

IPSOS UK POLITICAL PULSE

January 2023

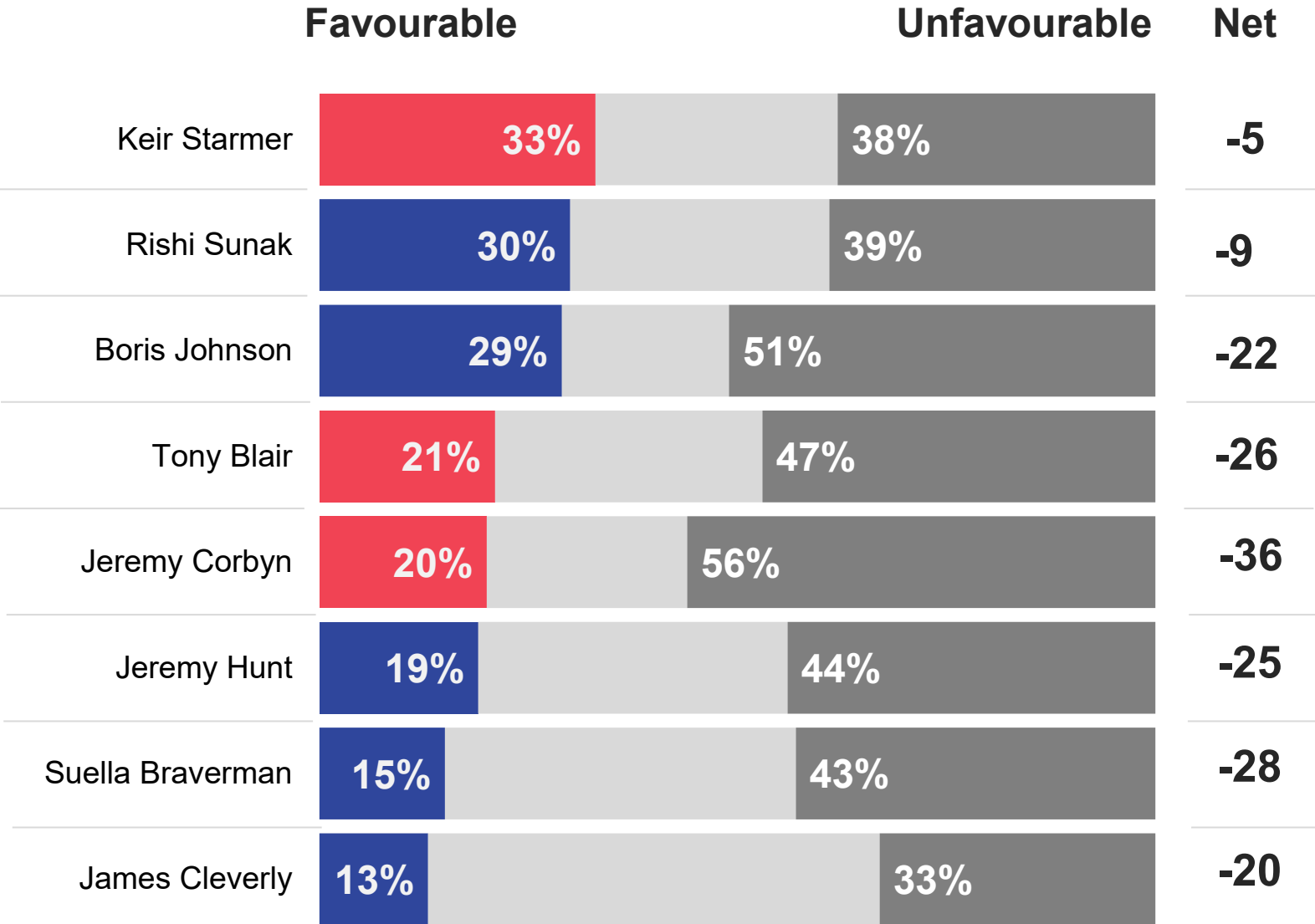


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

January 2023

Favourability of leading politicians

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



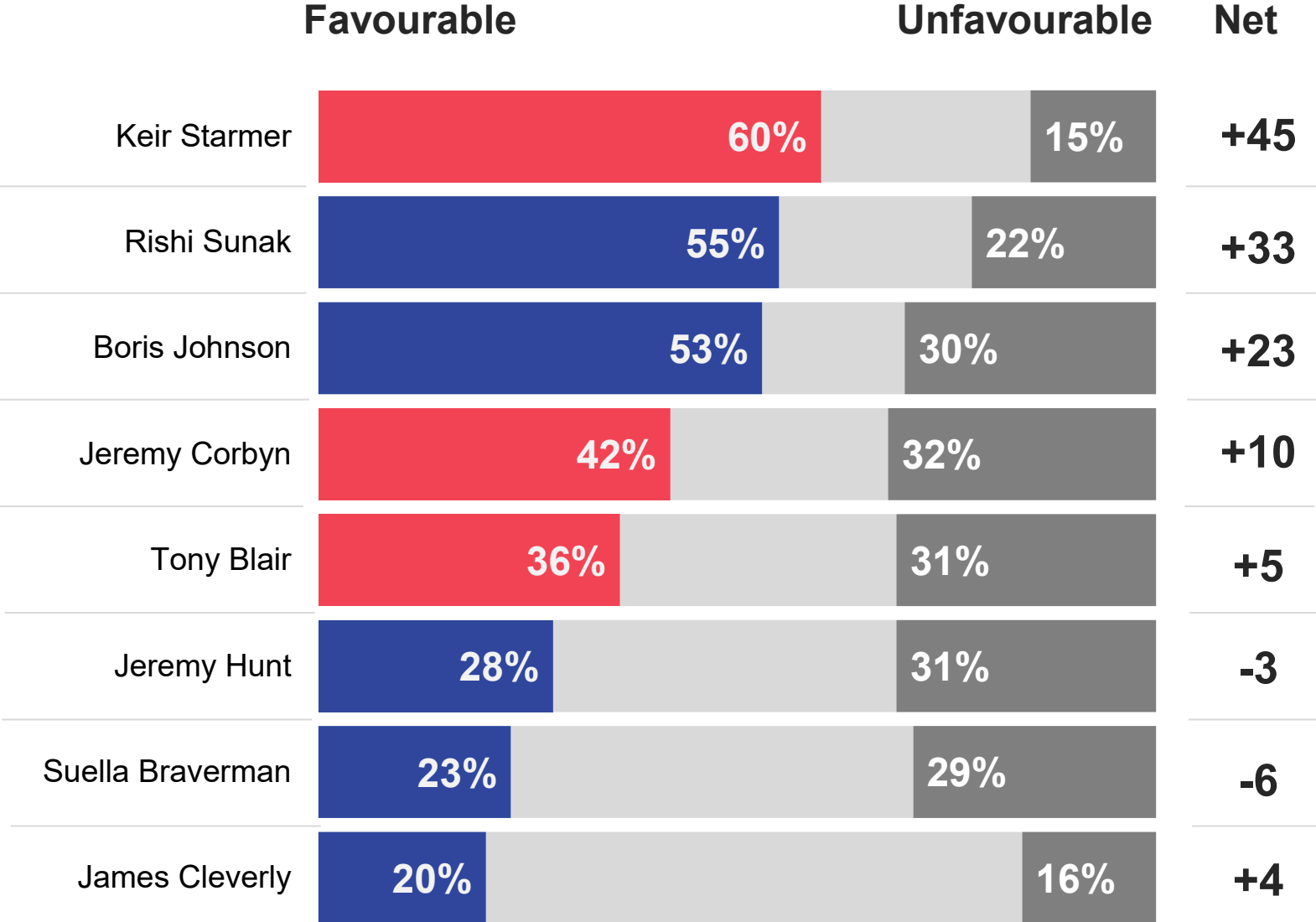
Base: 1,141 Online British adults aged 18+ 6-10 January 2023



Favourability of leading politicians

Among those who voted for their party at GE2019

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



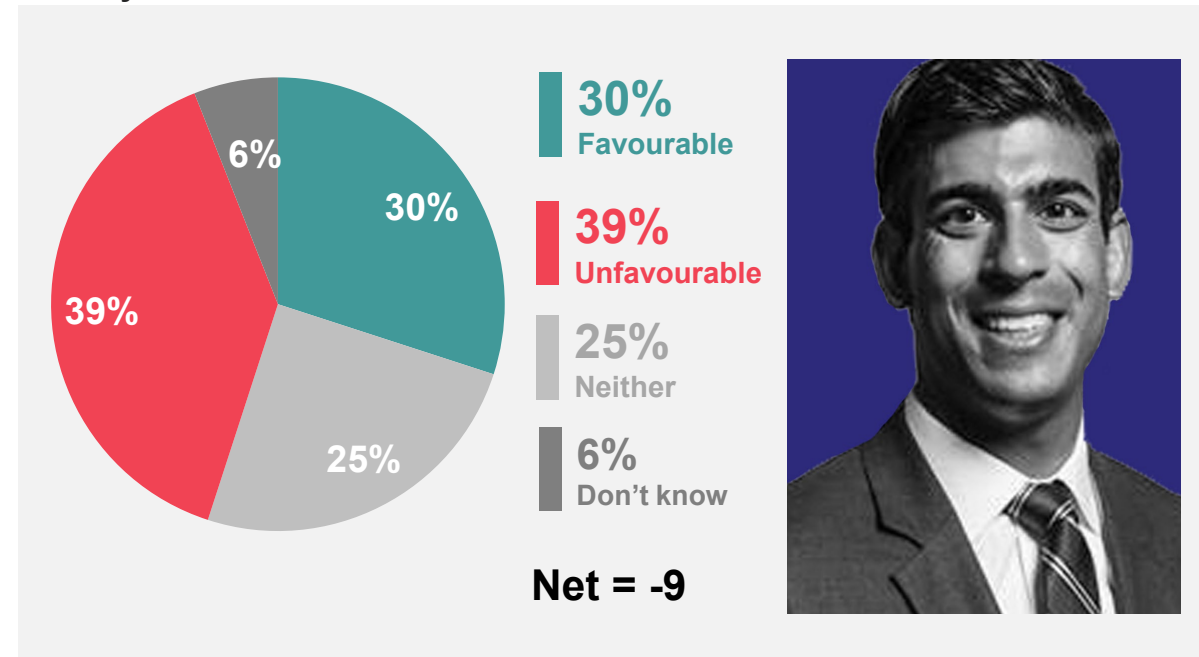
Base: 1,141 Online British adults aged 18+ 6-10 January 2023, including (358) 2019 Conservative party voters and (307) 2019 Labour party voters



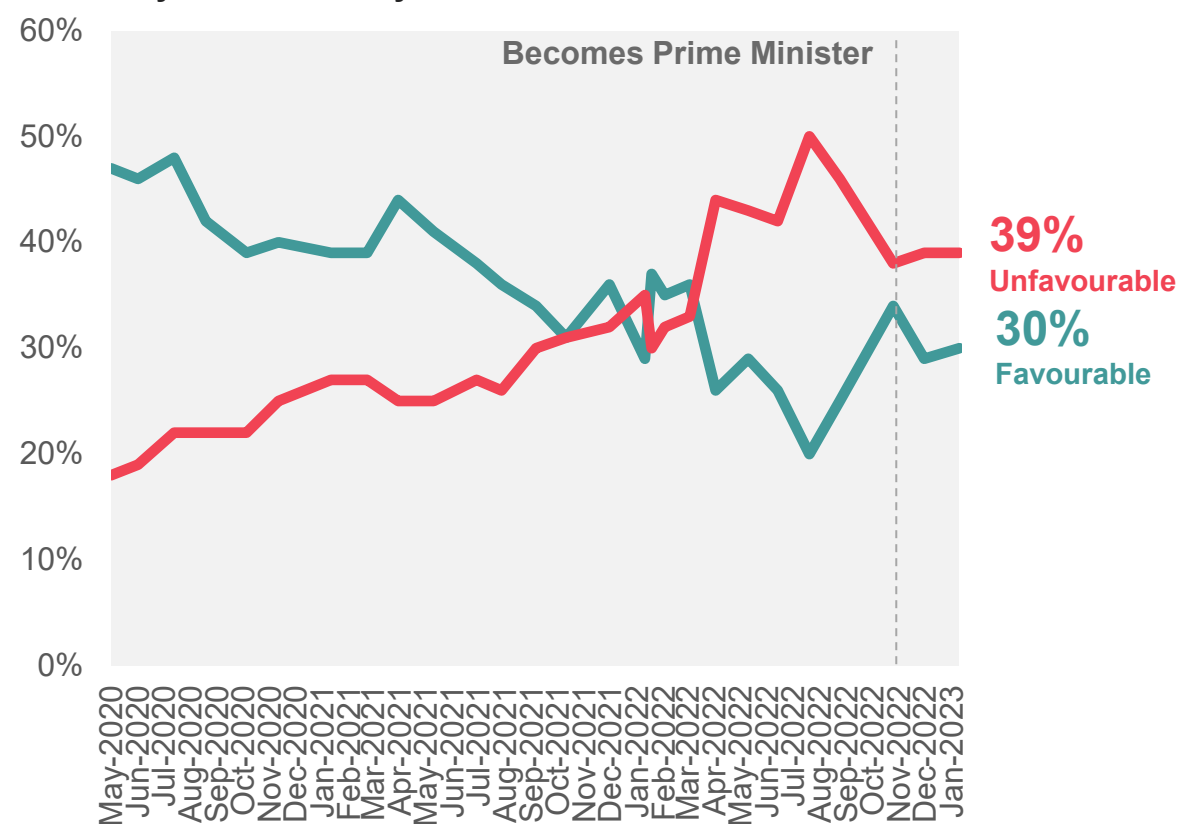
Rishi Sunak: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

