	6% EFJK	2%	2%	4% K	8% EFJK	2%	2%	1%	3%	5% O	4% O	- *	3%	4%	2%	5%	4%	4%	- *	2% *	3%	2%	4%	3%	3%	5%	3%	4%	2%	2%	2%	17% fg*	3% *	5% k	2%
Fairly favourable (1)	148	64	84	59	49	39	28	31	31	18	21	19	44	43	26	34	29	43	35	27	2	11	126	21	73	58	17	62	86	105	42	18	61	39	16	98	25	
	13%	12%	15%	18% FJL	13% J	9%	21% EFJKL	16% L	18% EFJL	9%	12%	8%	14%	14%	12% *	13%	11%	14%	14%	14%	18% U	3% *	11% *	14%	11%	11%	17% Y	13% *	17% c	11%	15% e	10%	5%	21% fi	37% fg*	11% f*	21% k	6%
Neither favourable nor unfavourable (0)	361	148	213	112	138	112	60	51	63	74	51	61	96	103	64	99	73	94	91	43	31	29	293	69	214	112	35	132	229	233	128	102	103	36	40	172	95	
	32%	27%	37% B	34% H	36% FHL	27%	46% DFHKL	26%	35%	37% FL	29%	25%	30%	32%	30% *	36%	27%	32%	36%	29%	56% QRSTV*	29% *	29%	31%	36%	32%	34%	28% *	36%	30%	34%	29%	28%	35%	34% *	28% *	40% k	37% j
Fairly unfavourable (-1)	253	132	122	58	70	126	18	40	31	39	47	78	88	73	46	47	59	67	51	37	10	29	212	41	147	69	38	88	166	145	108	96	75	7	35	102	120	
	23%	24%	21%	18%	18%	30% DEGHU	14%	20%	17%	19%	27%	32% DEGHI	27% P	23%	22% *	17%	22%	23%	20%	25%	19%	30% *	29%	23%	22%	22%	21%	30% *	24%	22%	21%	25%	26% h	25% h	7% *	25% h*	22%	27%
Very unfavourable (-2)	275	164	111	53	91	131	12	41	34	58	53	77	65	79	68	63	82	78	60	22	10	22	227	48	183	64	29	59	217	142	133	140	42	4	41	53	188	
	25%	30% C	19%	16% G	24% DG	62% DEGHI	9%	21% DG	19% G	29% DG	31% DGI	32% DEGHI	20%	25%	32% M*	23%	31% T	26% T	23%	15% *	19% *	23% *	24%	25%	27% Z	19%	23% *	16%	29% b	21%	30% d	38% gh	14% h	4% *	30% gh*	11%	42% j	
Don't know	49	15	34	24	24	1	8	17	16	9	1	-	10	6	8	25	13	11	7	12	1	6	44	5	25	21	3	7	42	32	17	2	7	1	5	12	6	
	4%	3%	6% B	7% FKL	6% FKL	* *	6% FKL	9% FKL	9% FKL	4% FKL	1% FKL	- -	3%	2%	4% *	9% MN	5%	4%	3%	8% S	2% *	6% *	5%	3%	4%	6%	2% *	2%	6% b	5%	4%	1% *	2% *	1% f*	3% f*	3%	1%	
Net: Favourable	184	86	98	80	57	48	34	46	35	22	22	26	61	55	26	43	41	49	47	33	2	13	158	26	97	66	20	79	105	134	50	24	68	57	20	123	35	
	16%	16%	17%	24% EFJKL	15% J	11%	25% EFJKL	24% EFJKL	20% FJL	11%	12%	11%	19%	17%	12% *	16%	15% U	16% U	18% U	22% U	3% *	13% *	17%	14%	15%	20%	16% *	22% c	14%	20% e	11%	7%	23% f	54% fg*	14% f*	27% k	8%	
Net: Unfavourable	529	295	232	111	161	256	31	81	64	97	101	155	152	153	114	109	141	145	111	59	21	52	439	90	330	132	66	146	382	288	241	236	118	11	76	155	308	
	47%	54% C	40%	34% G	42% DGI	62% DEGHU	23%	41% DG	36% G	48% DEGI	58% DEGHI	64% DEGHU	48%	48%	54% P*	40%	53% T	49%	43%	40%	38% *	52% *	47%	47%	50% Z	40%	53% Z*	40%	50% b	42%	55% d	65% gh	40% h	10% *	54% gh*	34% j	69% j	
Net Difference	-345	-209	-135	-32	-105	-209	3	-35	-29	-75	-79	-130	-92	-98	-88	-67	-101	-96	-64	-27	-19	-39	-281	-64	-233	-66	-46	-67	-277	-153	-191	-212	-50	46	-57	-32	-273	
	-31%	-38%	-23%	-10%	-28%	-50%	2%	-18%	-16%	-37%	-45%	-54%	-29%	-31%	-42%	-24%	-38%	-32%	-25%	-18%	-35%	-40%	-30%	-34%	-35%	-20%	-37%	-18%	-37%	-22%	-44%	-58%	-17%	44%	-40%	-7%	-62%	
Mean	-0.54	-0.66	-0.43 B	-0.21 EFJKL	-0.53 FJKL	-0.80	-0.03 DEFGHKL	-0.34 FJKL	-0.36 EFJKL	-0.67	-0.76	-0.83	-0.45 O	-0.53	-0.77 *	-0.48	-0.67	-0.58	-0.45	-0.32 Q*	-0.55 *	-0.64 *	-0.54	-0.58	-0.61	-0.39 Y	-0.58 *	-0.30 c	-0.66	-0.41 e	-0.76	-0.95	-0.29 fi	0.58 fg*	-0.69 f*	-0.13 k	-1.03	

