

# IPSOS MORI POLITICAL PULSE

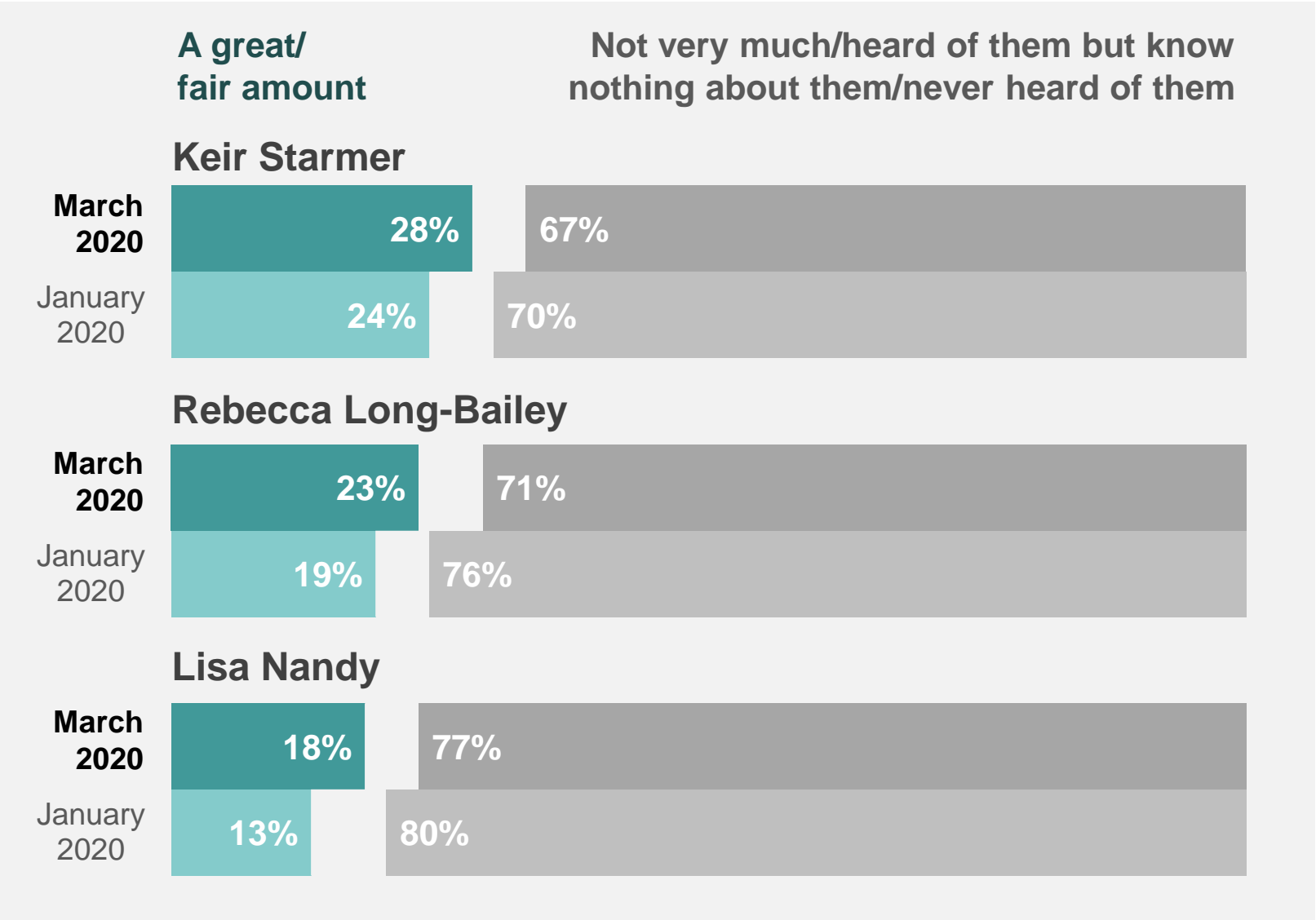
MARCH 2020

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?