January 2023



May 2020 – January 2023

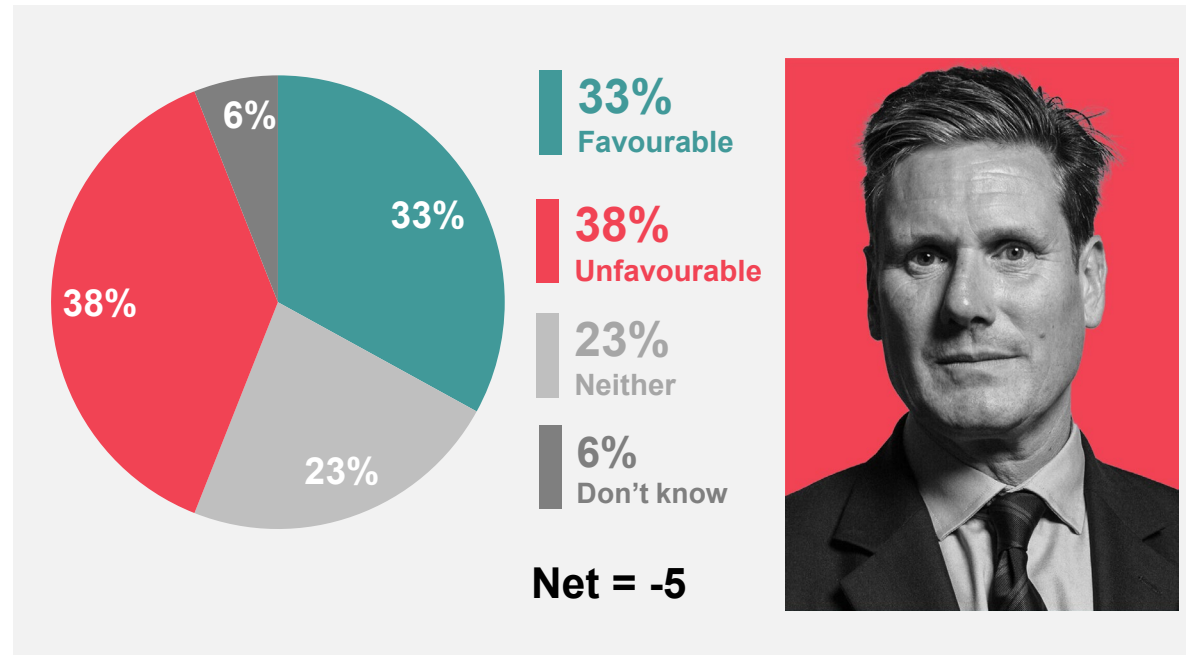


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Keir Starmer: Favourability

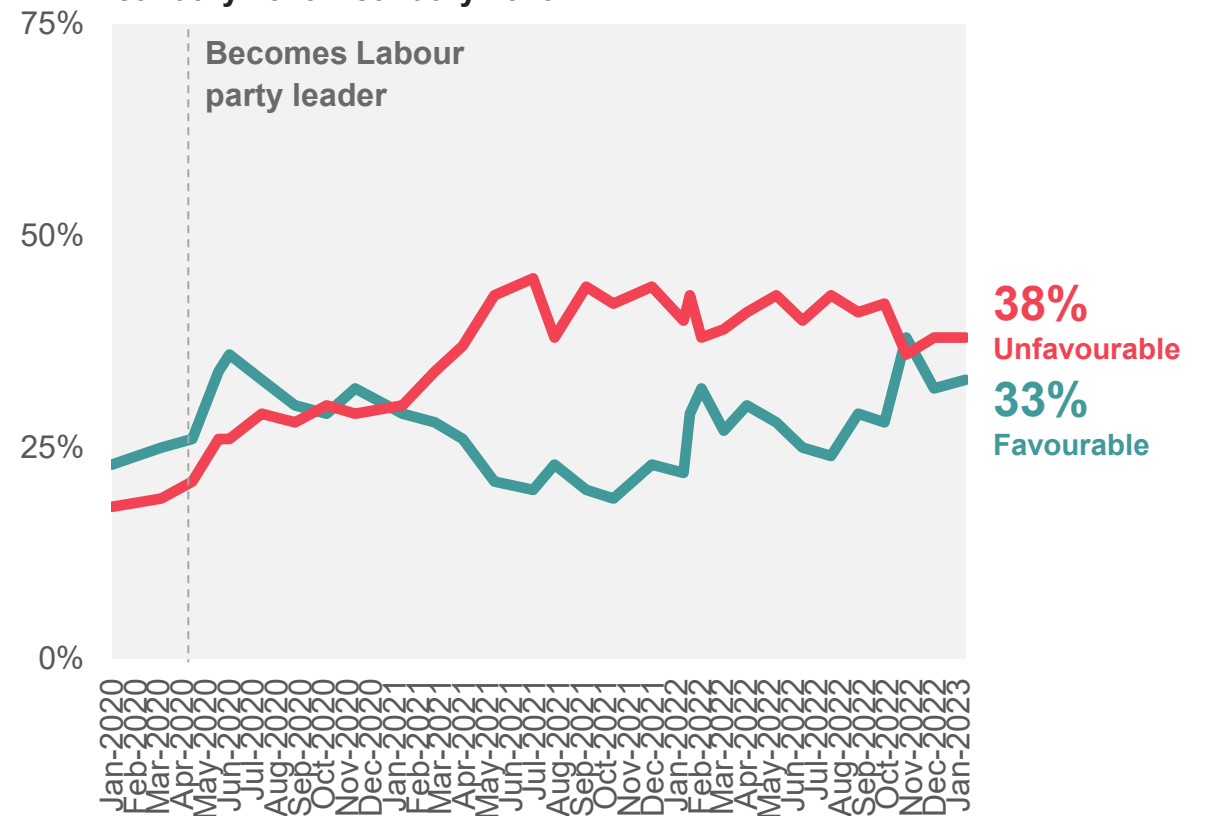
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

January 2023



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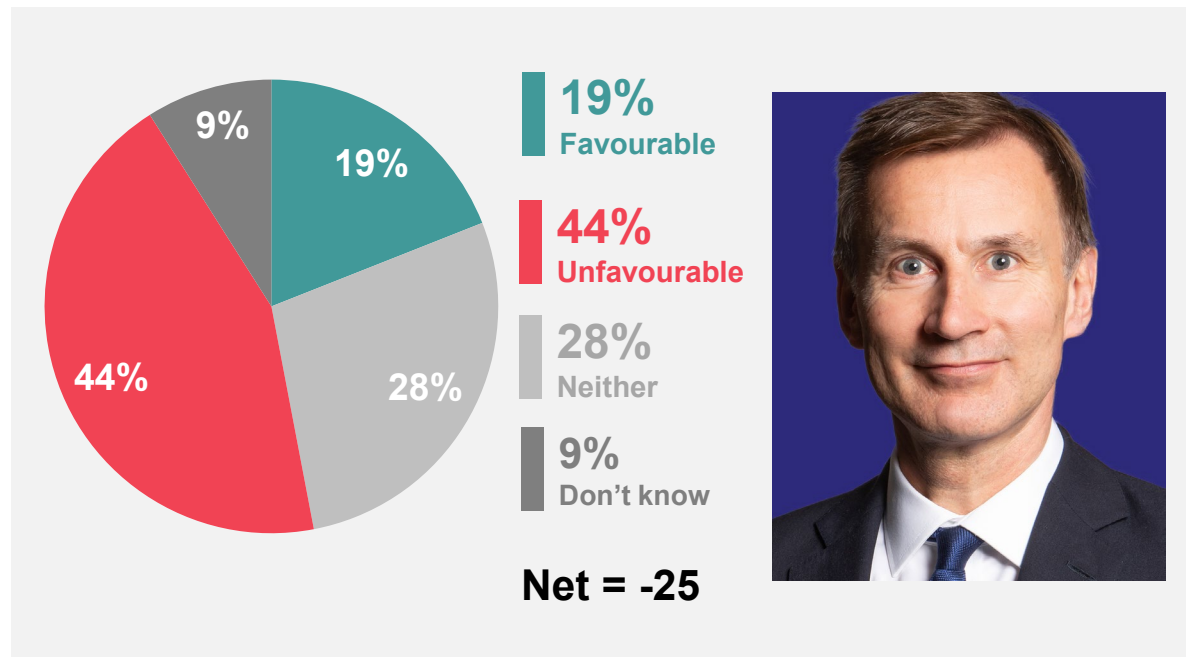
January 2020 – January 2023



Jeremy Hunt: Favourability

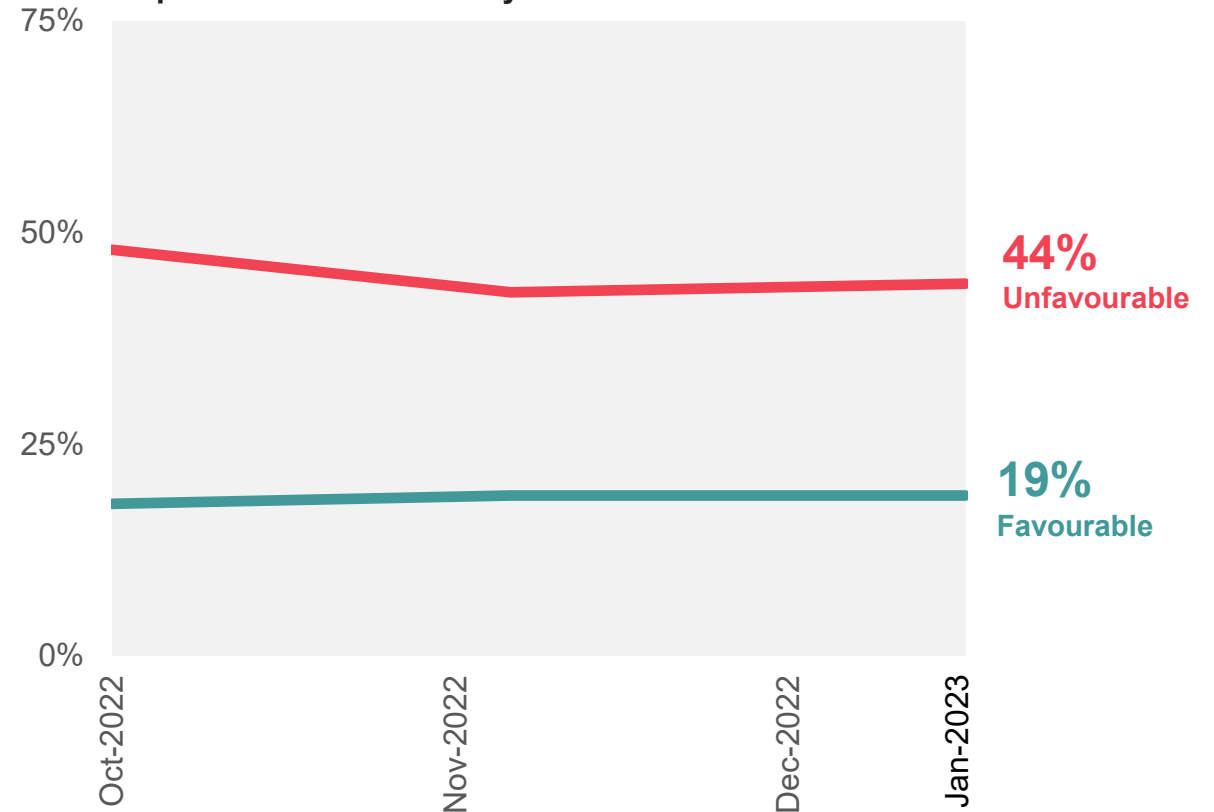
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