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?		
	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% C	32 3% C
A fair amount	256 23% BC	224 20% C	165 15% C
Not very much	303 27%	312 28%	299 27%
Heard of them but know nothing about them	166 15%	218 19% A	198 18% A
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% C
Net: Not very much/heard of them but know nothing about them/never heard of them	748 67%	795 71% A	863 77% AB

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

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 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% C	37 7% B	17 3% C	26 8% E	10 3% I	18 4% I	12 9% E	14 7% E	* * *	10 5% E	9 5% I	9 4% I	20 6% M	17 5% N	9 4% O	9 3% P	9 4% Q	17 6% R	11 4% S	10 7% T	4 7% U	3 3% V	43 5% W	11 6% X	35 5% Y	14 4% Z	22 6% c	32 4% d	45 7% e	9 2% f	18 5% g	17 6% h	9 8% i	9 6% j	35 7% k	16 4% l				
A fair amount	256 23% C	144 26% B	112 19% C	66 20% D	58 15% E	132 32% DEGU	20 15% F	45 28% G	28 16% H	30 15% I	51 29% DEGU	82 34% DEGU	92 29% OP	82 26% O	31 15% P	51 19% Q	67 25% R	62 21% S	66 26% T	36 24% U	8 16% V	17 17% W	213 23% X	44 23% Y	170 26% Z	62 19% a	24 19% c	111 30% b	145 19% d	144 21% e	112 26% f	78 21% g	91 31% h	43 40% i	35 25% j	139 30% k	92 21% l			
Not very much	303 27% C	149 27% B	155 27% C	71 22% D	105 28% E	128 31% DG	28 21% F	43 22% G	39 22% H	66 33% DEGHI	47 27% DEGU	81 34% DEGU	97 30% P	85 27% N	62 29% O	60 22% P	79 29% Q	73 25% R	64 25% S	32 21% T	17 30% U	39 40% V	255 27% W	48 26% X	182 27% Y	77 23% Z	45 36% a	102 28% c	201 27% d	185 27% e	118 27% f	119 33% g	81 27% h	24 23% i	35 25% j	121 26% k	142 32% l			
Heard of them but know nothing about them	166 15% C	90 17% B	76 13% C	46 14% D	54 14% E	66 16% F	22 17% G	24 12% H	21 12% I	32 16% J	33 19% K	33 14% L	41 13% M	40 13% N	32 15% O	52 19% P	23 9% Q	49 16% R	43 17% S	22 15% T	15 28% U	13 14% V	137 15% W	29 15% X	104 16% Y	42 13% Z	19 16% a	51 14% b	114 15% c	94 14% d	71 16% e	64 17% f	43 14% g	13 13% h	20 14% i	69 15% j	67 15% k			
Never heard of them	279 25% C	106 19% B	172 30% C	96 29% D	128 34% E	55 13% F	41 31% G	55 28% H	75 42% I	54 27% J	27 16% K	28 12% L	56 18% M	78 25% N	60 28% O	85 31% P	82 31% Q	76 25% R	61 24% S	33 22% T	7 13% U	20 20% V	234 25% W	45 24% X	138 21% Y	112 34% Z	29 23% a	63 17% c	216 29% b	181 26% d	98 22% e	72 20% f	58 20% g	12 11% h	31 22% i	82 18% j	105 24% k			
Don't know	65 6% C	20 4% B	45 8% C	23 7% D	24 6% E	17 4% F	10 7% G	13 7% H	14 8% I	10 5% J	8 5% K	9 4% L	13 4% M	15 5% N	18 8% O	18 7% P	7 3% Q	22 7% R	12 5% S	15 10% T	3 5% U	6 6% V	52 6% W	13 7% X	38 6% Y	24 7% Z	3 2% a	16 4% b	49 6% c	37 5% d	27 6% e	14 4% f	6 2% g	4 4% h	10 7% i	16 3% j	21 5% k			
Net: A great deal/fair amount	310 28% C	181 33% B	130 22% C	91 28% E	69 18% F	151 36% DEGU	32 24% G	59 30% H	29 16% I	40 20% J	60 34% EU	91 37% EGU	112 35% OP	98 31% OP	40 19% P	60 22% Q	76 29% R	79 26% S	77 30% T	46 31% U	13 23% V	20 20% W	256 27% X	55 29% Y	205 31% Z	76 23% a	29 23% c	133 36% b	177 23% d	189 28% e	121 28% f	96 26% g	108 37% h	51 49% i	43 31% j	173 38% k	107 24% l			
Net: Not very much/heard of them but know nothing about them/never heard of them	748 67% B	344 63% C	403 70% C	212 65% D	287 76% DE	249 60% DEGHI	91 69% F	122 63% G	135 76% DEGHI	152 75% DEGHI	107 61% H	142 59% I	194 61% J	203 64% K	154 73% M*	197 72% M	184 69% N	198 66% O	167 65% P	87 59% Q	39 72% U	73 74% V	626 67% W	122 65% X	424 64% Y	231 70% Z	93 75% a	216 59% b	532 70% c	461 67% d	287 66% e	255 70% gh	182 61% h	49 47% i	86 62% h*	272 59% j	314 71% 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,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(*)
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(*)

