

# IPSOS UK POLITICAL PULSE

February 2023



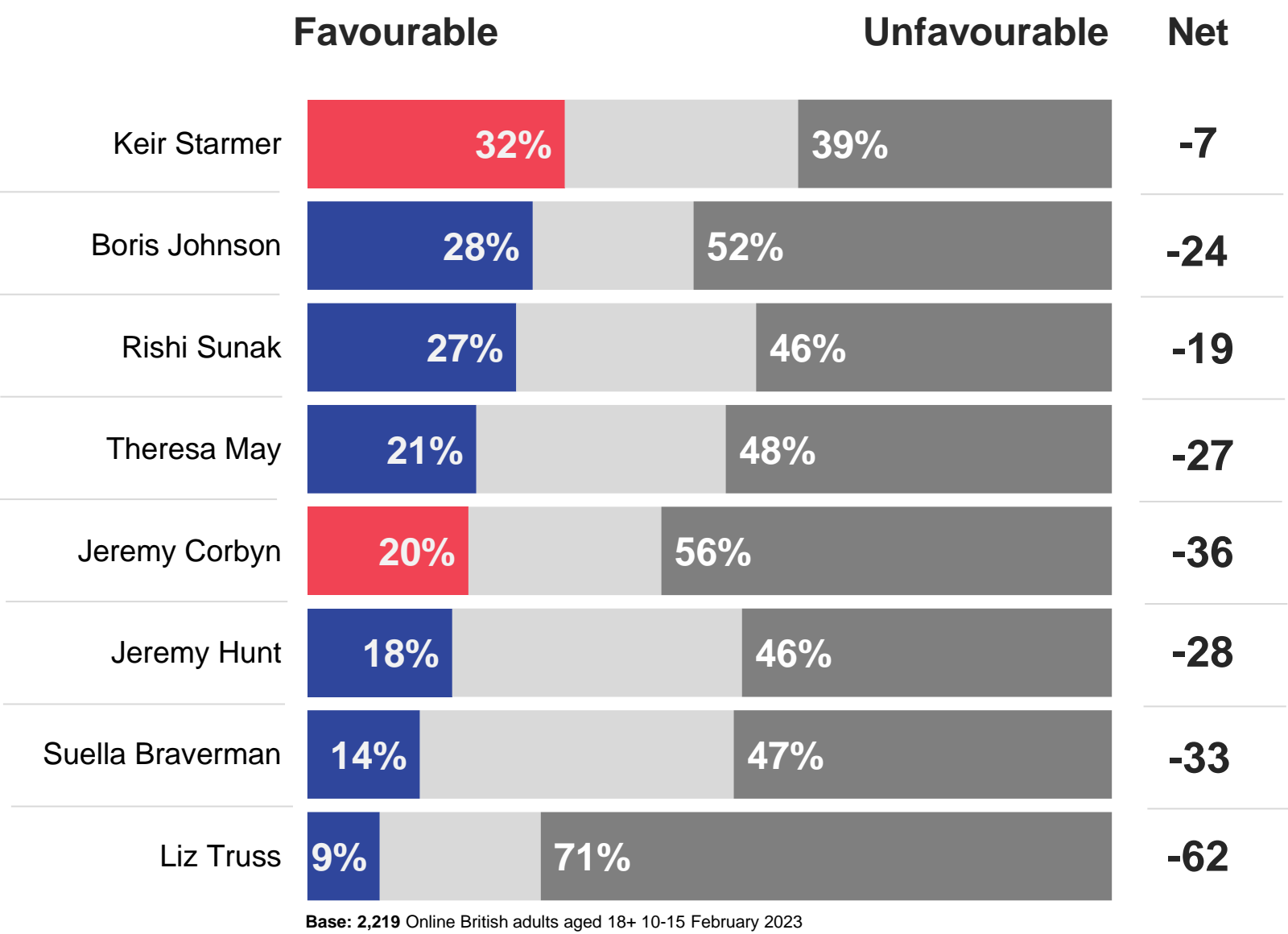


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

February 2023

# Favourability of leading politicians

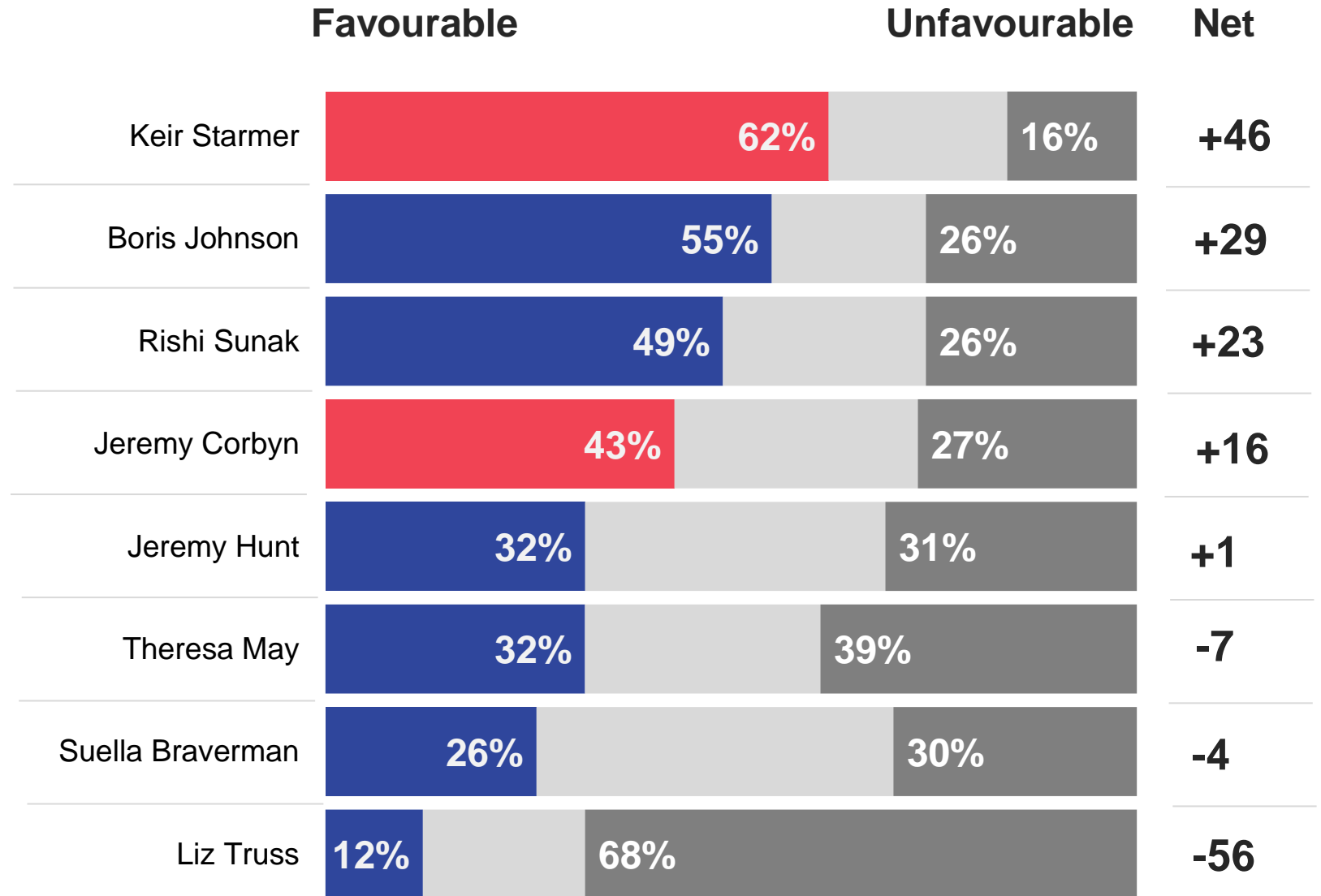
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



