



IPSOS MORI POLITICAL PULSE

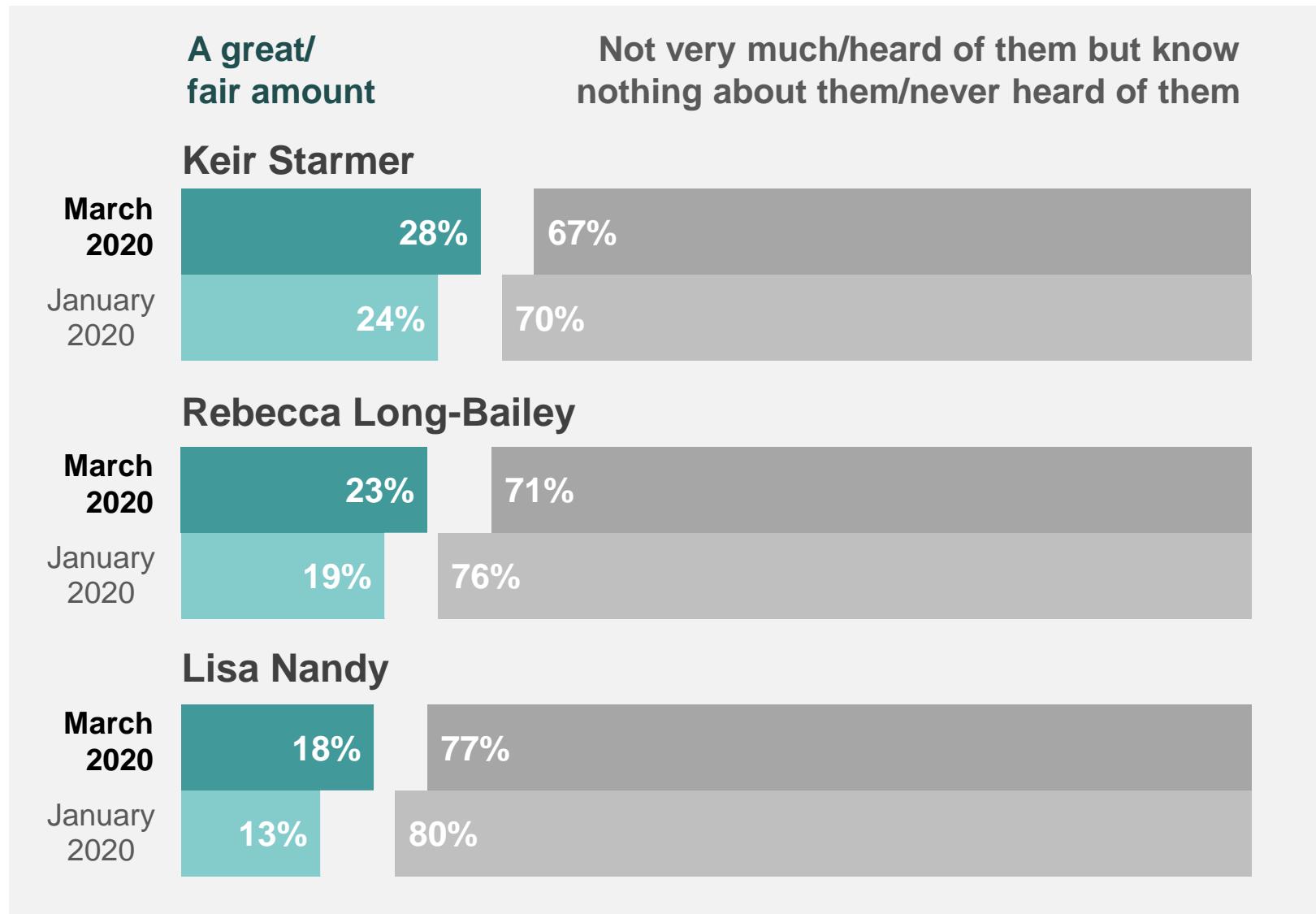
MARCH 2020

Ipsos MORI



Knowledge of Labour leadership candidates

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

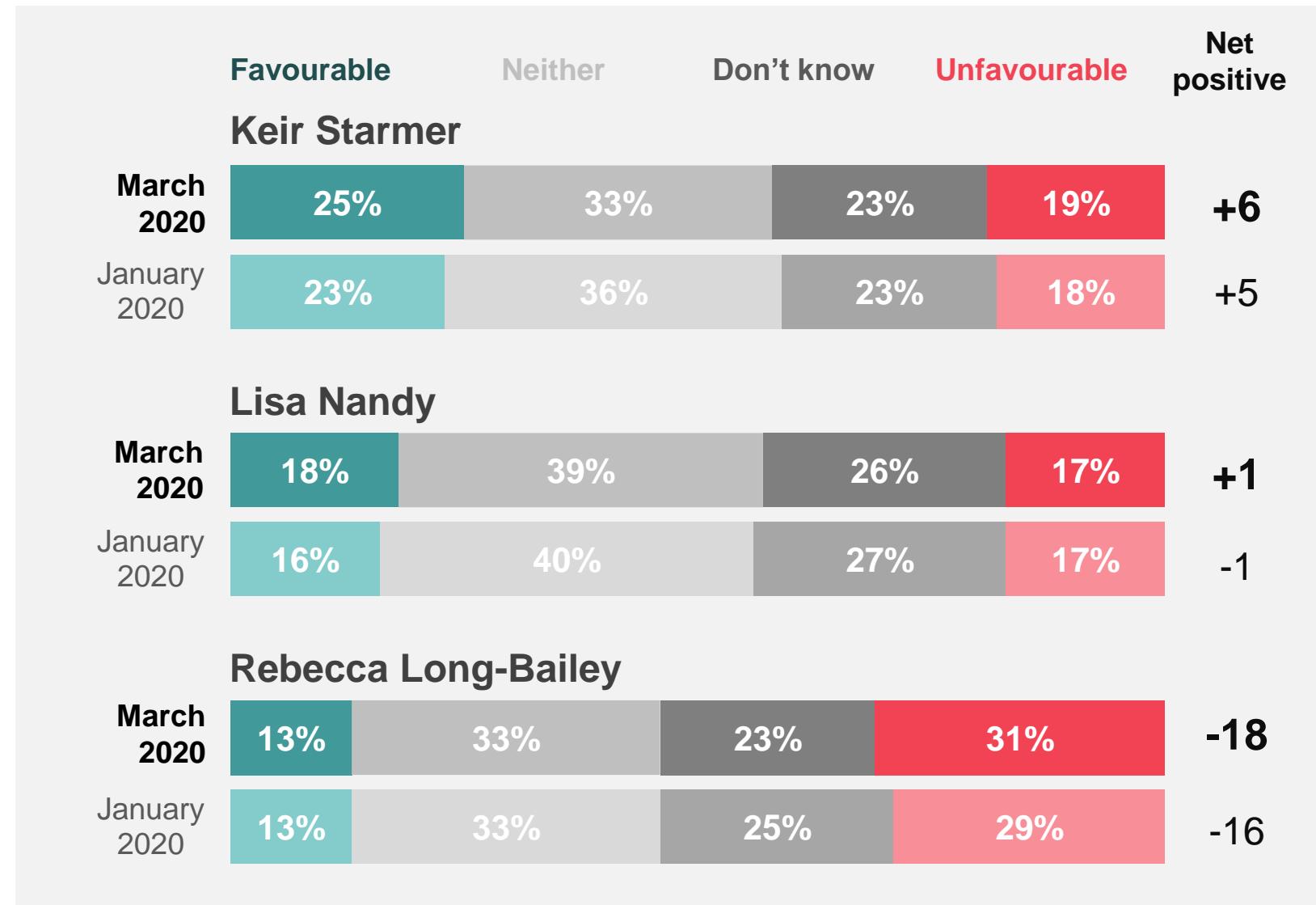


Base: 1,123 Online British adults 18+, 28 February – 2 March 2020