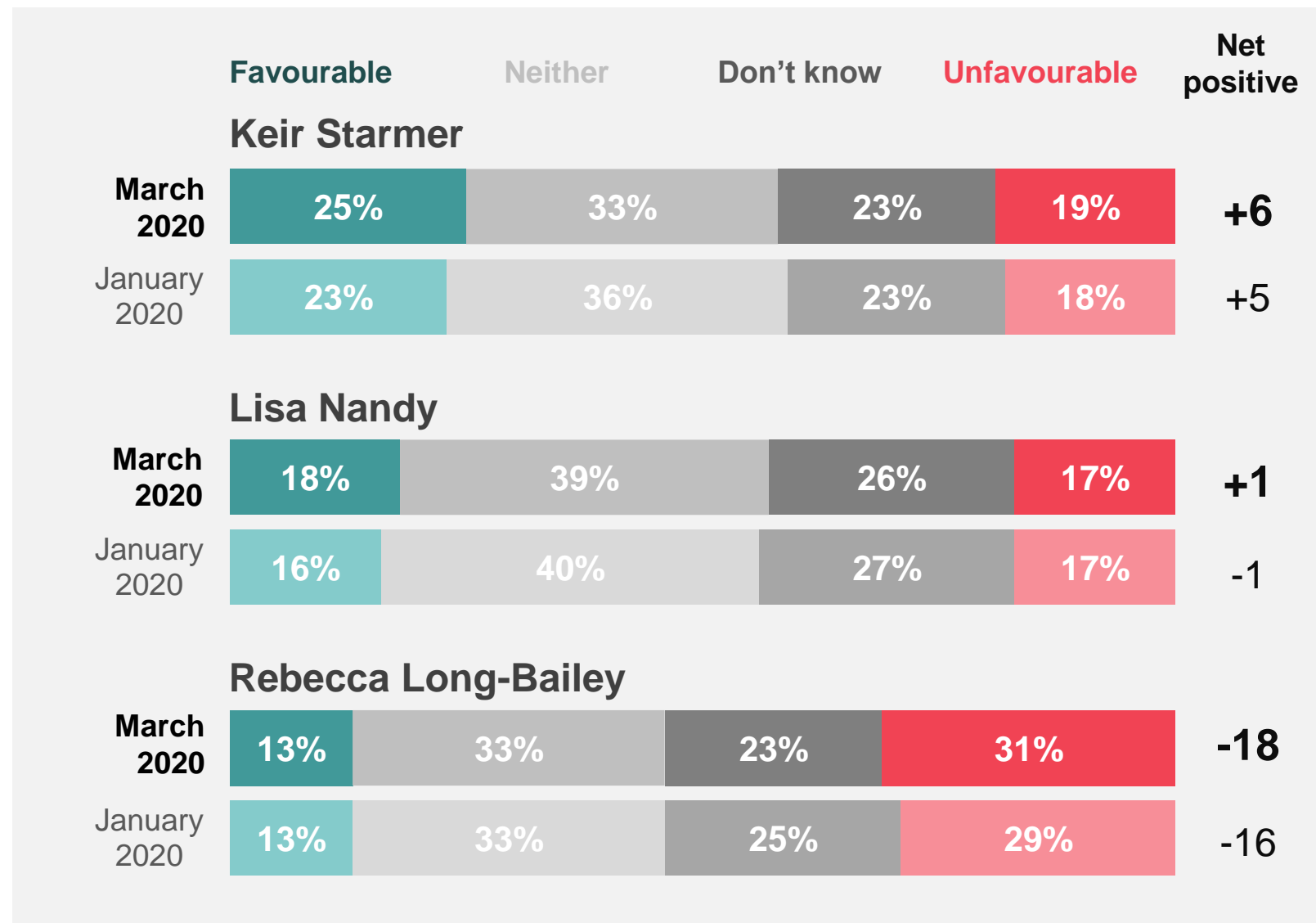


Base: 1,123 Online British adults 18+, 28 February – 2 March 2020

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?