# 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?



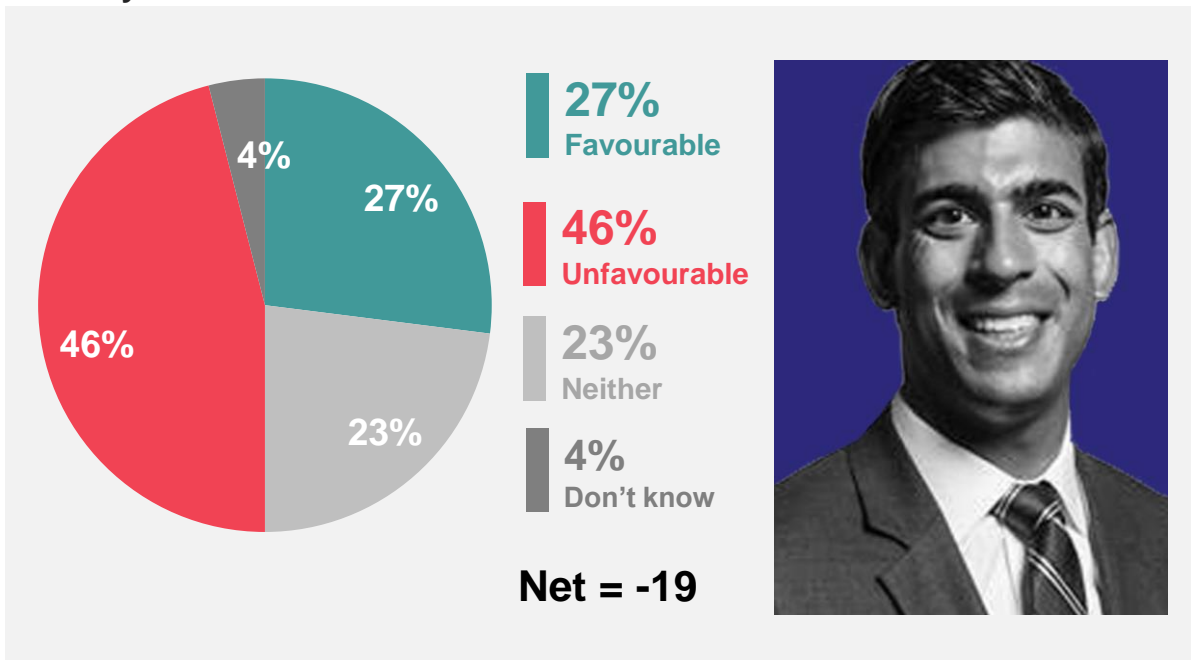
**Base:** 2,219 Online British adults aged 18+ 10-15 February 2023, including (687) 2019 Conservative party voters and (593) 2019 Labour party voters



# Rishi Sunak: Favourability

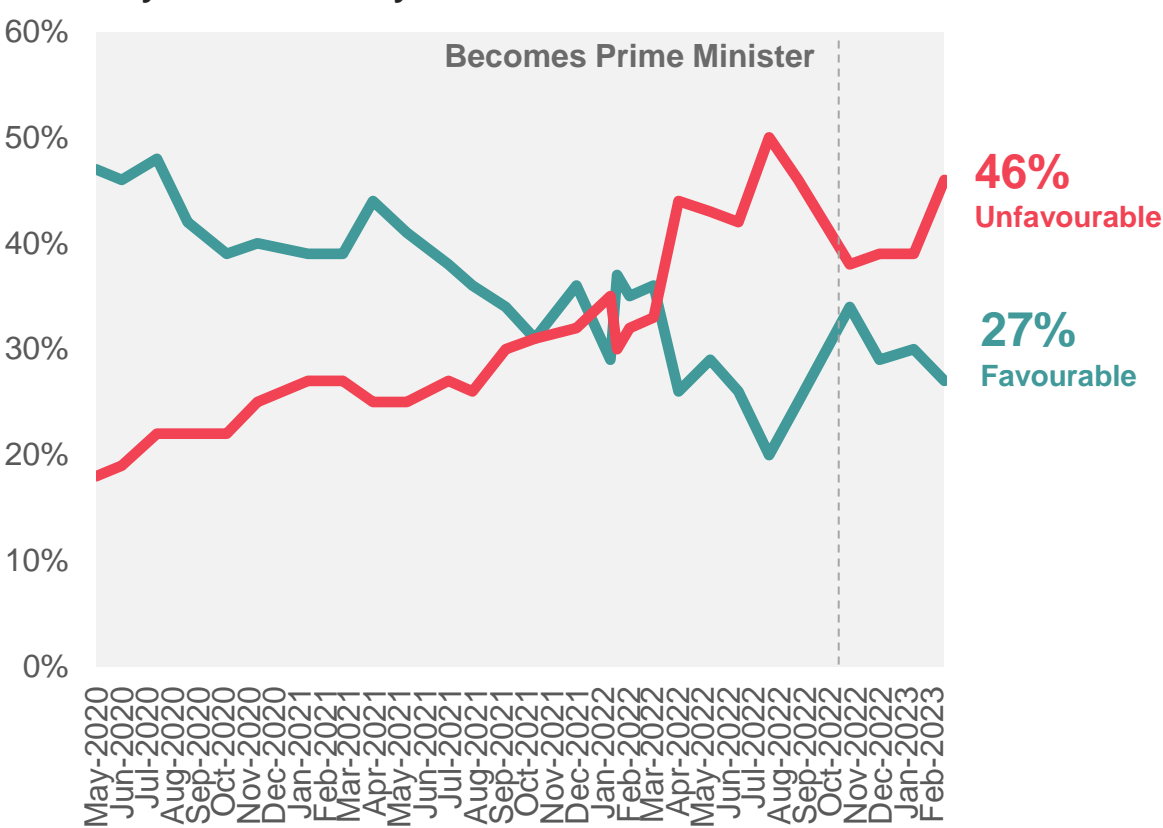
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

February 2023



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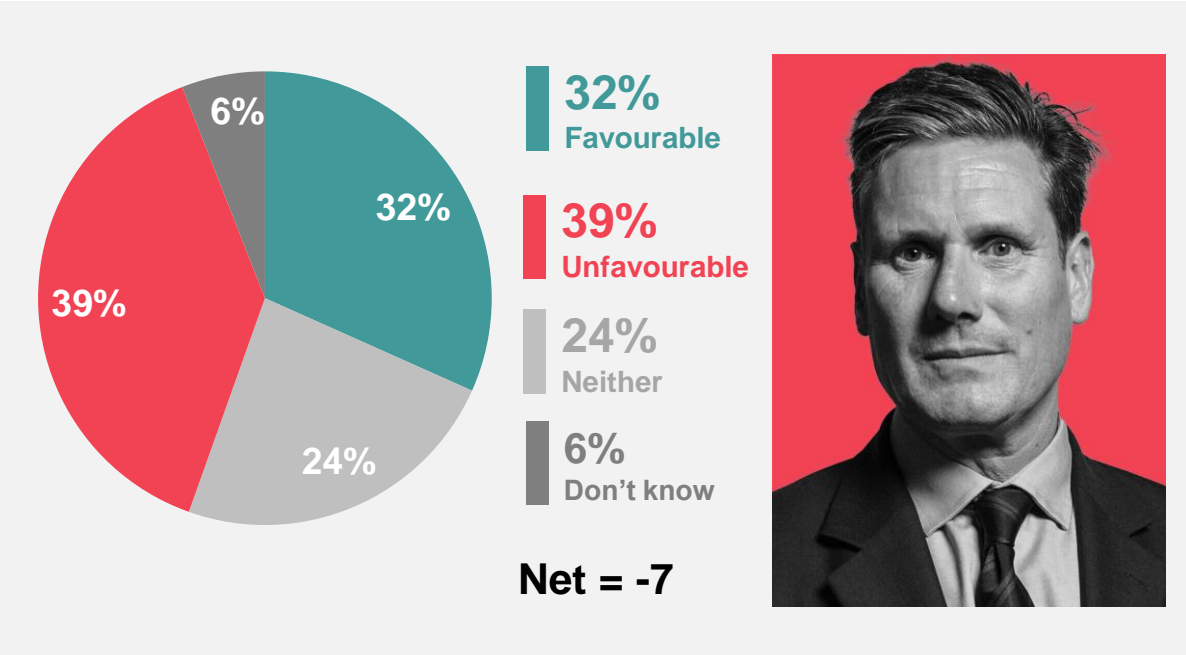
May 2020 – February 2023