January 2023



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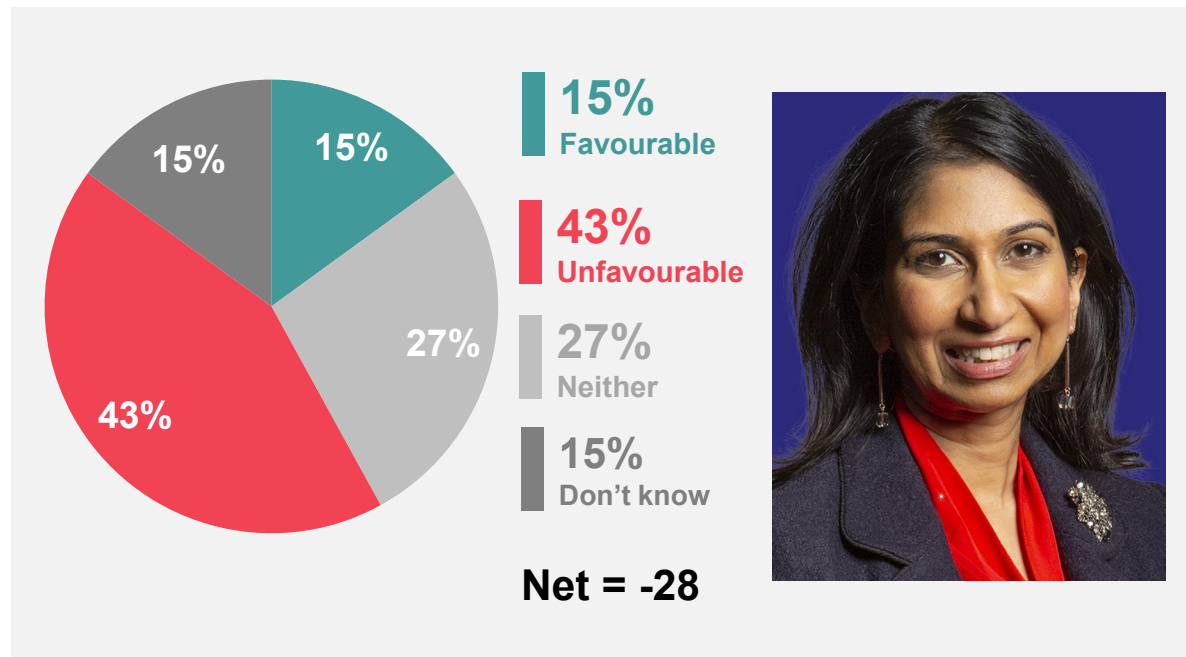
September 2022 – January 2023



Suella Braverman: Favourability

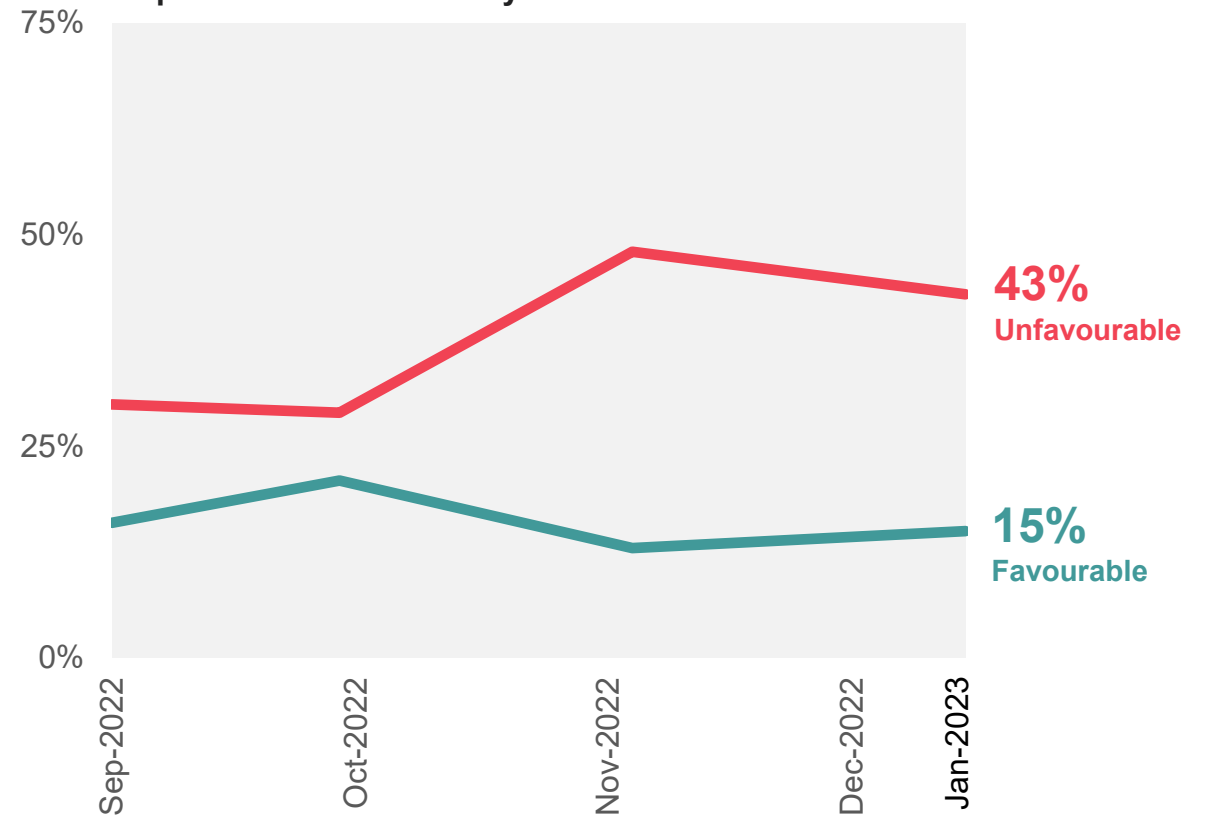
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

January 2023



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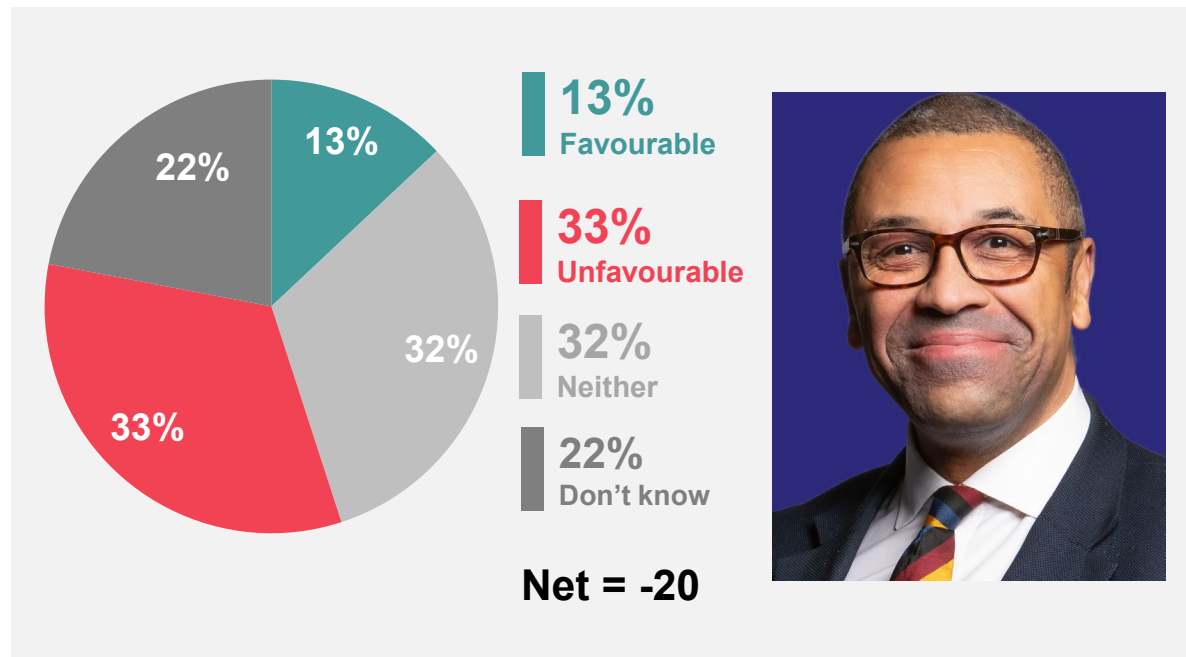
September 2022 – January 2023



James Cleverly: Favourability

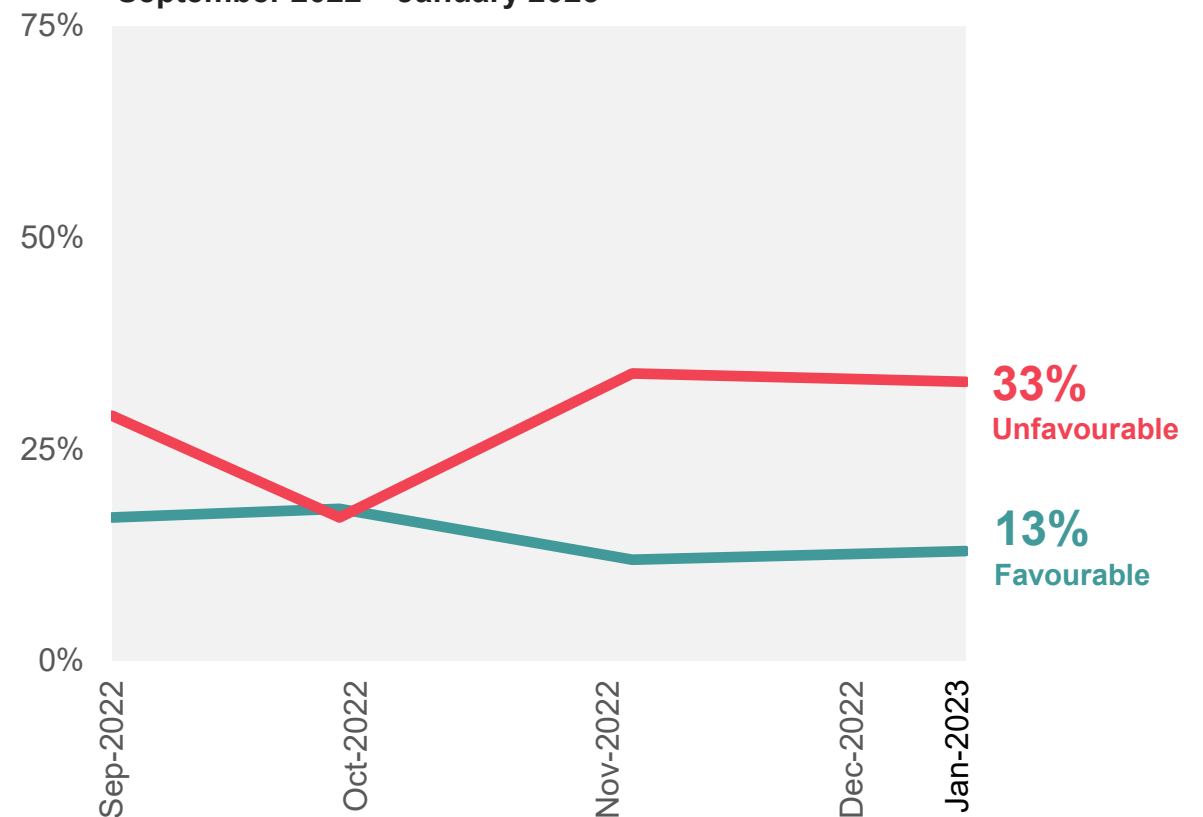
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

January 2023



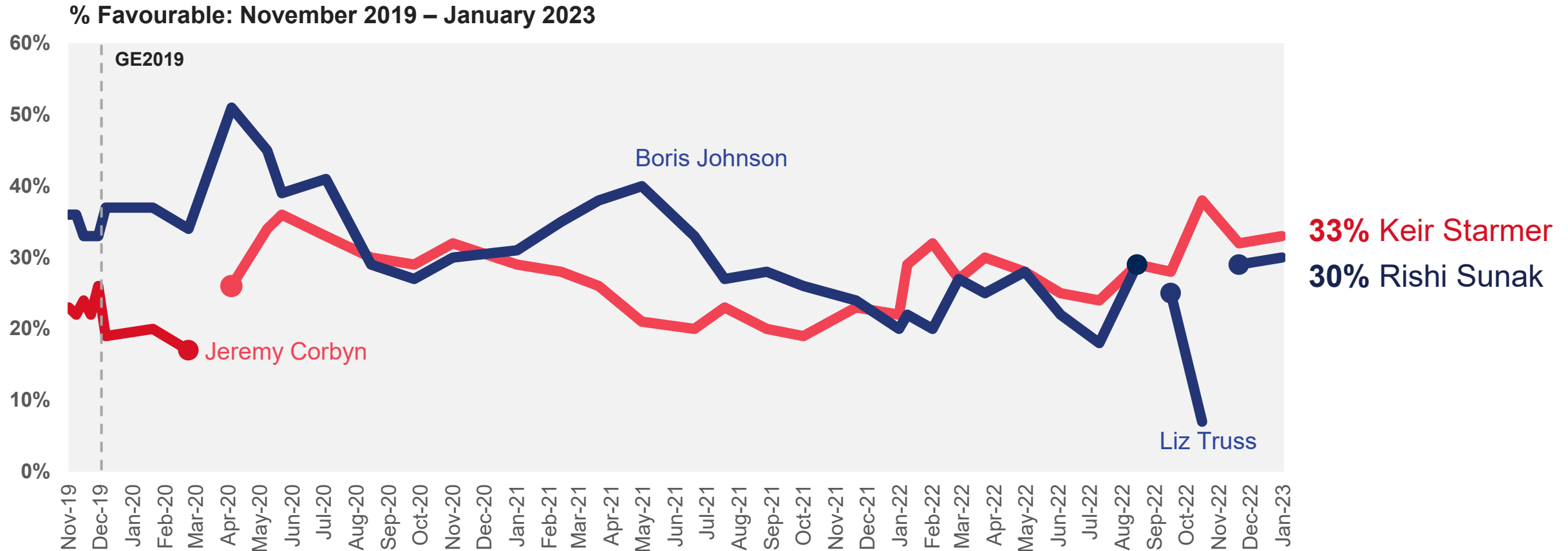
Base: 1,141 Online British adults aged 18+ 6-10 January 2023