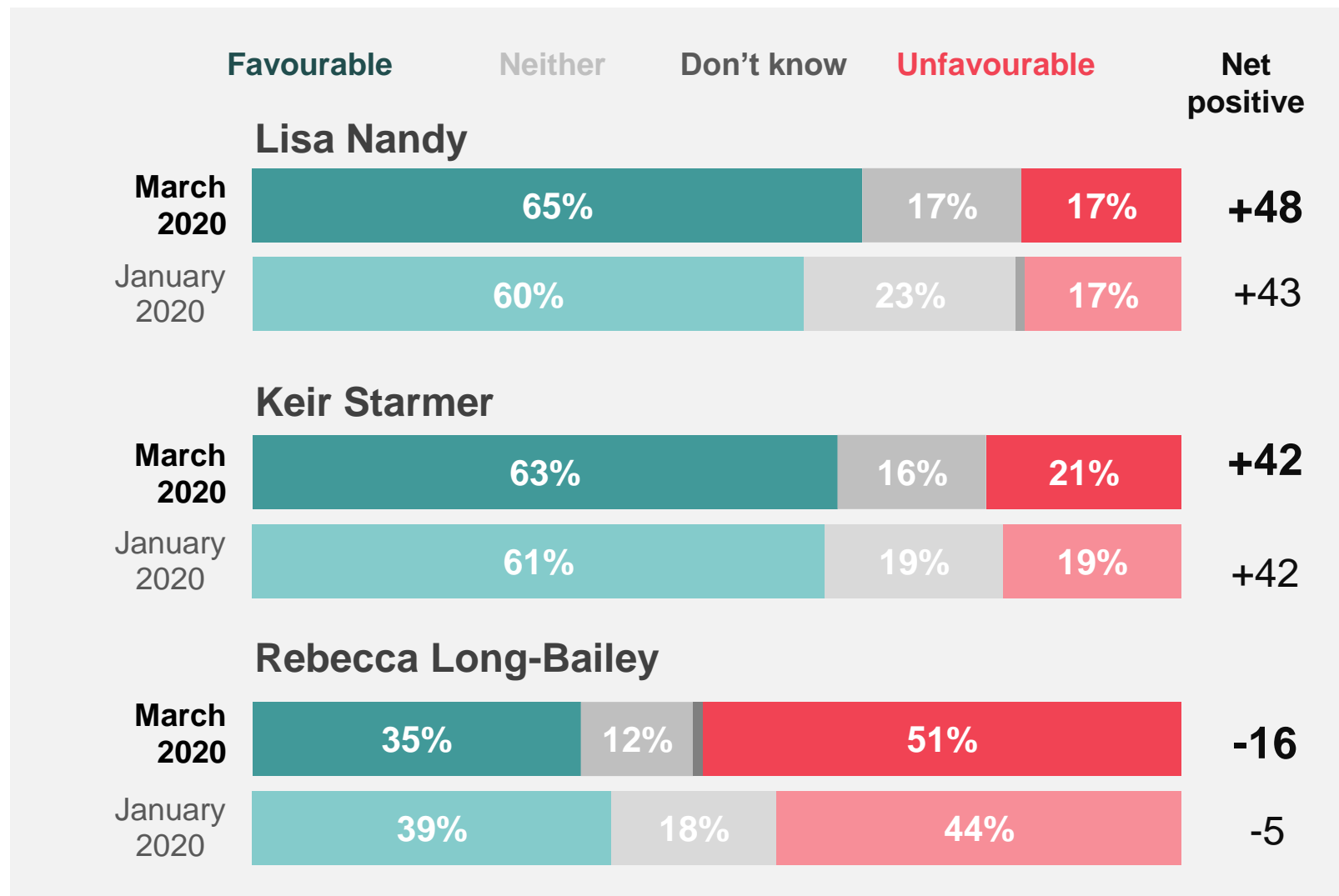
Base: 1,123 Online British adults 18+, 28 February – 2 March 2020