# Keir Starmer: Favourability

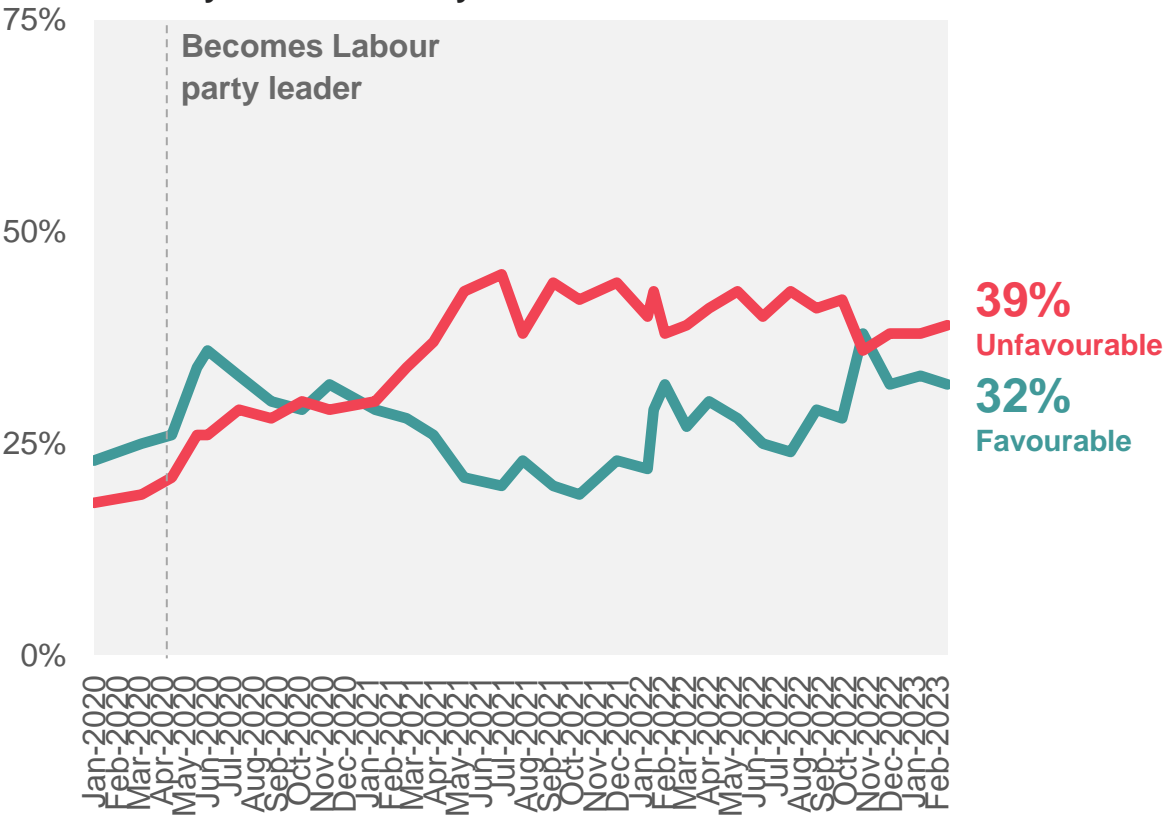
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

February 2023



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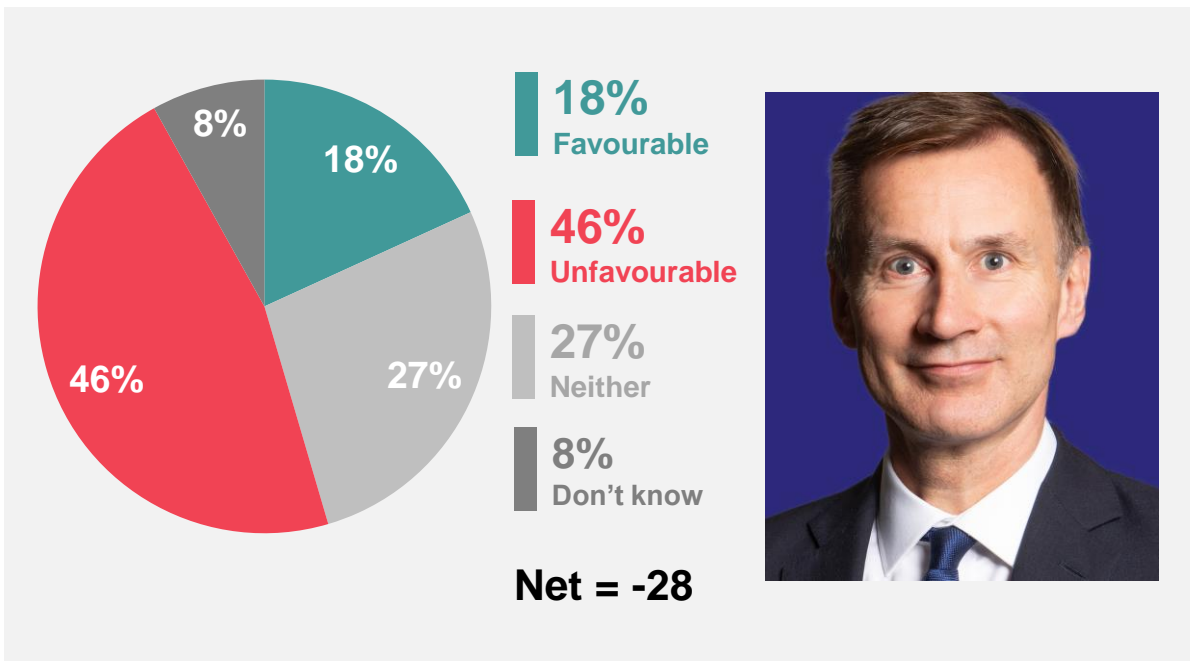
January 2020 – February 2023