September 2022 – January 2023



Favourability: Rishi Sunak vs Keir Starmer

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

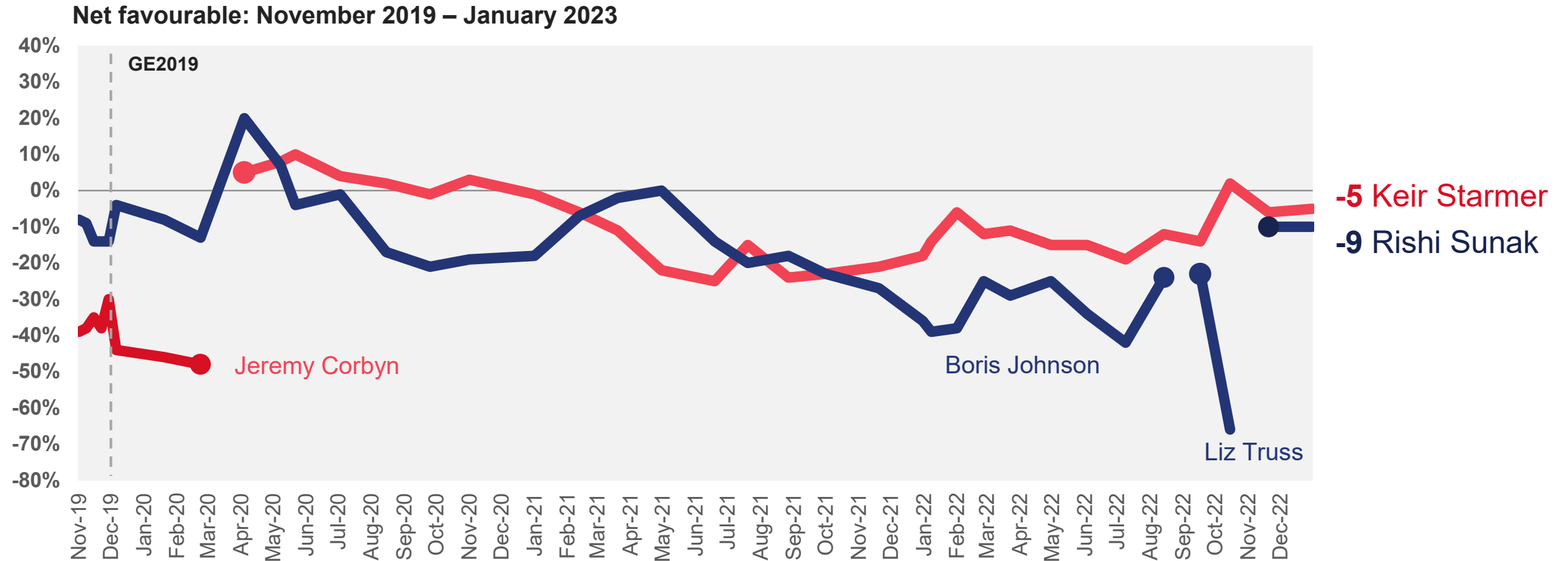


Base: 1,141 Online British adults aged 18+ 6-10 January 2023



Net favourability: Rishi Sunak vs Keir Starmer

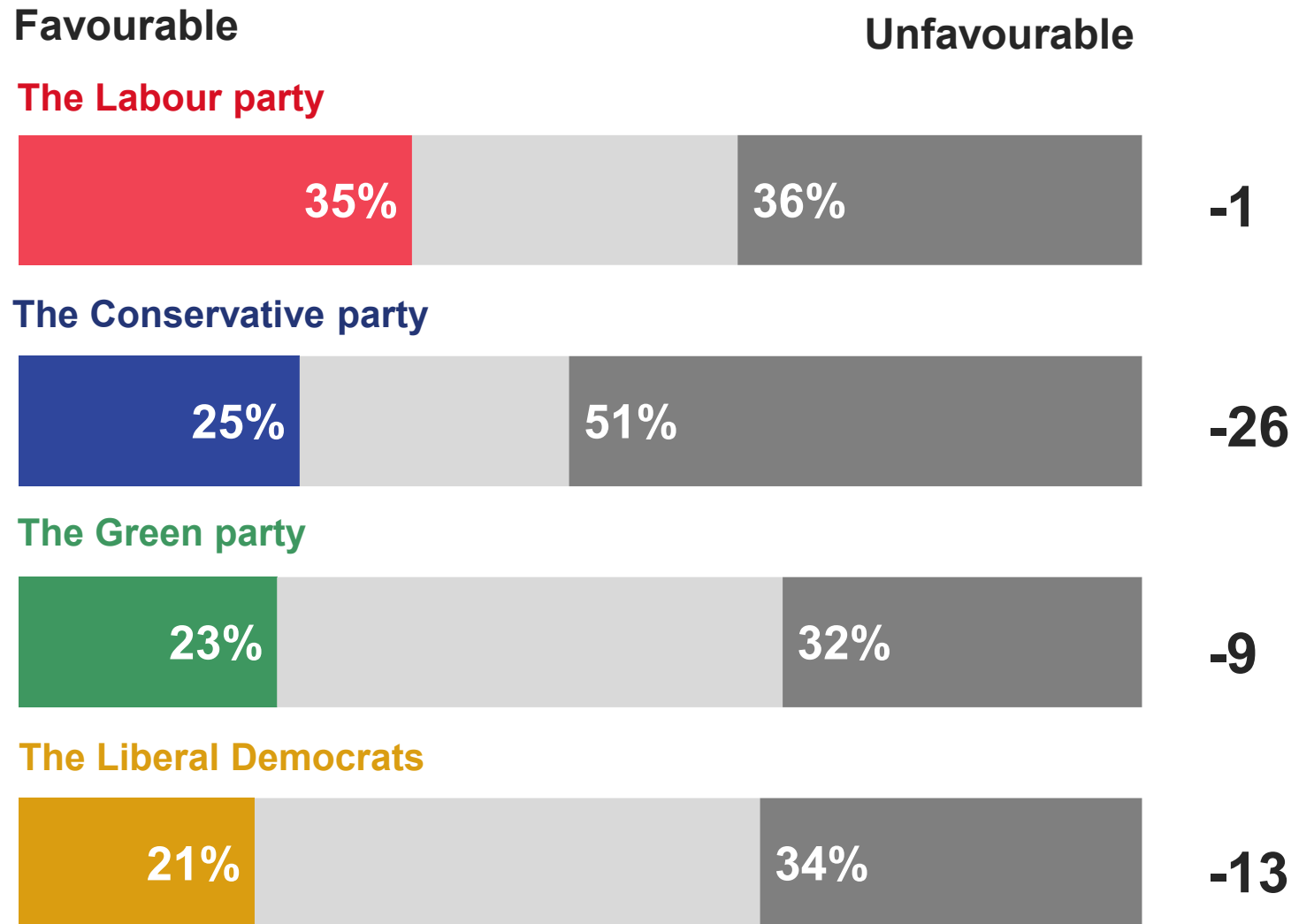
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+ 6-10 January 2023

Favourability towards political parties

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

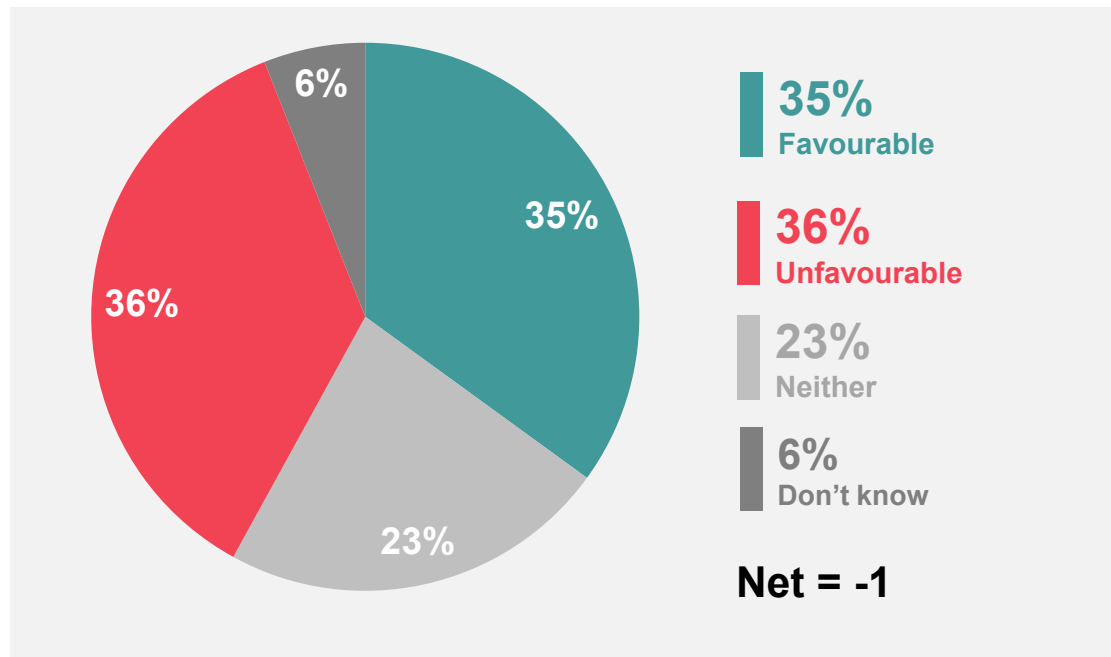


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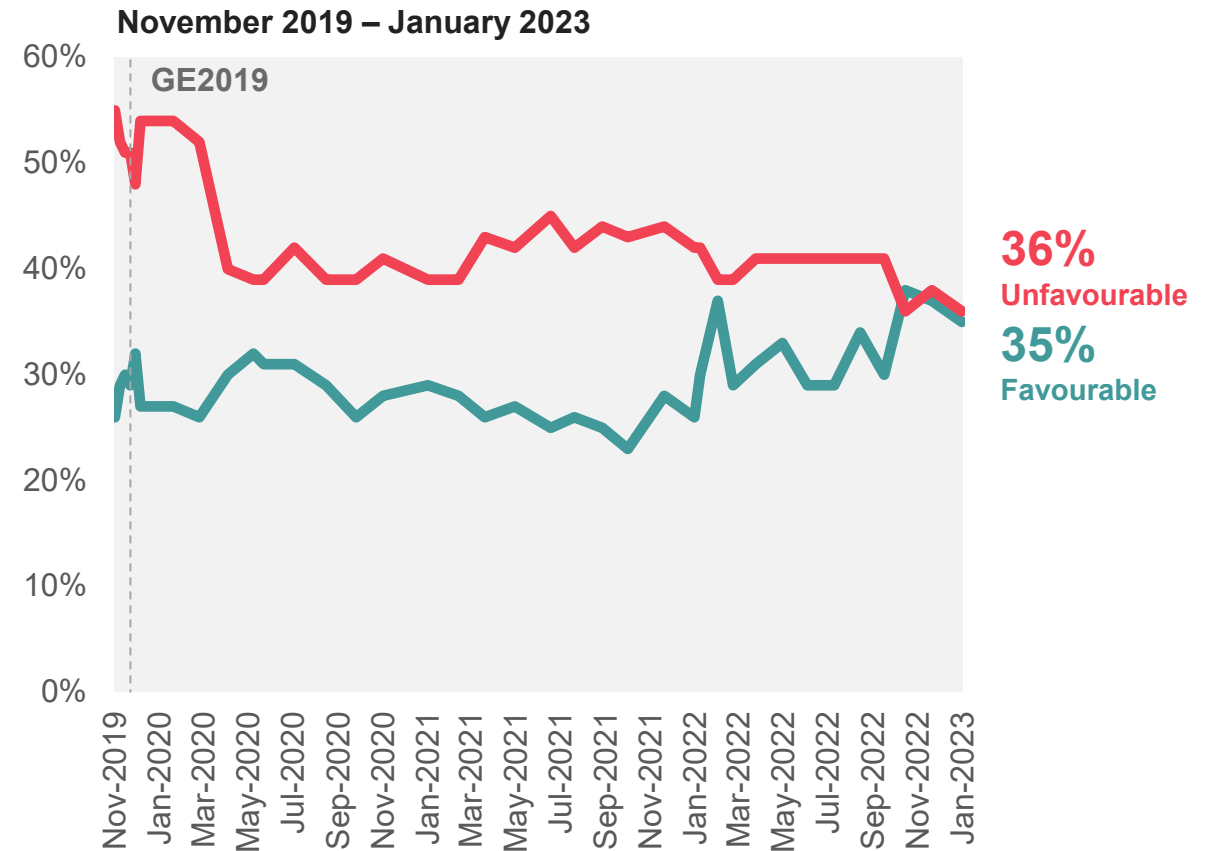
The Labour party: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