Source: Ipsos MORI

# 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

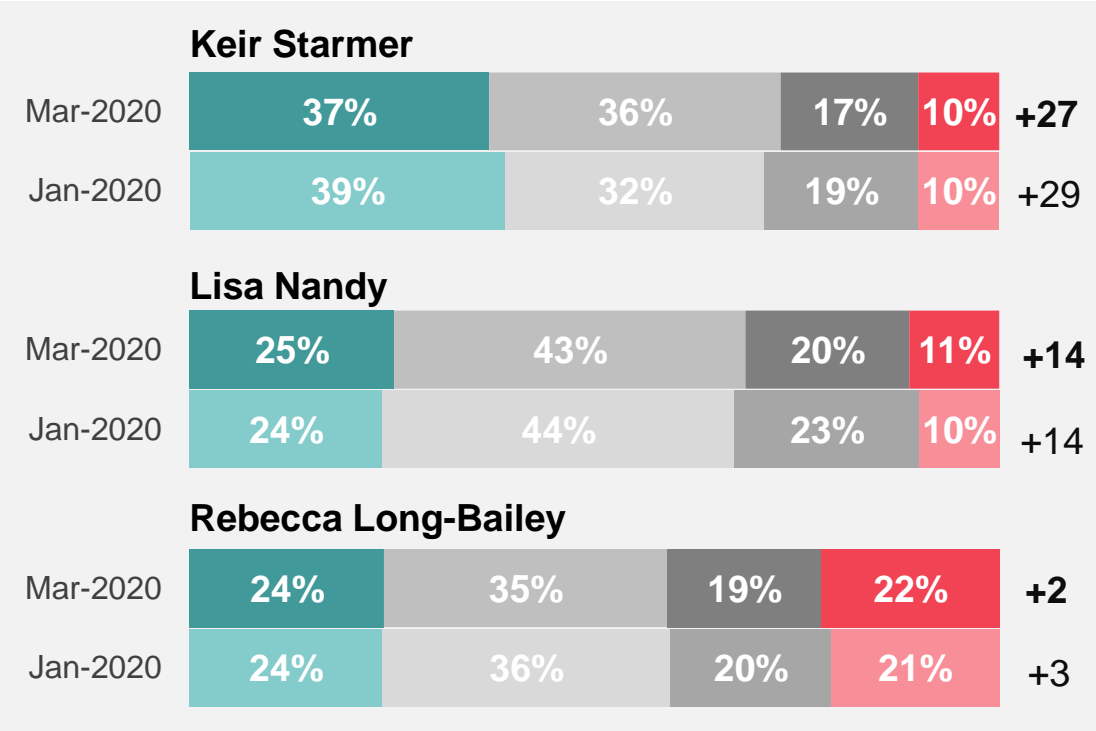


# Favourability of Labour leadership candidates: By 2019 General Election vote

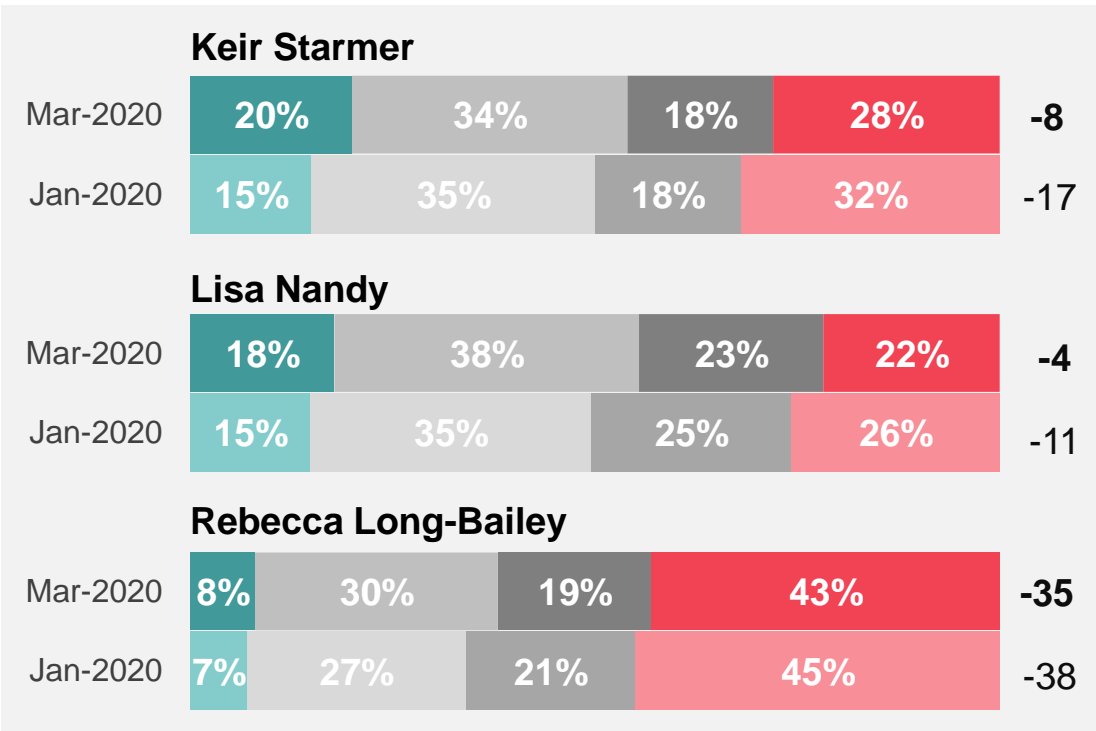
Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?