# Jeremy Hunt: Favourability

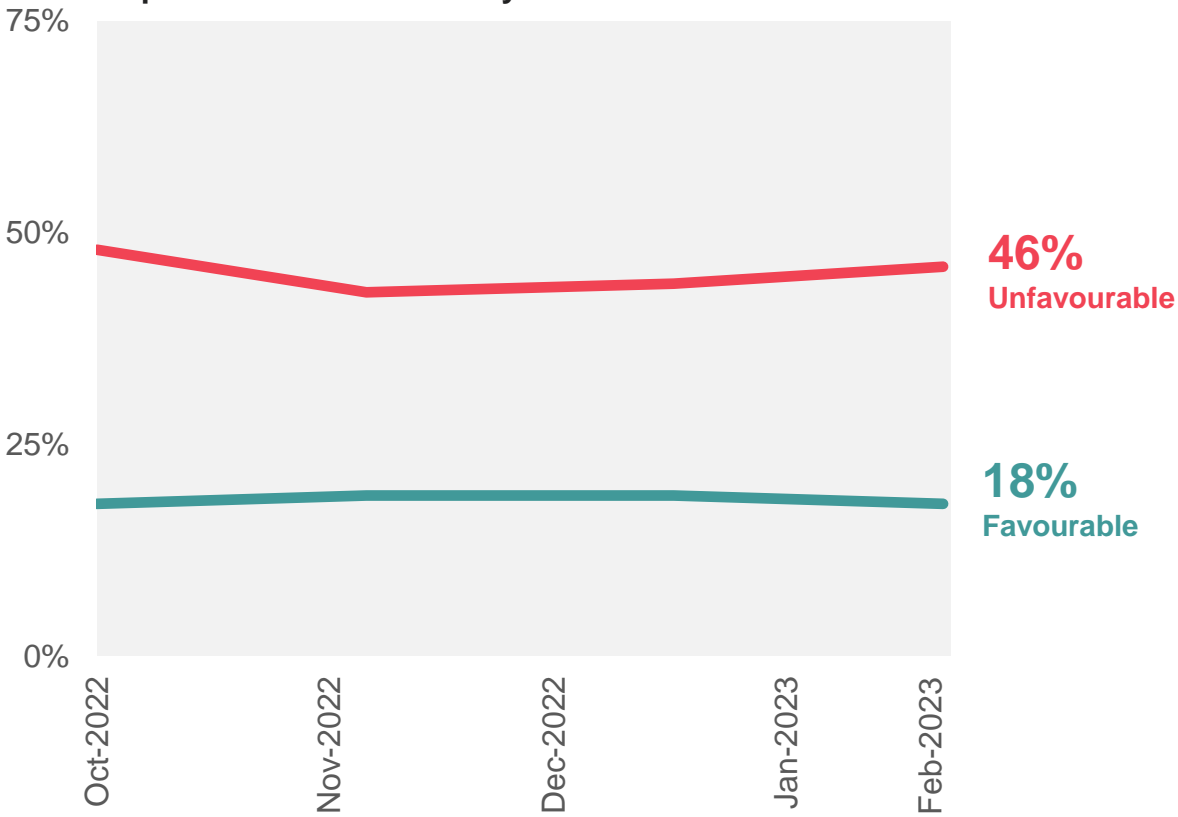
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

February 2023



Base: 2,219 Online British adults aged 18+ 10-15 February 2023

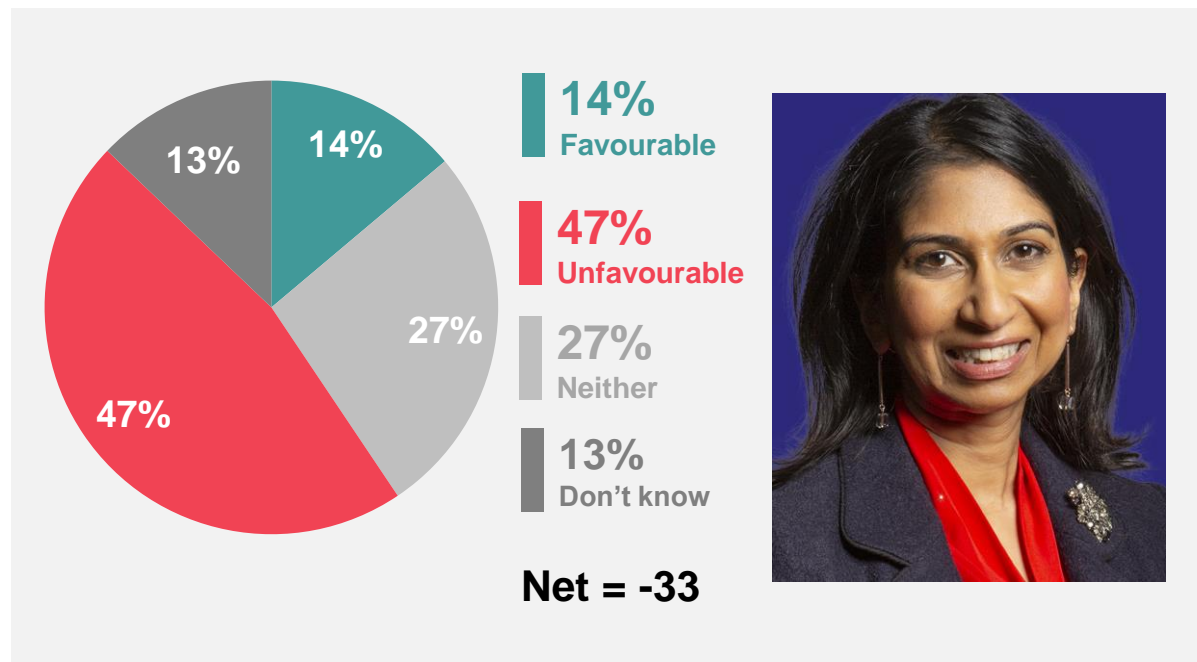
September 2022 – February 2023



# Suella Braverman: Favourability

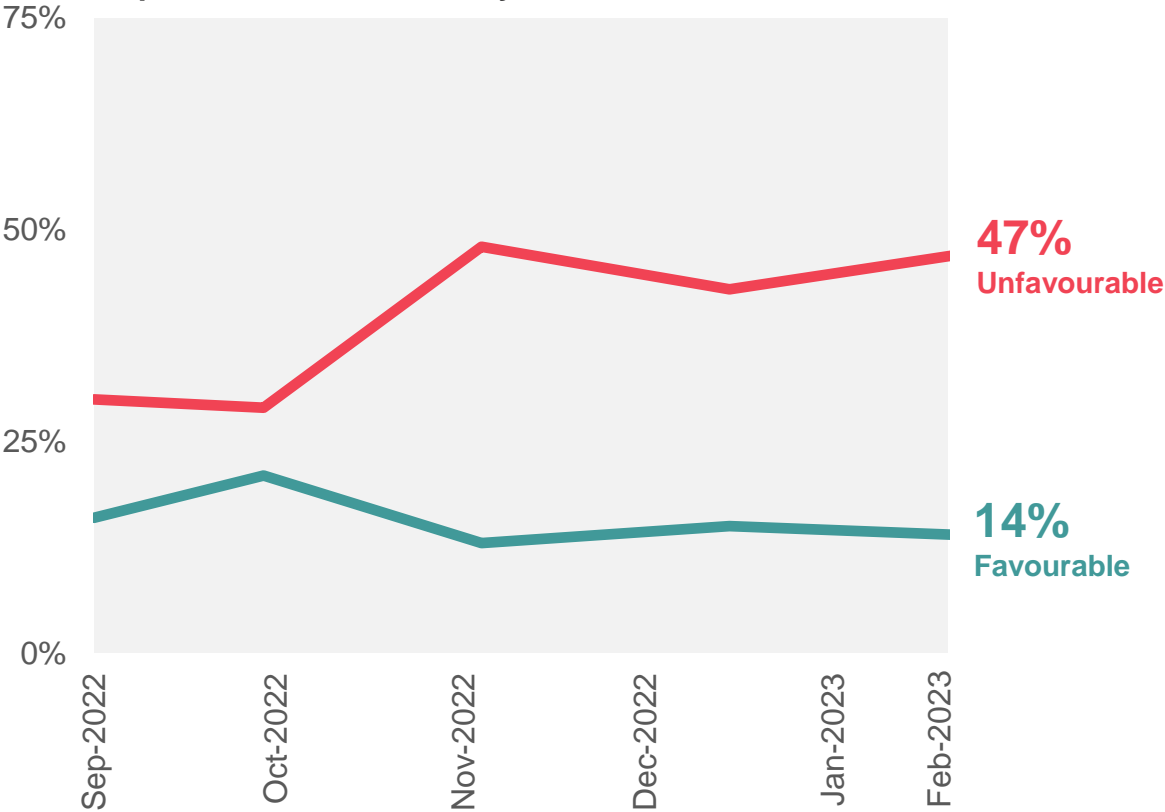
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