January 2023



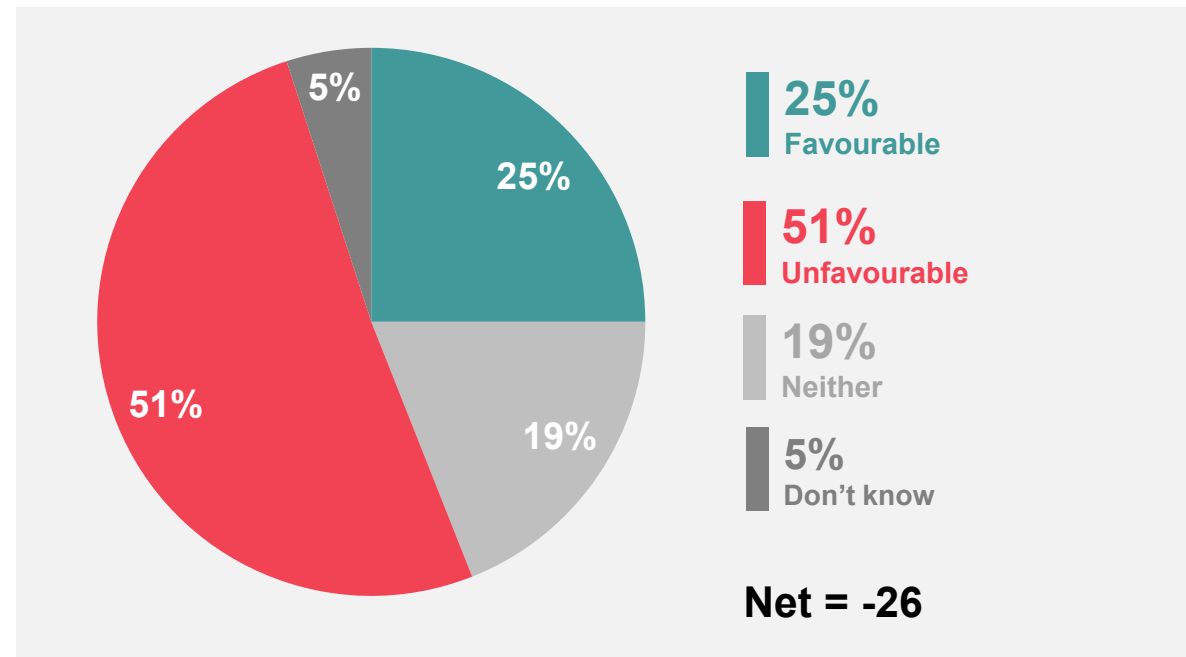
Base: 1,141 Online British adults aged 18+ 6-10 January 2023



The Conservative party: Favourability

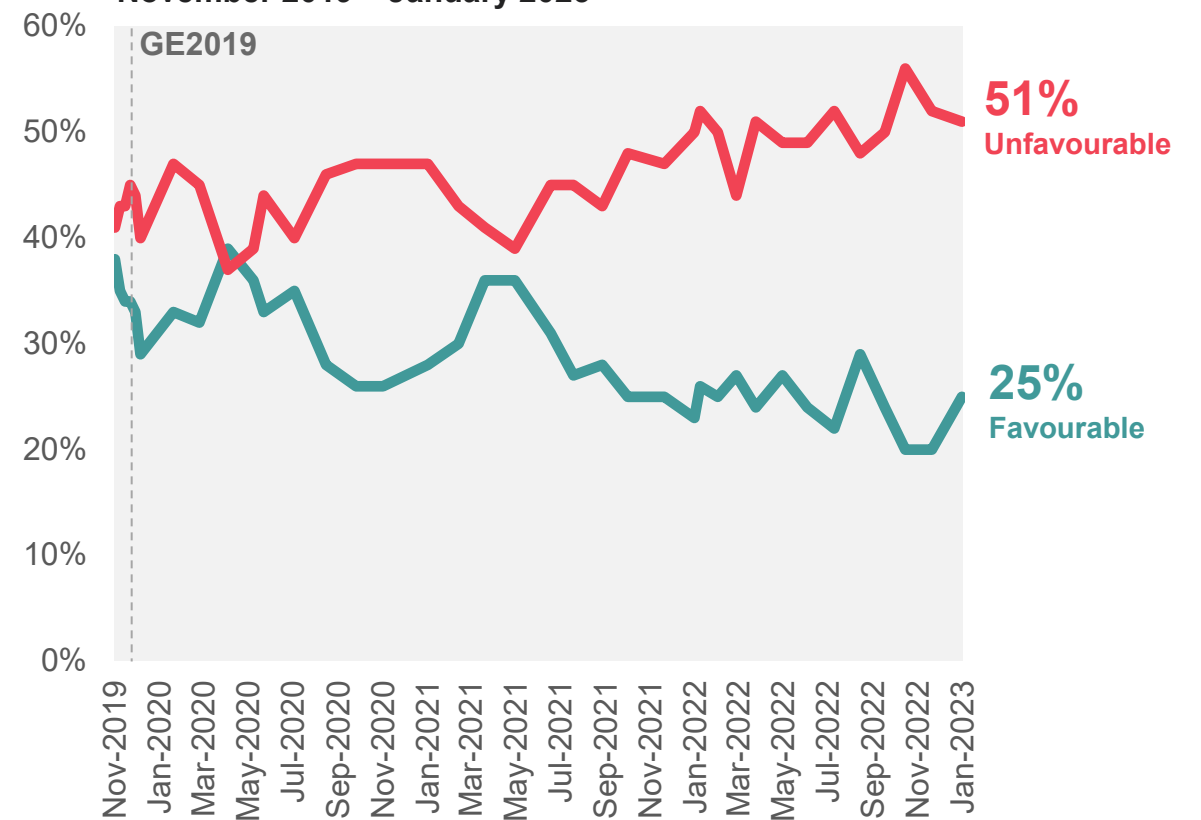
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

January 2023



Base: 1,141 Online British adults aged 18+ 6-10 January 2023

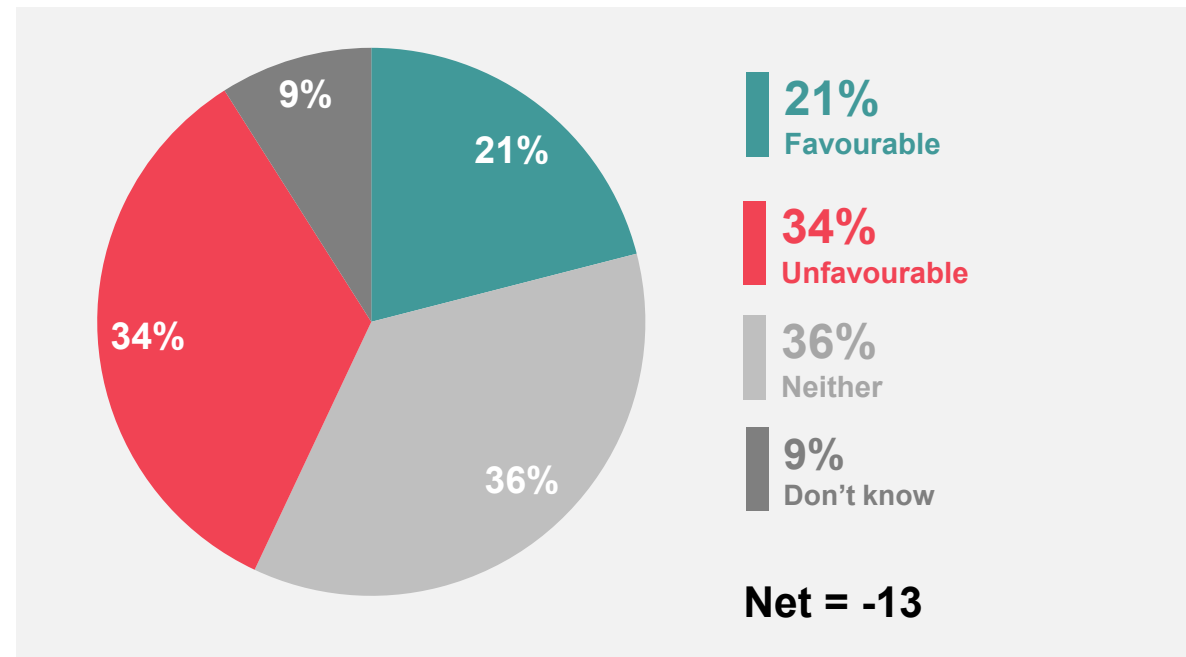
November 2019 – January 2023



The Liberal Democrats: Favourability

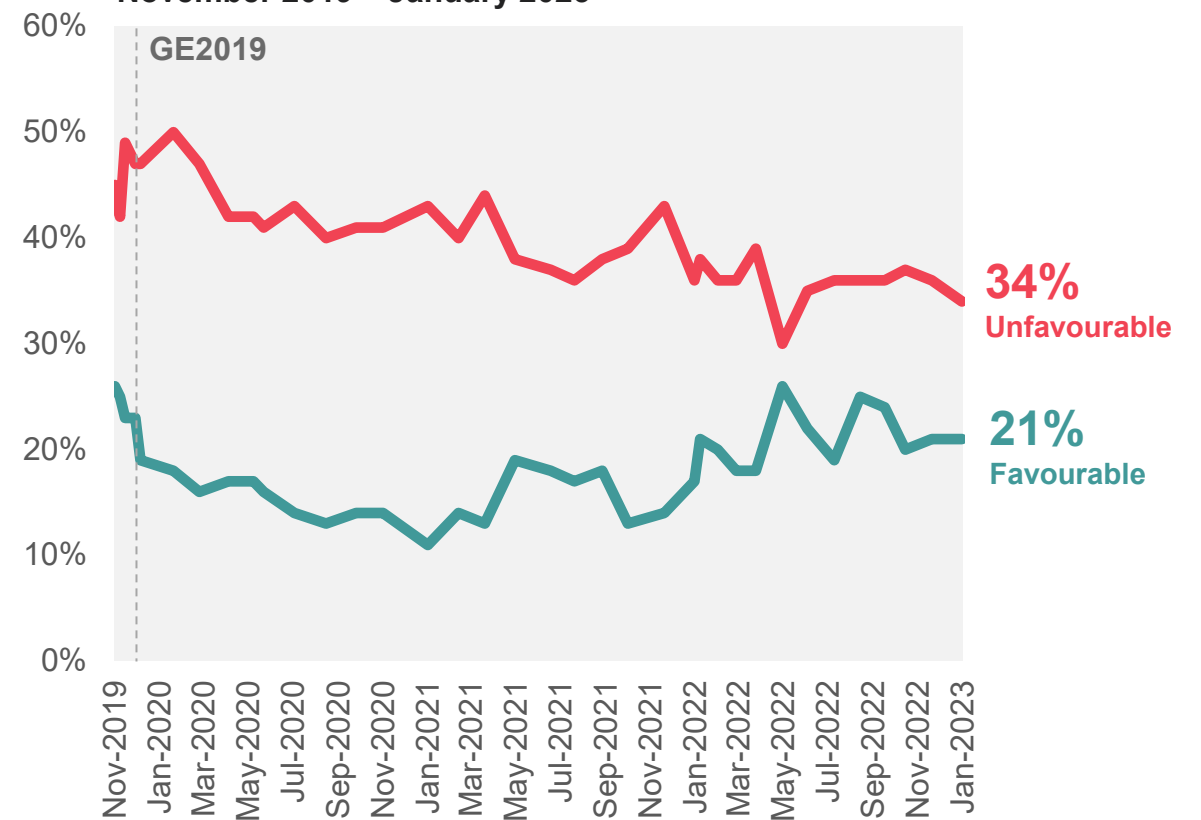
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

January 2023



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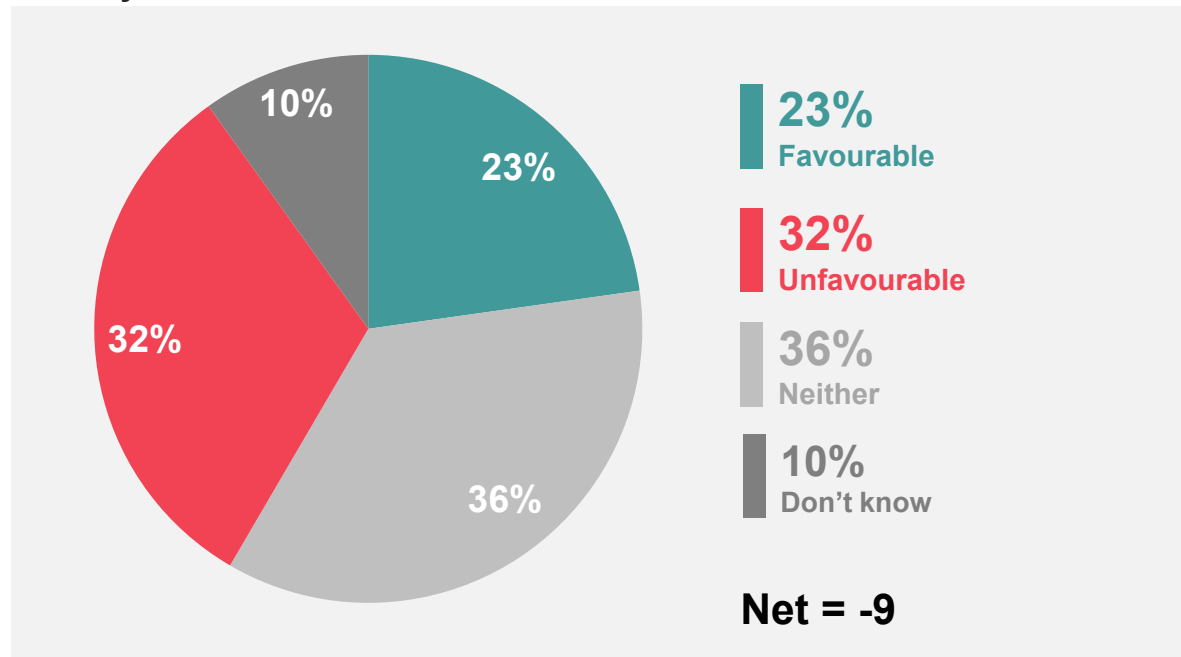
November 2019 – January 2023