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? - 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	
A great deal	35 3%	21 4%	14 2%	19 6% EFKL	7 2%	8 2%	5 4%	14 7% EFKLL	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% 5*	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% j*	21 4%	11 2%	
A fair amount	224 20% C	124 23%	99 17% E	69 21% EI	51 13%	104 25% EIJ	27 20% I	43 22% EFKLL	18 10%	33 16%	37 21% E	66 27% EIJ NOP	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%	105 28%	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 25%	75 32%	82 21%	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% P	33 23% *	135 29%	140 32%	
Heard of them but know nothing about them	218 19%	110 20%	108 19%	48 15%	72 19%	98 24% DH	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% g*	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% DEFGHKL	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% EIJ	19 11%	39 19%	40 23% EI	72 30% EIJ	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% j*	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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Overlap formulae used

ColumnProportions (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(*)

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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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? - 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	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	32 3%	19 4%	13 2%	20 6% EFGJKL	7 2%	5 1%	4 3%	16 8% EFGJLKL	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% c	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% Y2*	264 72% b	599 79%	531 77%	332 76%	292 80% g	214 72%	77 73% *	103 74% *	335 73%	351 79% 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,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(*)
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(*)

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? - Summary
All Adults aged 18+ online in Great Britain

	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)
Unweighted base	1123	1123	1123
Weighted base	1123	1123	1123
Very favourable (2)	78 7% B	29 3%	54 5% B
Fairly favourable (1)	200 18% BC	115 10%	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	196 17%
Net Difference	65 6%	-201 -18%	4 *

Mean	0.03 B	-0.45	-0.05 B
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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 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? - SUMMARY
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)	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 * A	3 1%	* *

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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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 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 15%	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 16%	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% *	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%	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)	Conservative (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%	2%	1%	6%	6%	*	3%	1%	1%	3%	2%	1%	4%	3%	1%	2%	4%	7%	3%	3%	2%	2%	4%	1%	3%	2%	3%	2%	2%	4%	1%	6%	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%	8%	5%	17%	21%	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%	8%	14%	15%	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%	30%	36%	33%	32%	29%	29%	31%	34%	39%	33%	36%	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%	9%	9%	9%	8%	17%	17%	15%	15%	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%	15%	7%	17%	31%	4%	10%	15%	19%	29%	32%	21%	22%	21%	12%	19%	20%	21%	18%	20%	15%	20%	18%	21%	14%	21%	18%	20%	16%	105	29%	8%	27%	19%	17%	25%	
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%	24%	31%	16%	23%	25%	35%	28%	15%	16%	20%	20%	27%	28%	23%	24%	22%	29%	19%	19%	23%	23%	22%	27%	21%	19%	25%	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%	10%	6%	23%	26%	6%	13%	7%	5%	14%	12%	8%	16%	15%	8%	12%	16%	20%	16%	13%	11%	12%	16%	10%	15%	12%	14%	10%	8%	24%	9%	20%	18%	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%	25%	16%	25%	48%	12%	19%	23%	27%	46%	49%	36%	37%	31%	17%	29%	32%	32%	31%	27%	29%	31%	31%	32%	25%	37%	33%	30%	29%	34%	43%	22%	41%	27%	29%	38%	
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/FG,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/FG,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		e		fi	*	*	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(**)