February 2023



Base: 2,219 Online British adults aged 18+ 10-15 February 2023

September 2022 – February 2023

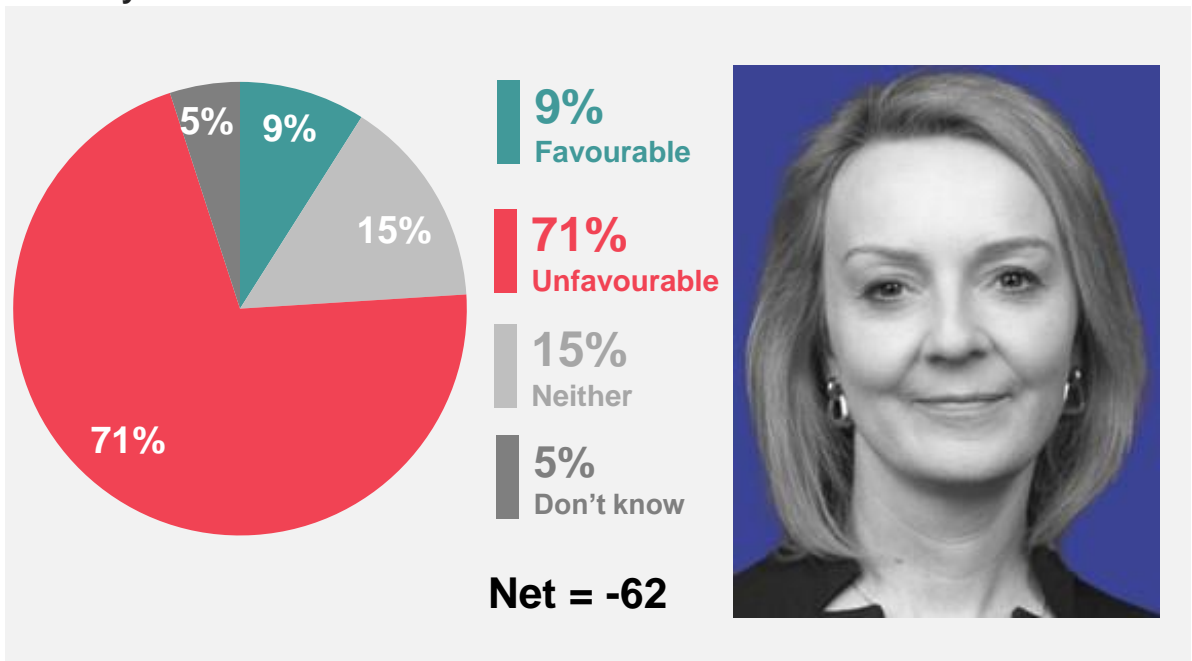




# Liz Truss: Favourability

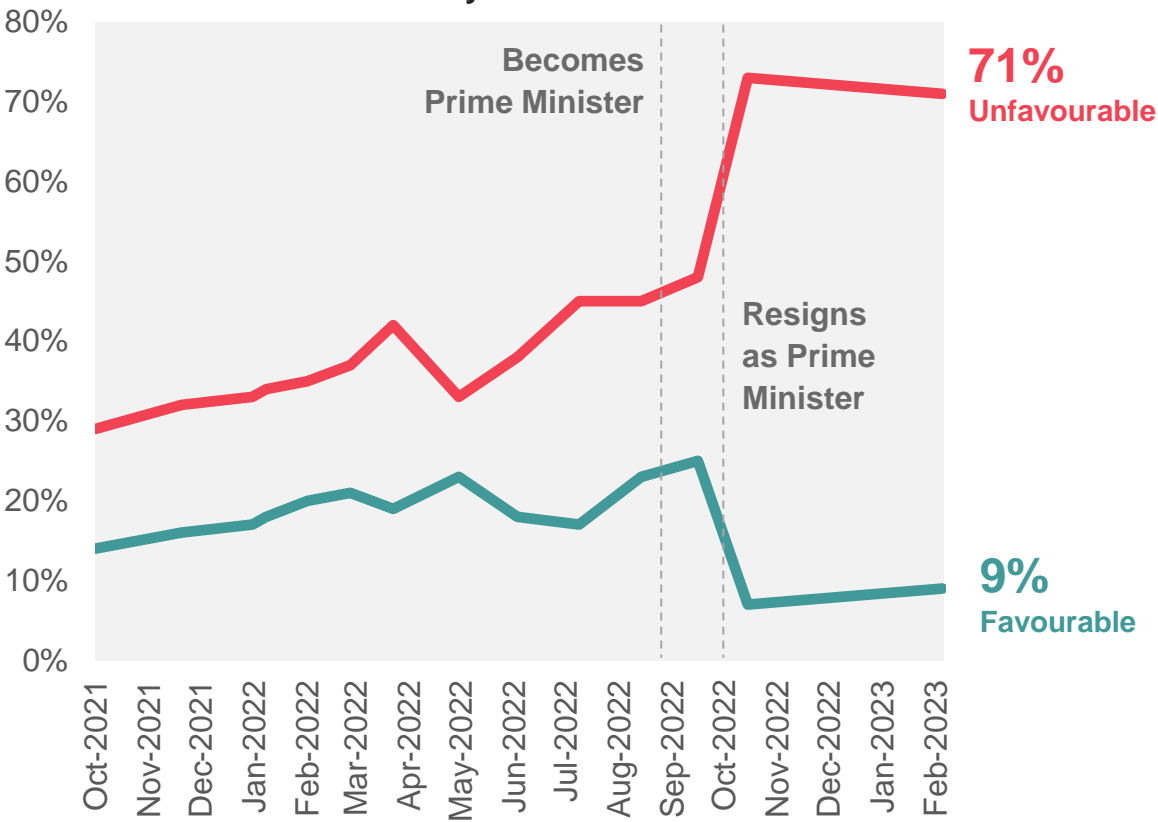
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