Source: Ipsos MORI

Favourability of Labour leadership candidates

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



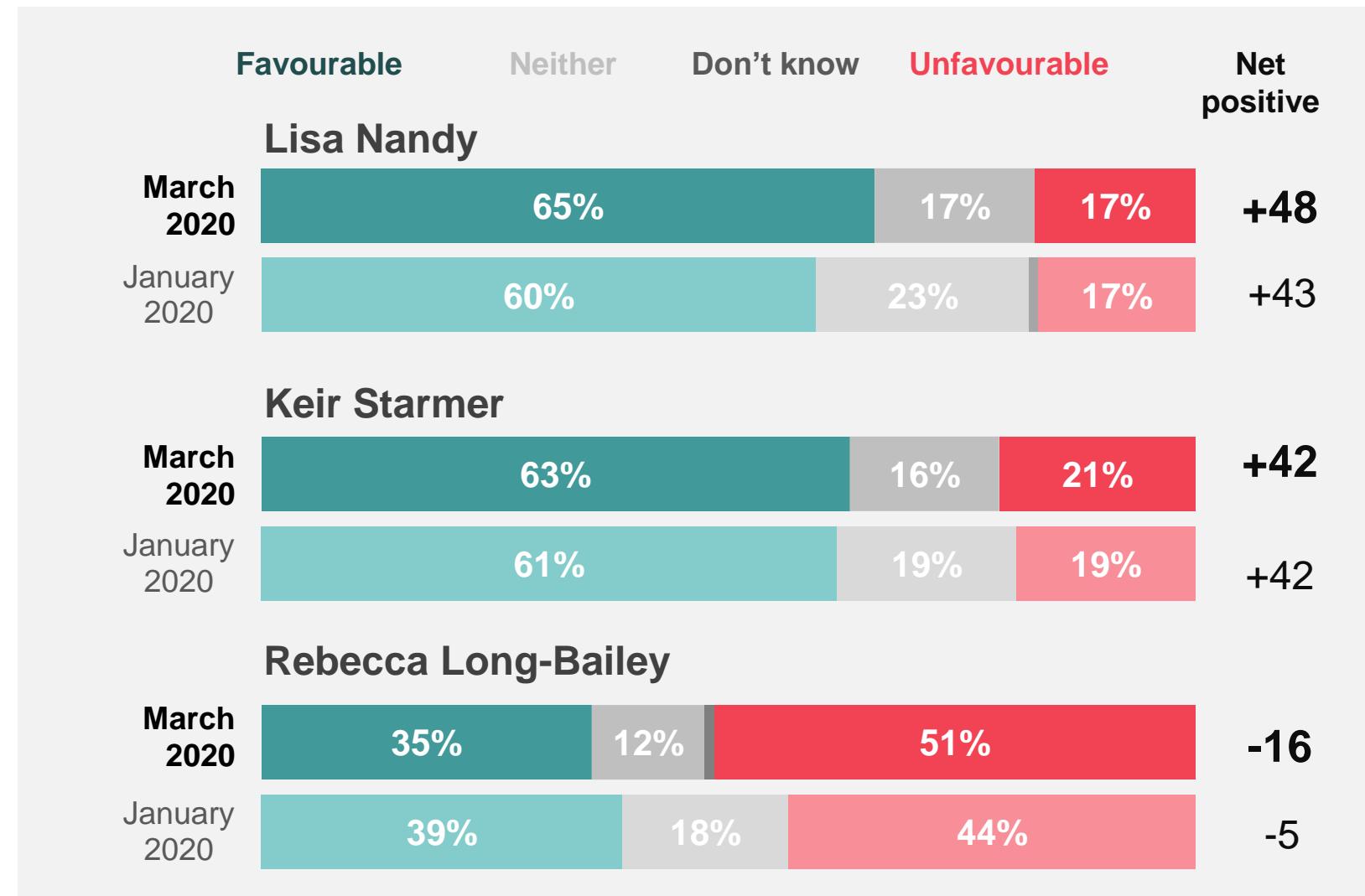
Source: Ipsos MORI

Base: 1,123 Online British adults 18+, 28 February – 2 March 2020

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

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

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



Base: Among online British adults 18+ who say they know a great deal/fair amount about Keir Starmer (344), Rebecca Long-Bailey (288), Lisa Nandy (213), 28 February – 2 March 2020