The Green Party: Favourability

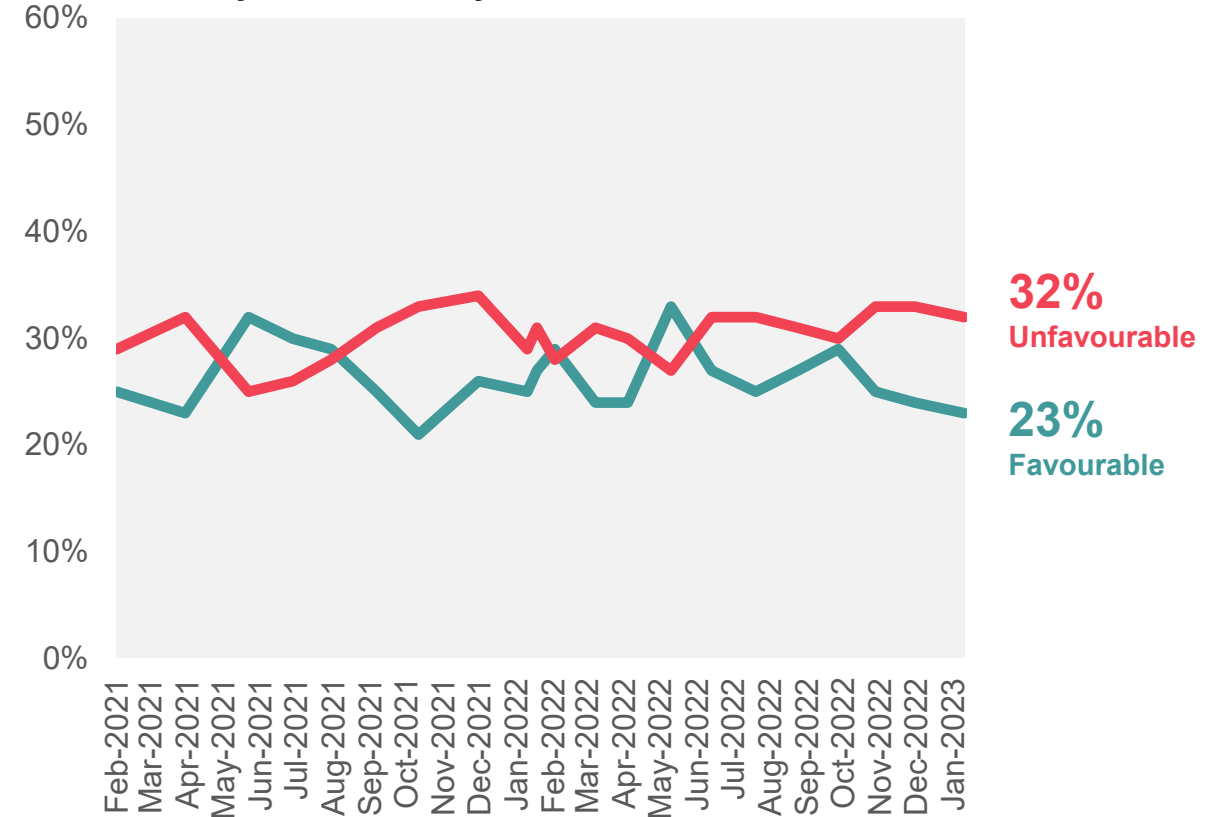
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

January 2023



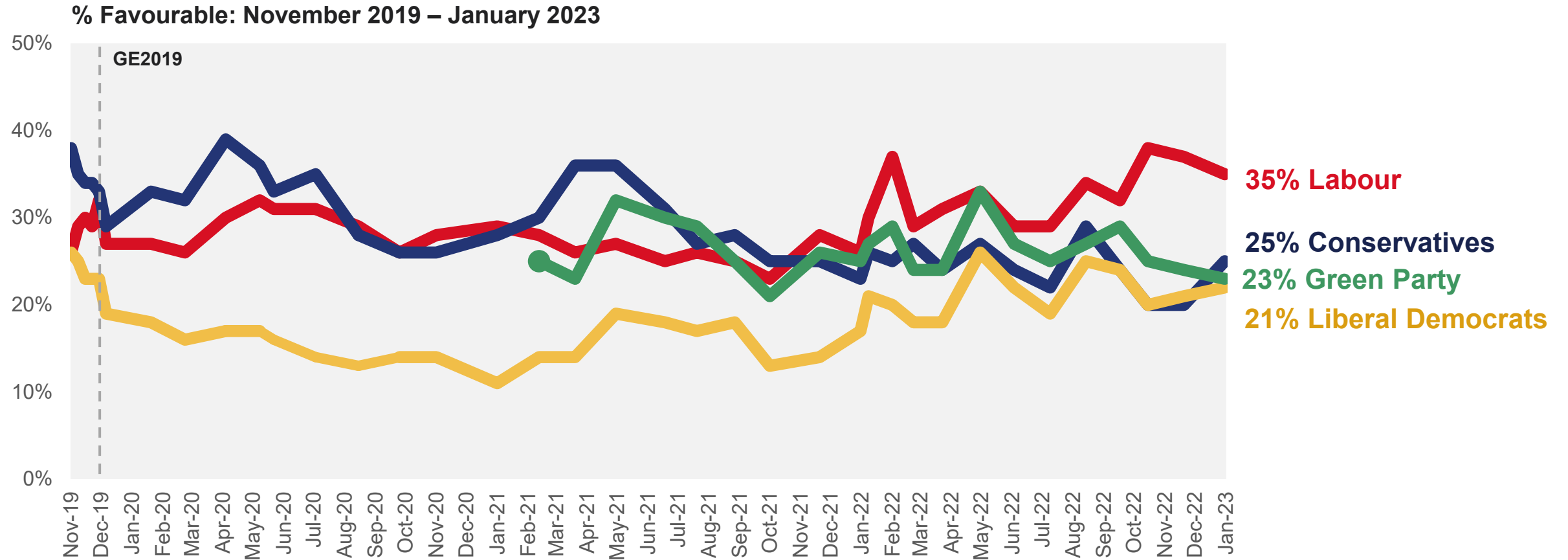
Base: 1,141 Online British adults aged 18+ 6-10 January 2023

February 2021 – January 2023



Political parties: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

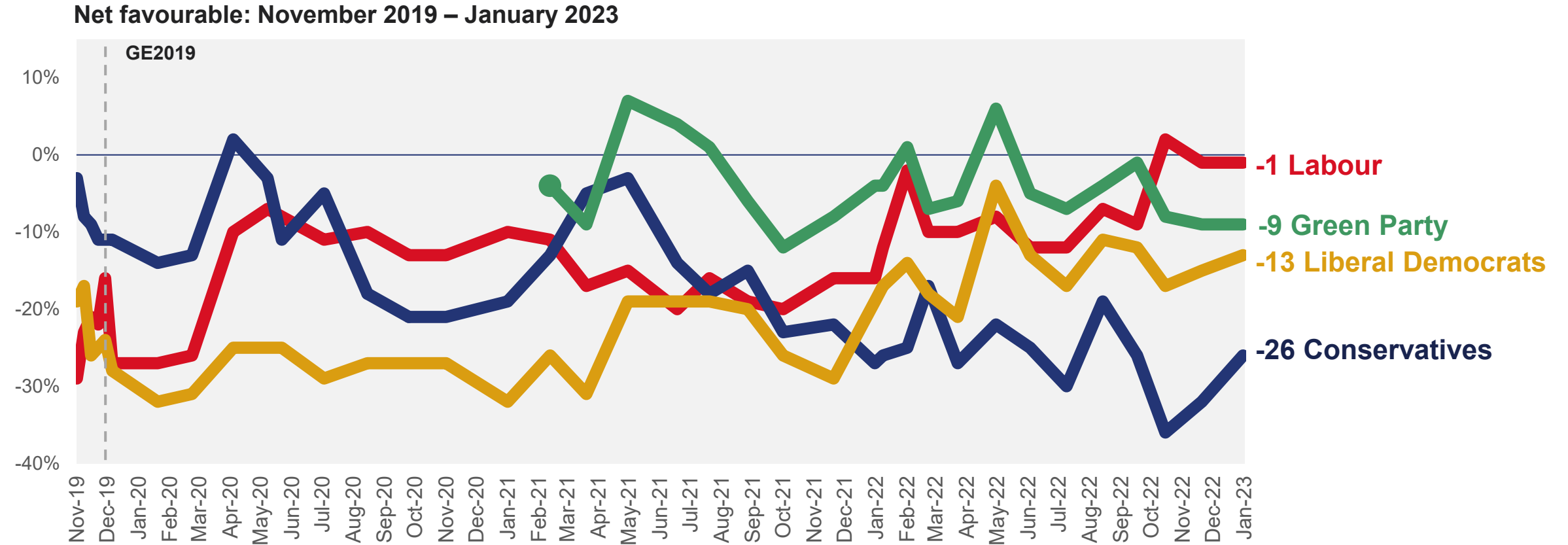


Base: 1,141 Online British adults aged 18+ 6-10 January 2023



Political parties: Net favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,141 Online British adults aged 18+ 6-10 January 2023