February 2023



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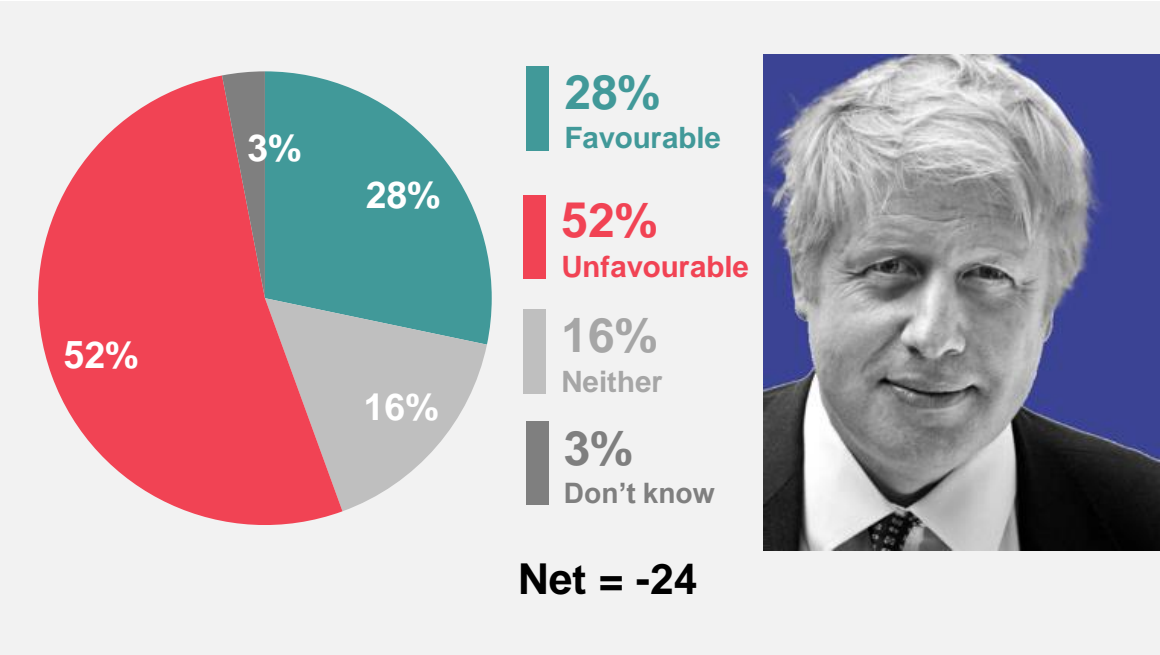
October 2021 – February 2023



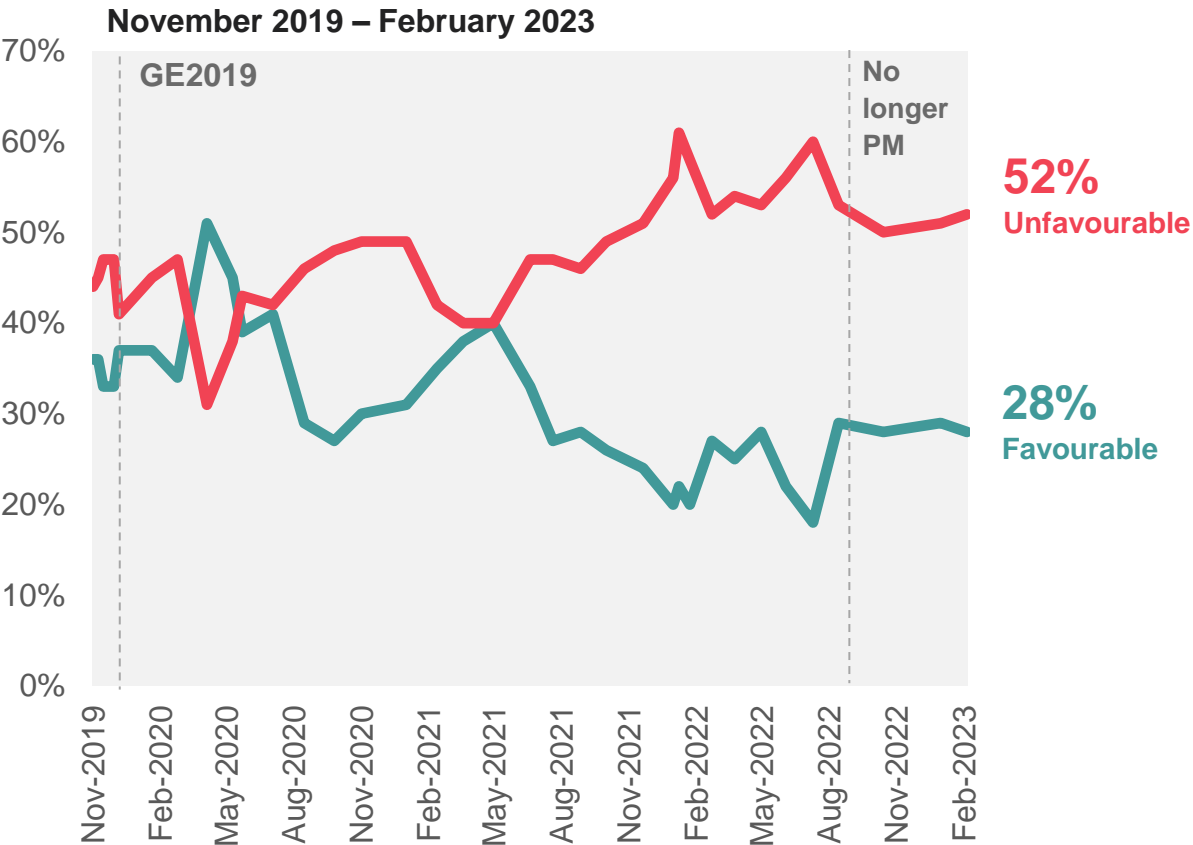
# Boris Johnson: Favourability

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

February 2023



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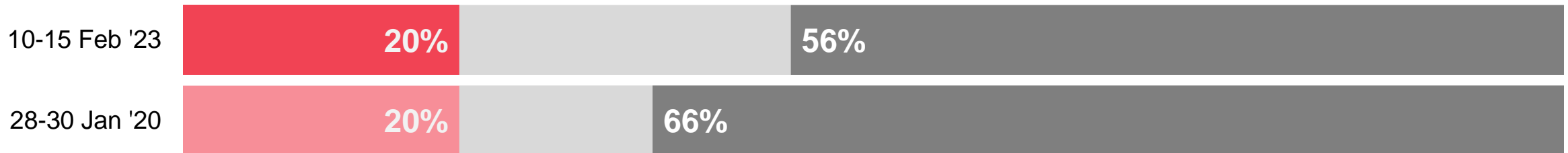


# Jeremy Corbyn: Favourability

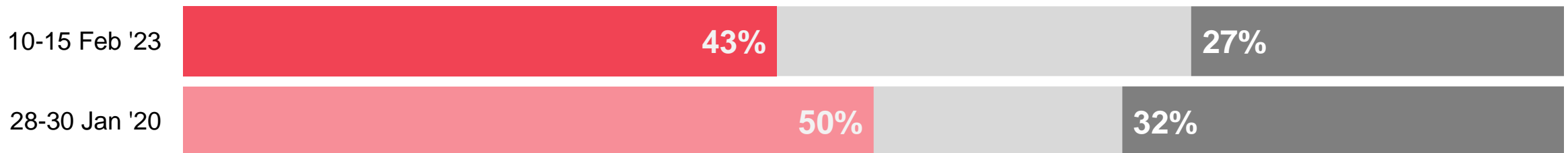
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Corbyn