Favourable    Neither    Don't know    Unfavourable    Net positive

## Among 2019 Labour voters



## Among 2019 Conservative voters



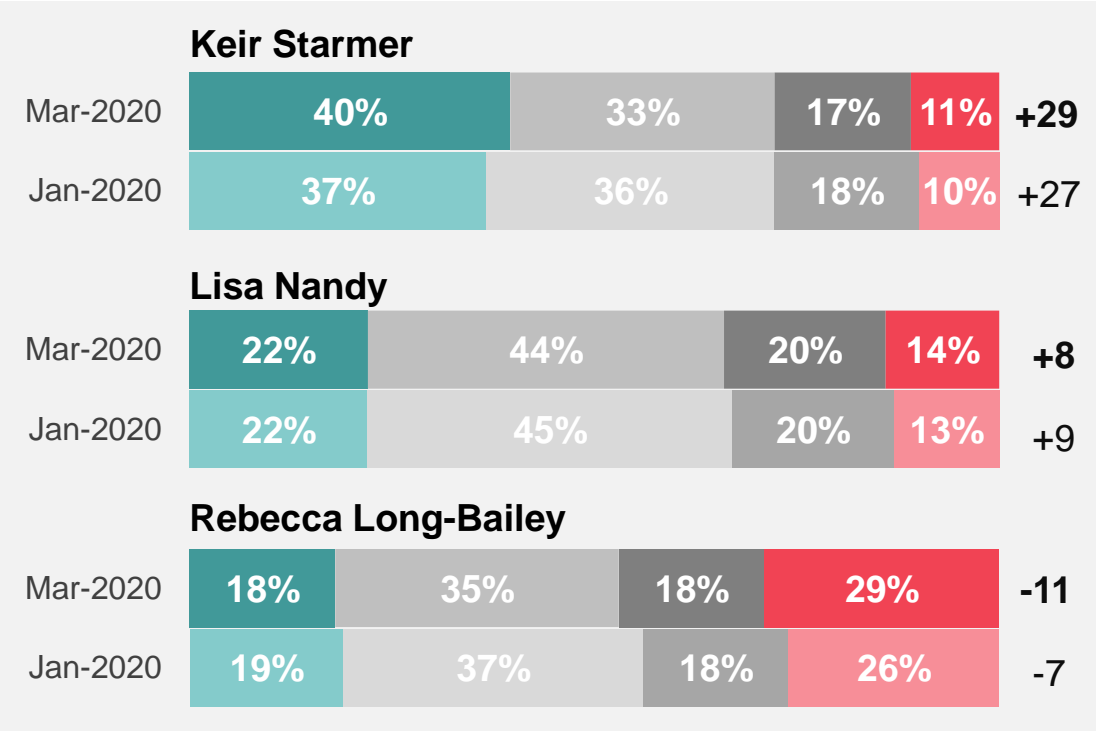
Base: 1,123 Online British adults 18+, 2019 Conservative voters (354), 2019 Labour voters (326), 28 February – 2 March 2020