DIRECTION OF THE COUNTRY

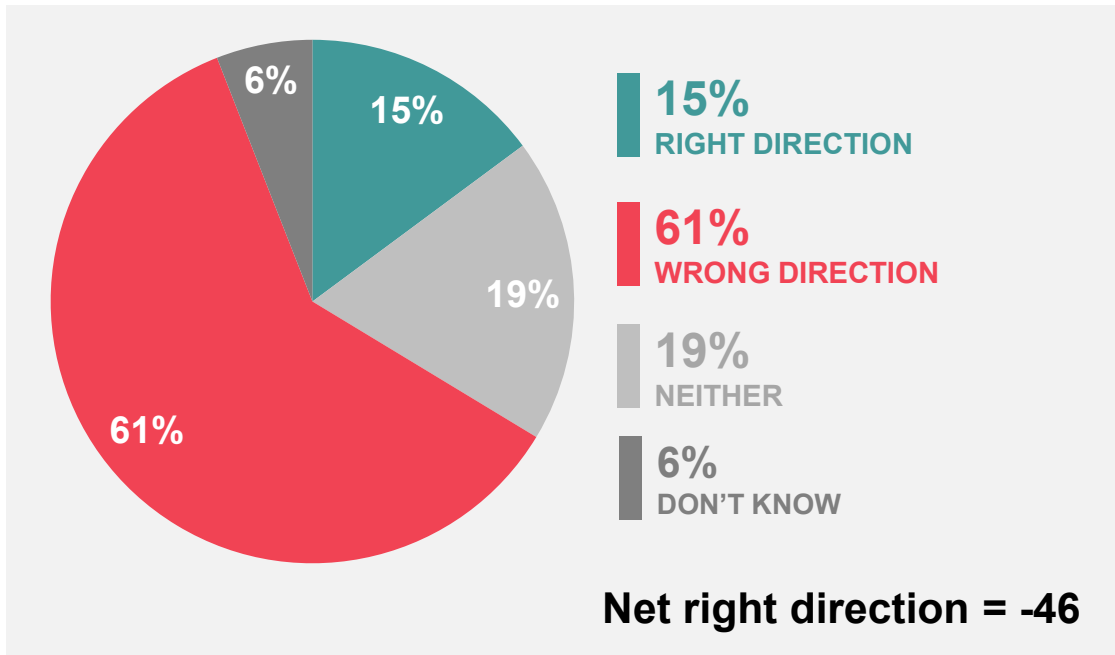
January 2023



Direction of the country

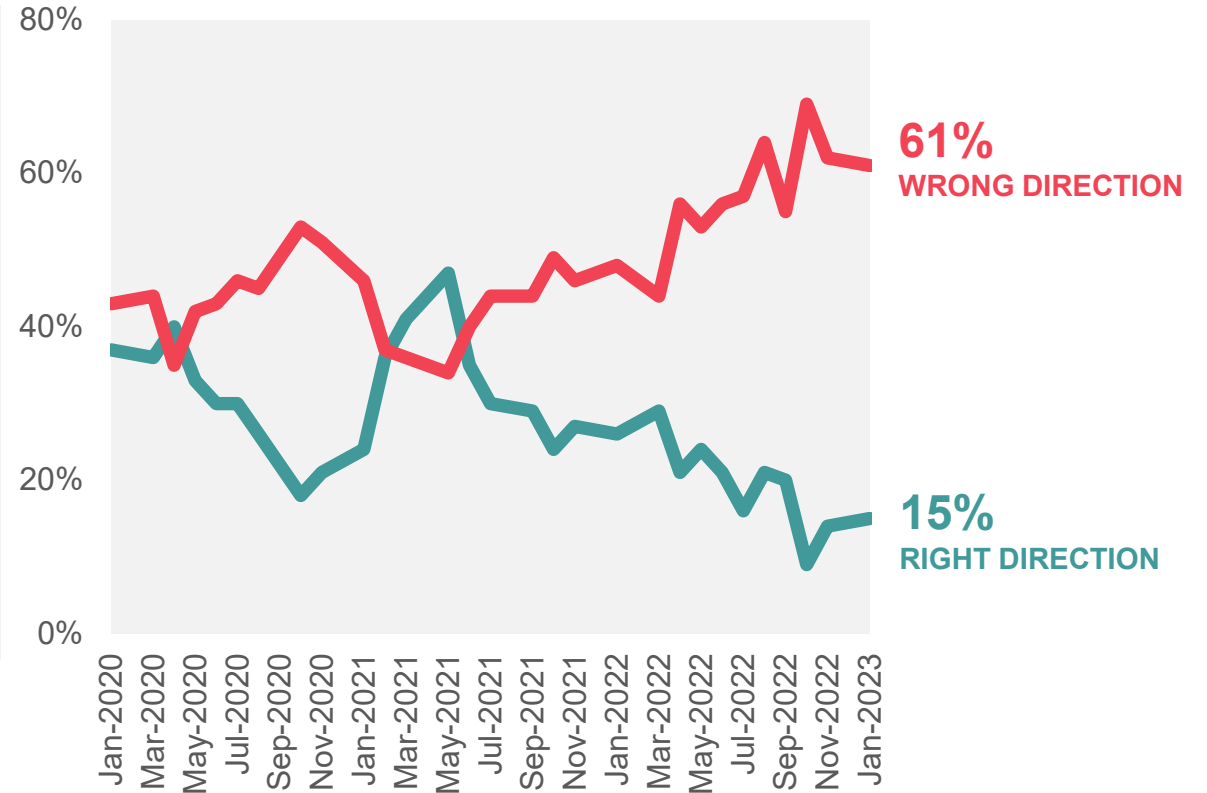
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

January 2023



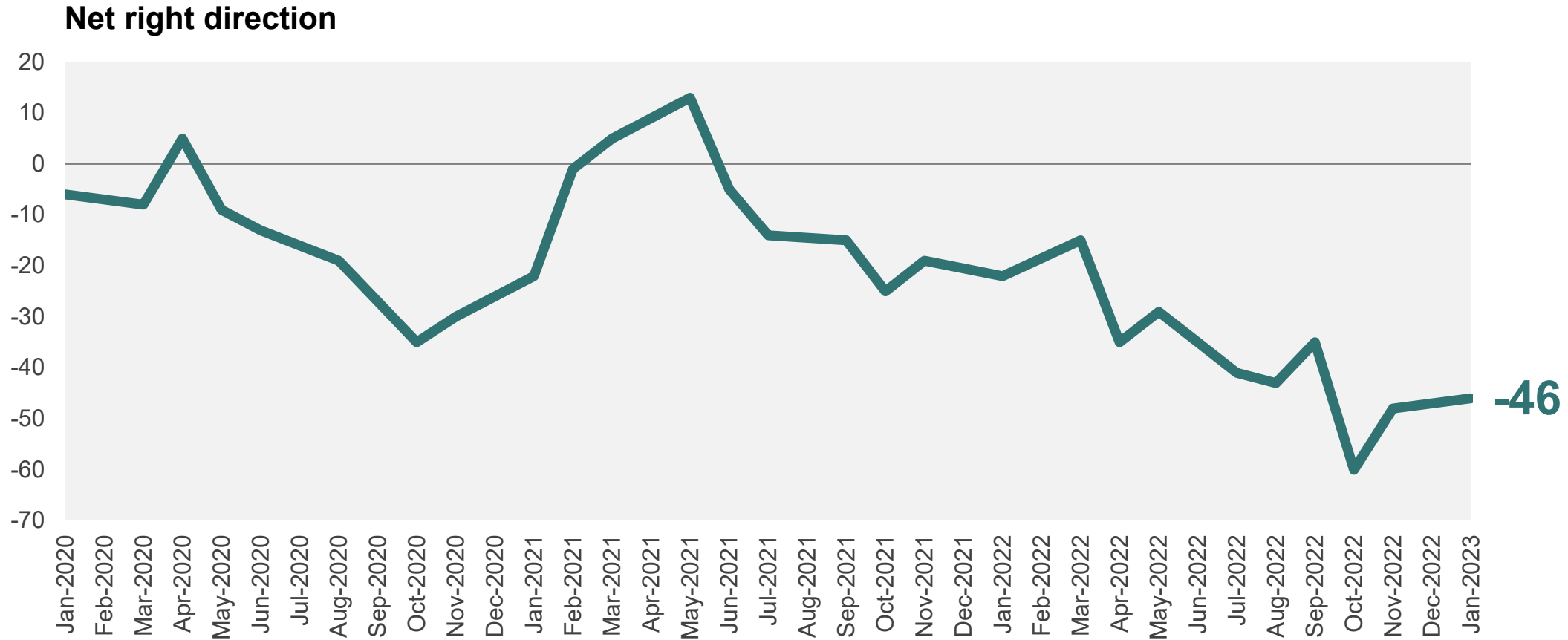
Base: 1,141 Online British adults aged 18+ 6-10 January 2023

January 2020 – January 2023



Direction of the country: January 2020 – January 2023

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

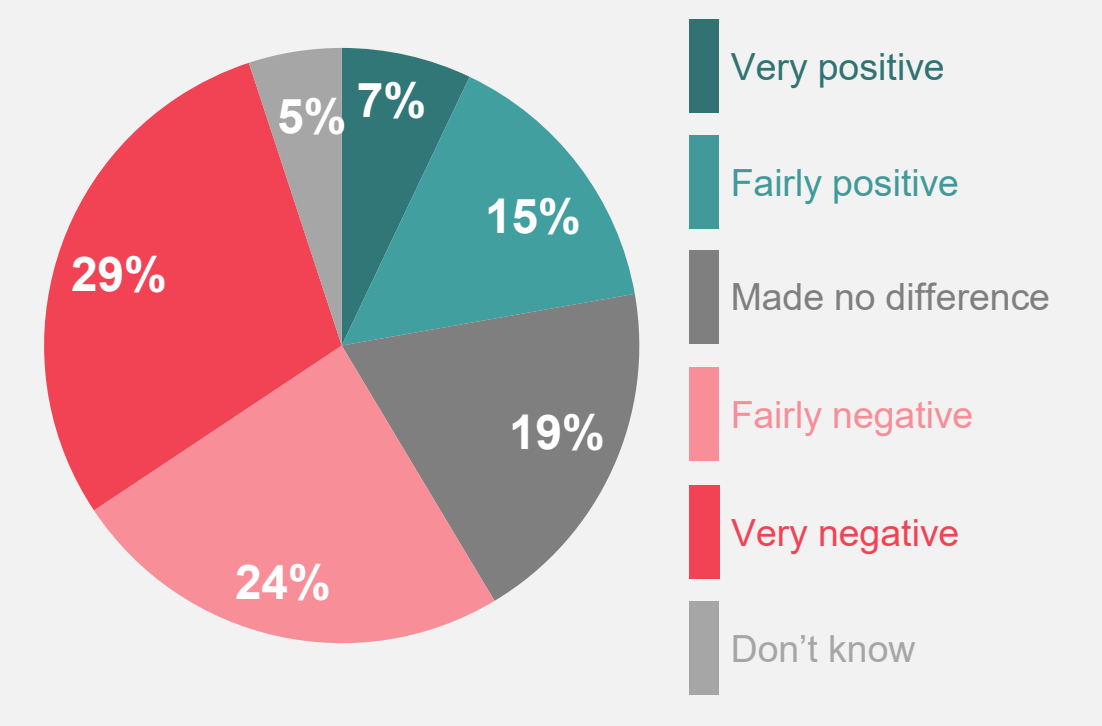


Base: 1,141 Online British adults aged 18+ 6-10 January 2023

Impact of the UK's decision to leave the European Union

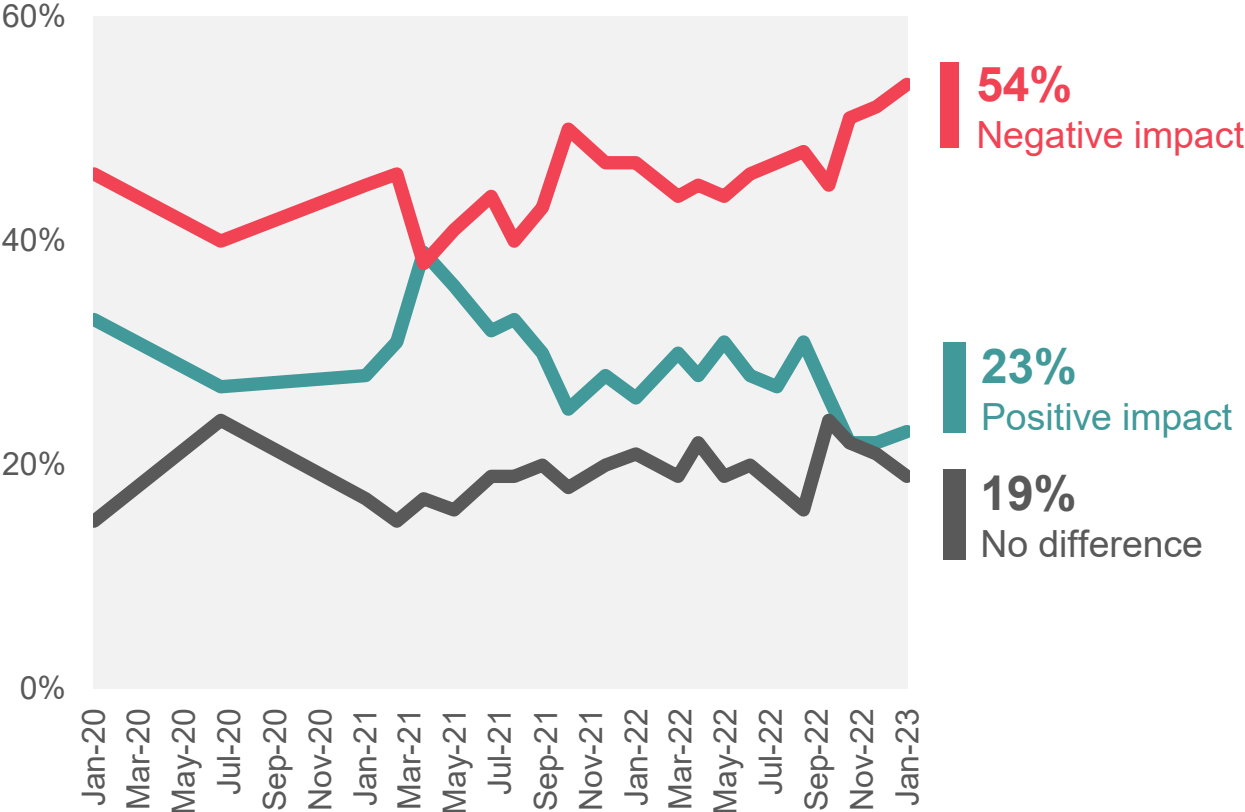
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