Source: Ipsos MORI

Favourability of Labour leadership candidates: By 2019 General Election vote

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

Favourable Neither Don't know Unfavourable Net positive

Among 2019 Labour voters

Keir Starmer

Mar-2020	37%	36%	17%	10%	+27
Jan-2020	39%	32%	19%	10%	+29

Lisa Nandy

Mar-2020	25%	43%	20%	11%	+14
Jan-2020	24%	44%	23%	10%	+14

Rebecca Long-Bailey

Mar-2020	24%	35%	19%	22%	+2
Jan-2020	24%	36%	20%	21%	+3

Among 2019 Conservative voters

Keir Starmer

Mar-2020	20%	34%	18%	28%	-8
Jan-2020	15%	35%	18%	32%	-17

Lisa Nandy

Mar-2020	18%	38%	23%	22%	-4
Jan-2020	15%	35%	25%	26%	-11

Rebecca Long-Bailey

Mar-2020	8%	30%	19%	43%	-35
Jan-2020	7%	27%	21%	45%	-38

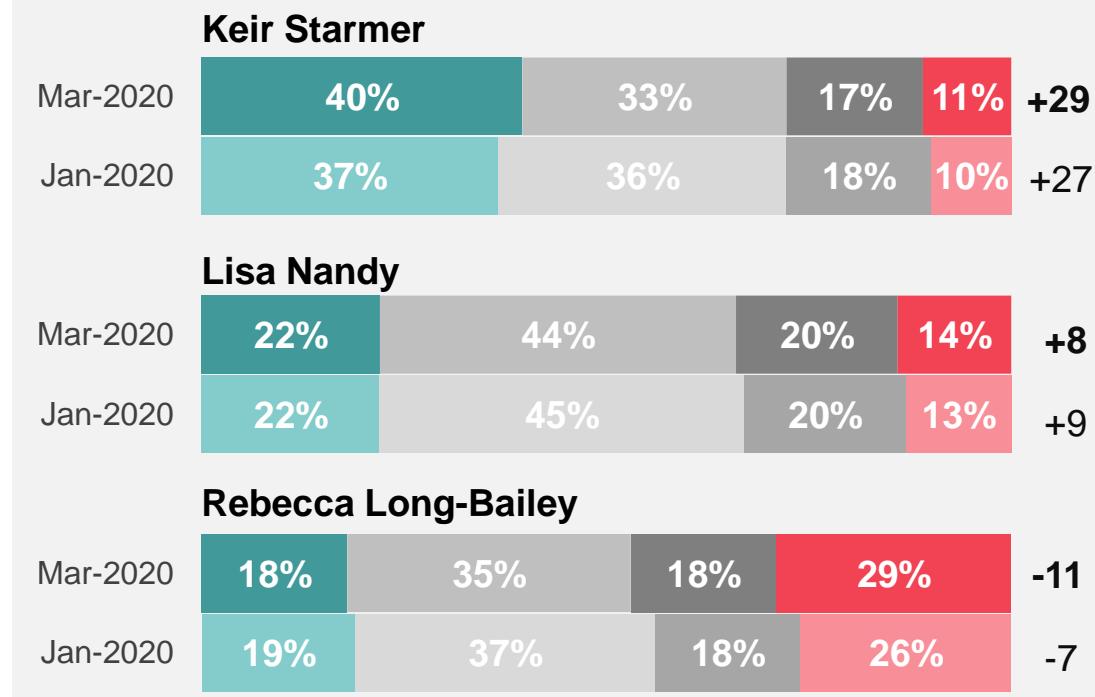
Base: 1,123 Online British adults 18+, 2019 Conservative voters (354), 2019 Labour voters (326), 28 February – 2 March 2020

Favourability of Labour leadership candidates: By 2016 EU Referendum vote

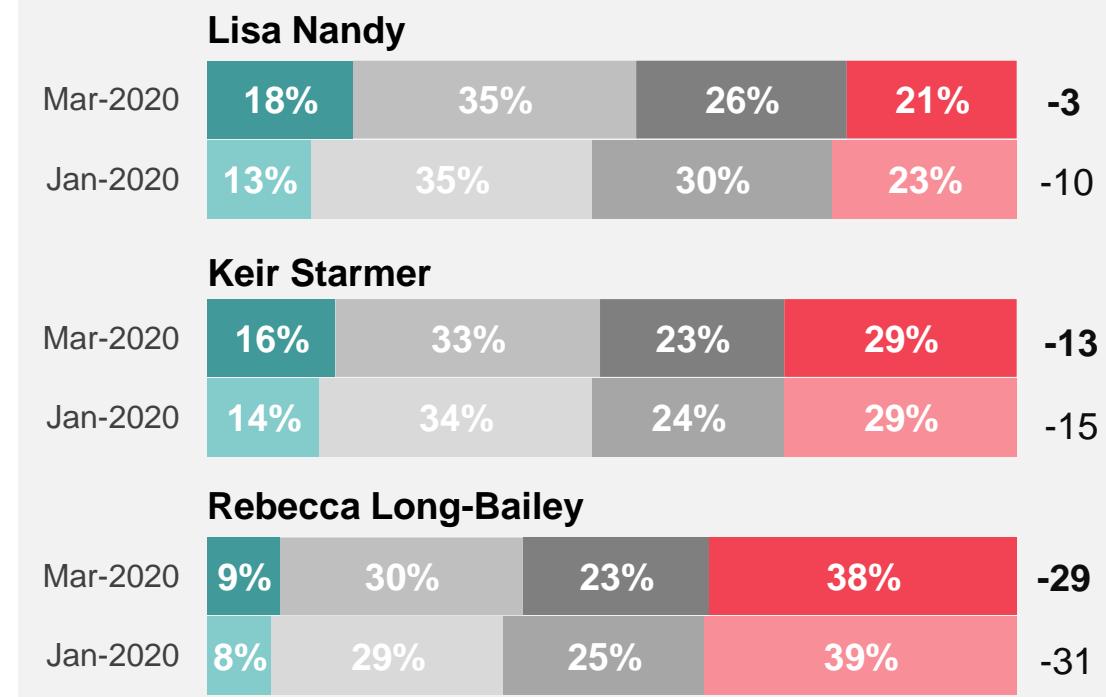
Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?

Favourable Neither Don't know Unfavourable Net positive

Among 2016 Remain voters



Among 2019 Leave voters



Base: 1,123 Online British adults 18+, 2016 Remain voters (532), 2016 Leave voters (397), 28 February – 2 March 2020

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