# Favourability of Labour leadership candidates: By 2016 EU Referendum vote

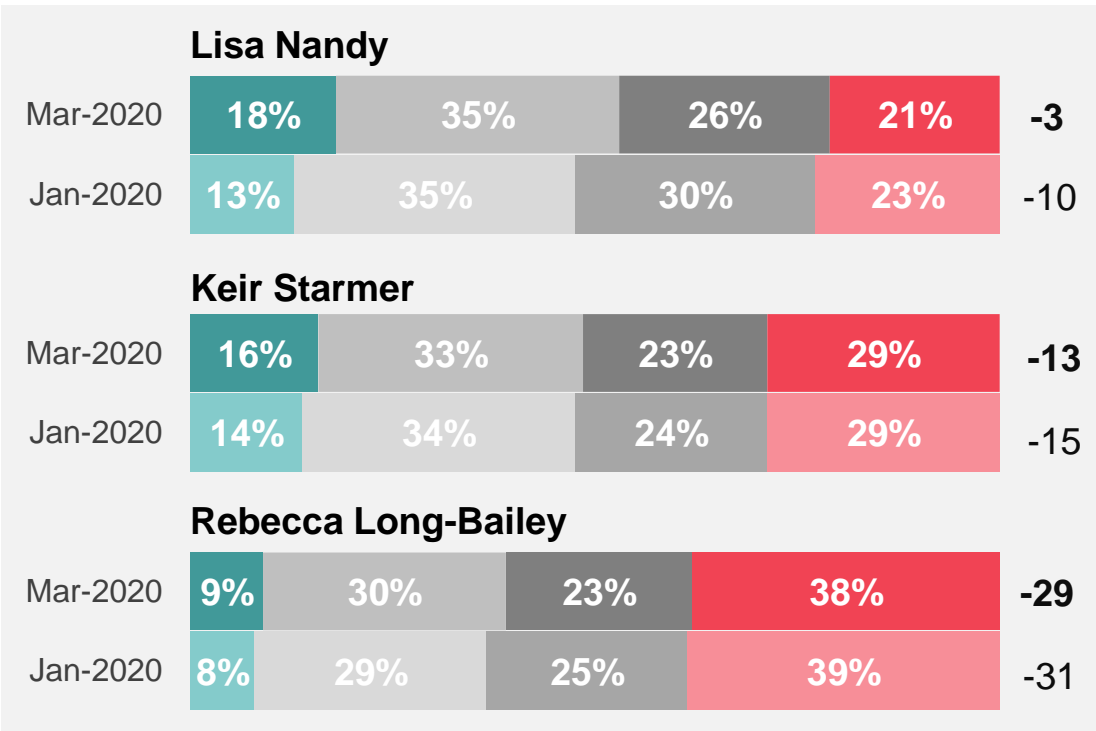
Based on what you know about each MP, how favourable or unfavourable do you feel towards each candidate for leader of the Labour Party?

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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## Political Pulse March 2020

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