January 2023



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January 2020 – January 2023



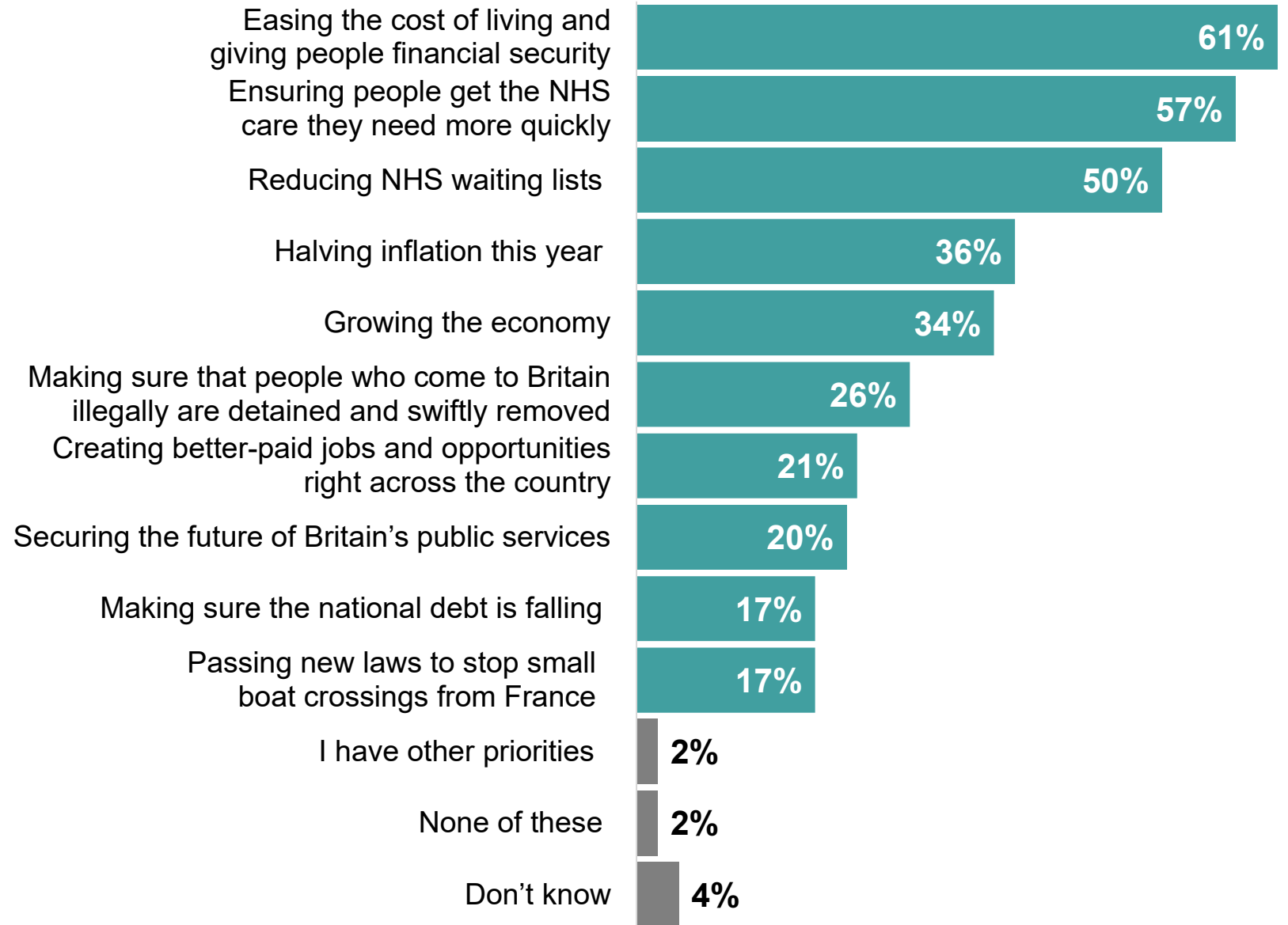


SUNAK'S PLEDGES

January 2023

Easing the cost of living is the public's main priority, followed by ensuring people get the NHS care they need quickly and reducing NHS waiting lists

Which of the below, if any, are the most important priorities for you? Please choose up to 4.



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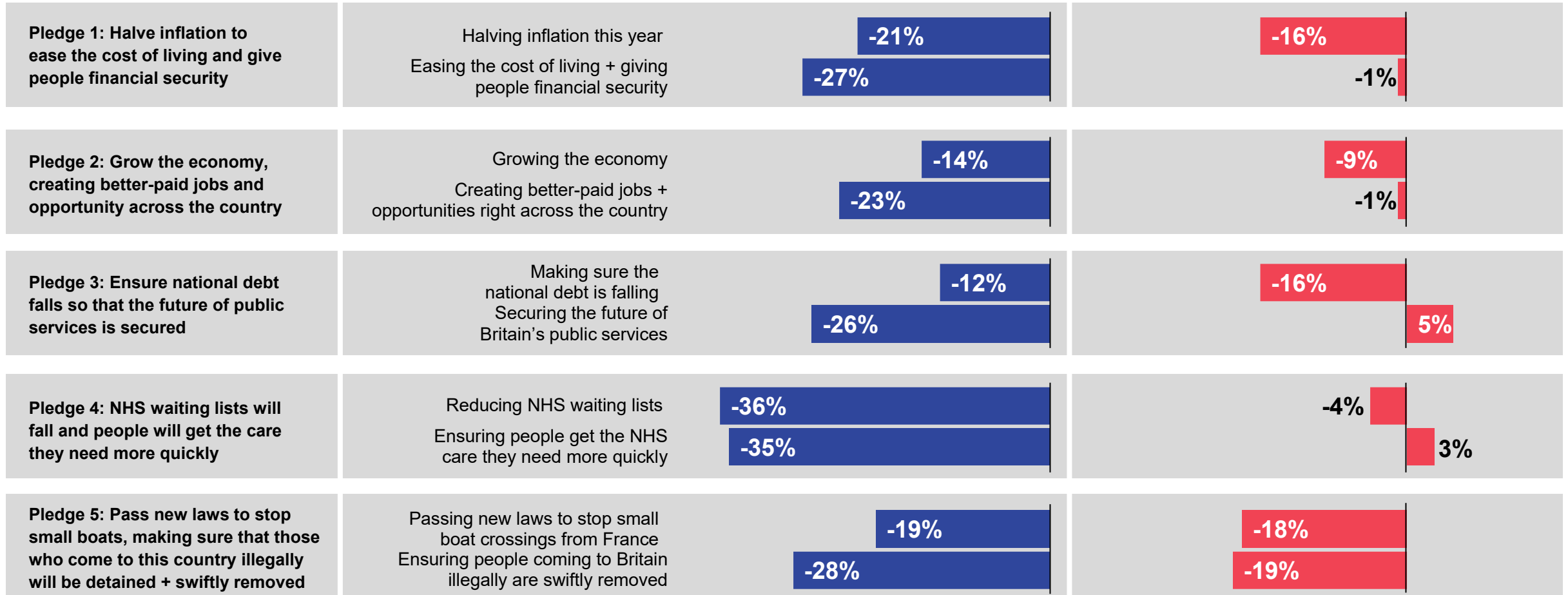


Expectations for Rishi Sunak's five pledges: Conservatives vs. Labour

In your opinion, do you think a Conservative / Labour government led by Rishi Sunak/ Keir Starmer will/ would do a good job or a bad job, if either, at delivering in the following areas? **Net good job**

Conservative Government led by Rishi Sunak will...

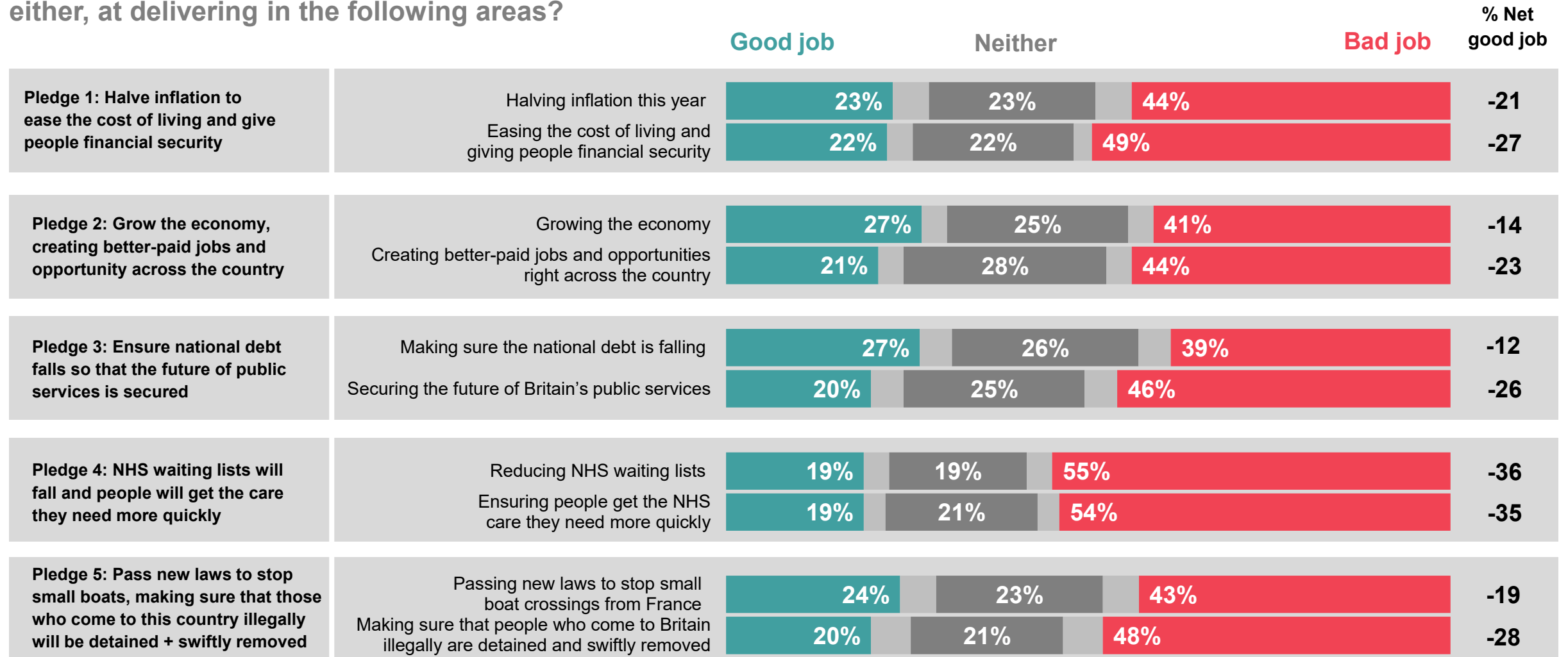
Labour Government led by Keir Starmer would...



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Expectations for Rishi Sunak's five pledges: Conservative Government

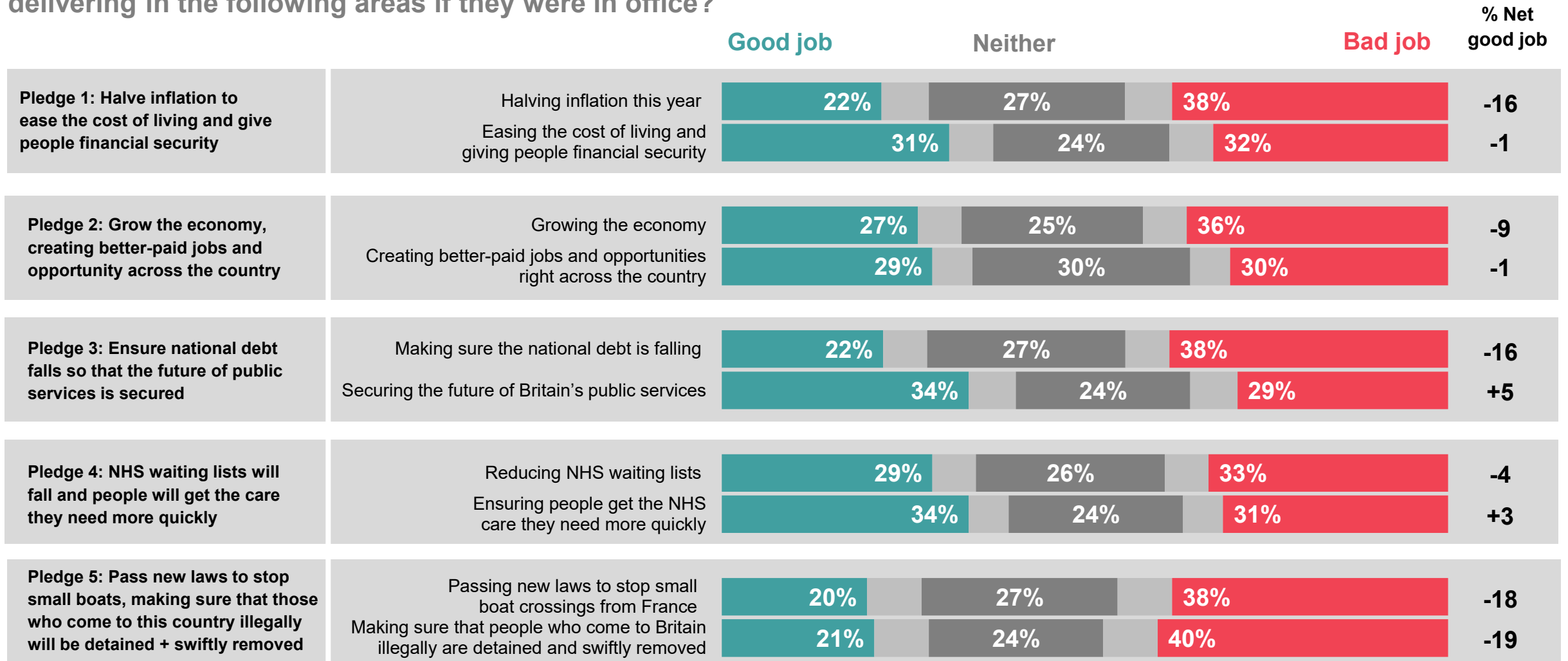
In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas?



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Expectations for Rishi Sunak's five pledges: Labour Government

And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office?



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Ipsos UK

Political Pulse January 2023

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