## *Among all*



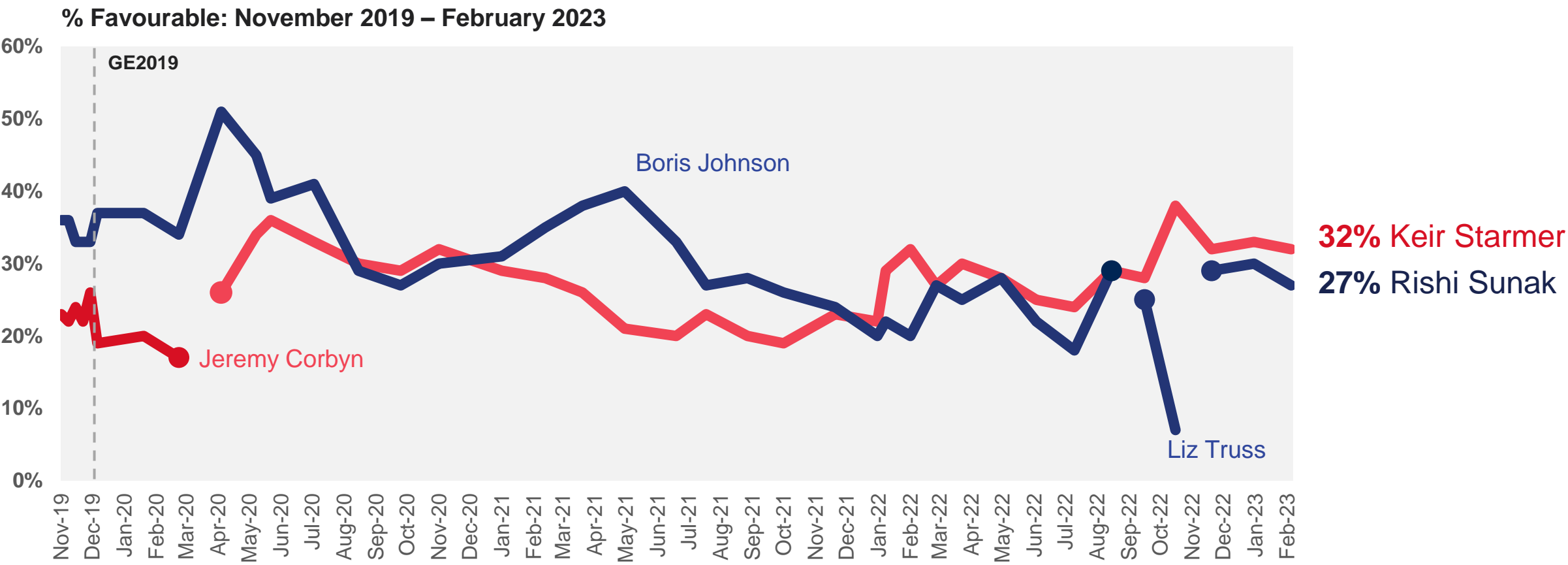
## *Among 2019 Labour voters*



Base: 2,219 Online British adults aged voters 18+ 10-15 February 2023 , including (593) 2019 Labour party voters

# 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?



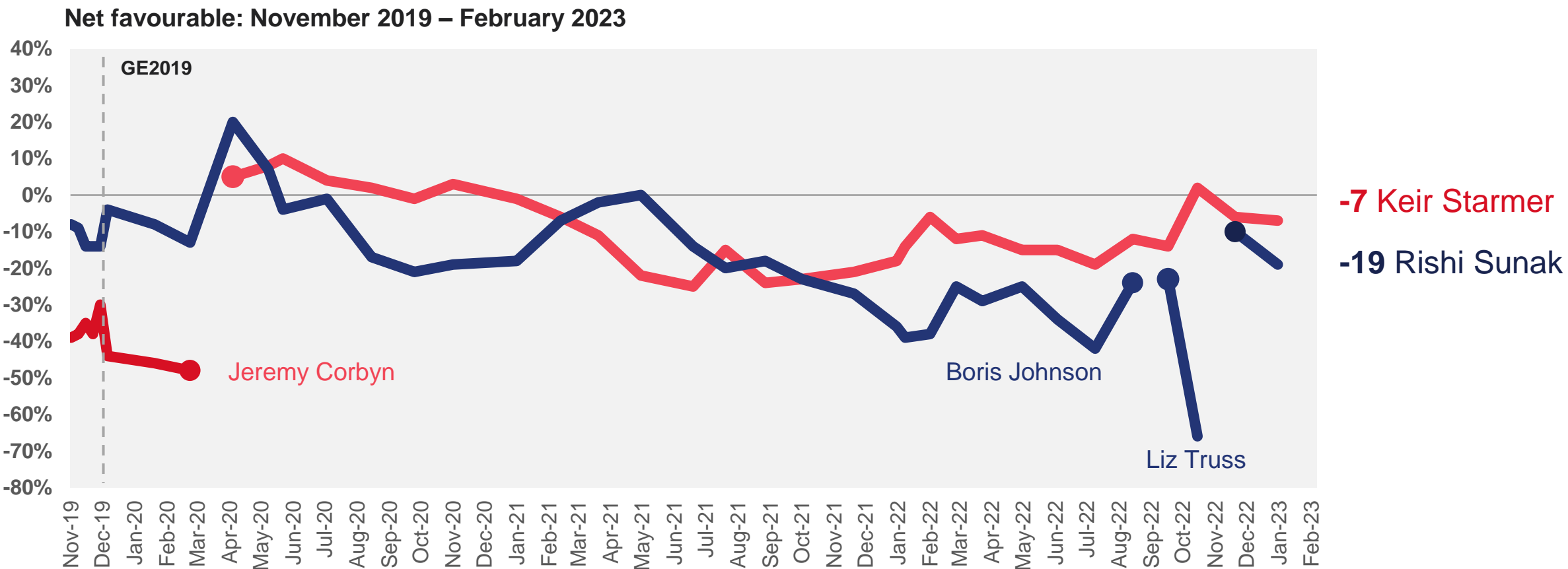
Base: 2,219 Online British adults aged 18+ 10-15 February 2023





# 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?

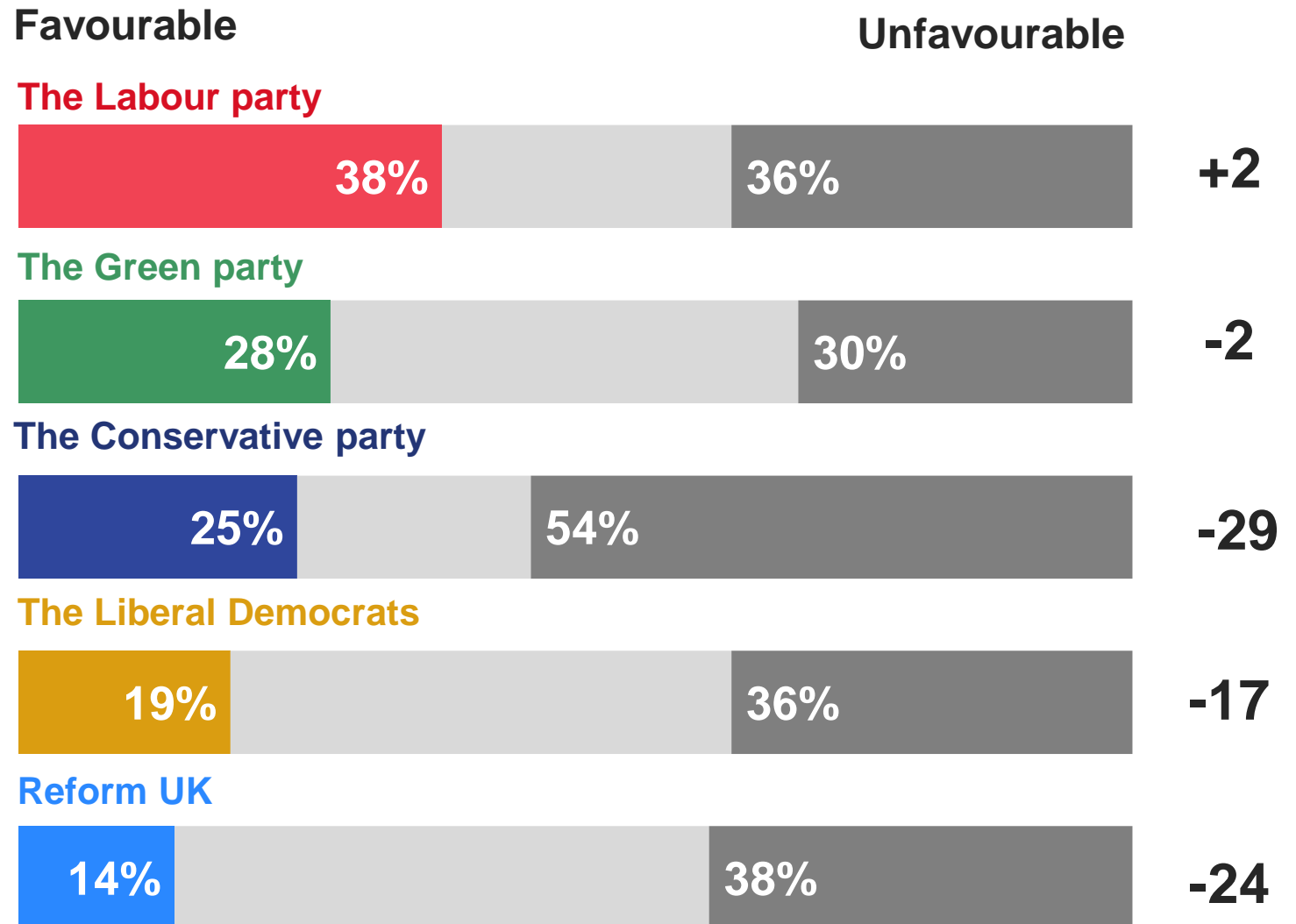


Base: 2,219 Online British adults aged 18+ 10-15 February 2023



# 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?

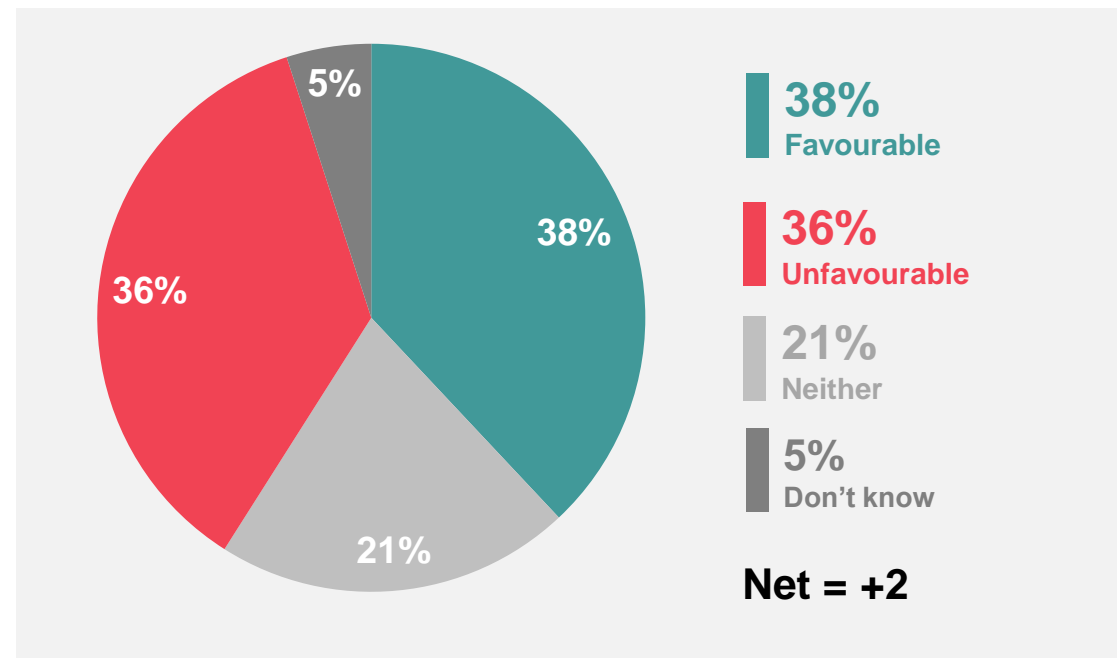


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# The Labour party: Favourability

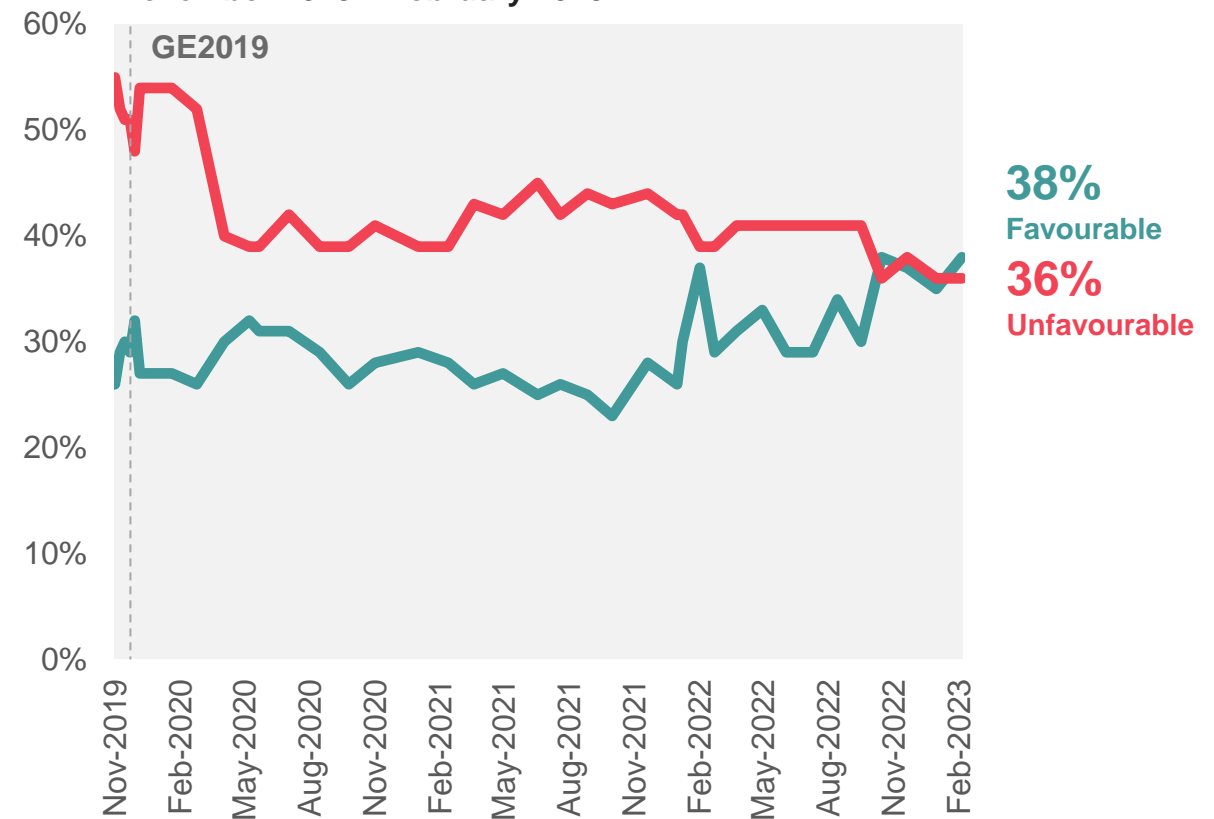
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

February 2023



Base: 2,219 Online British adults aged 18+ 10-15 February 2023

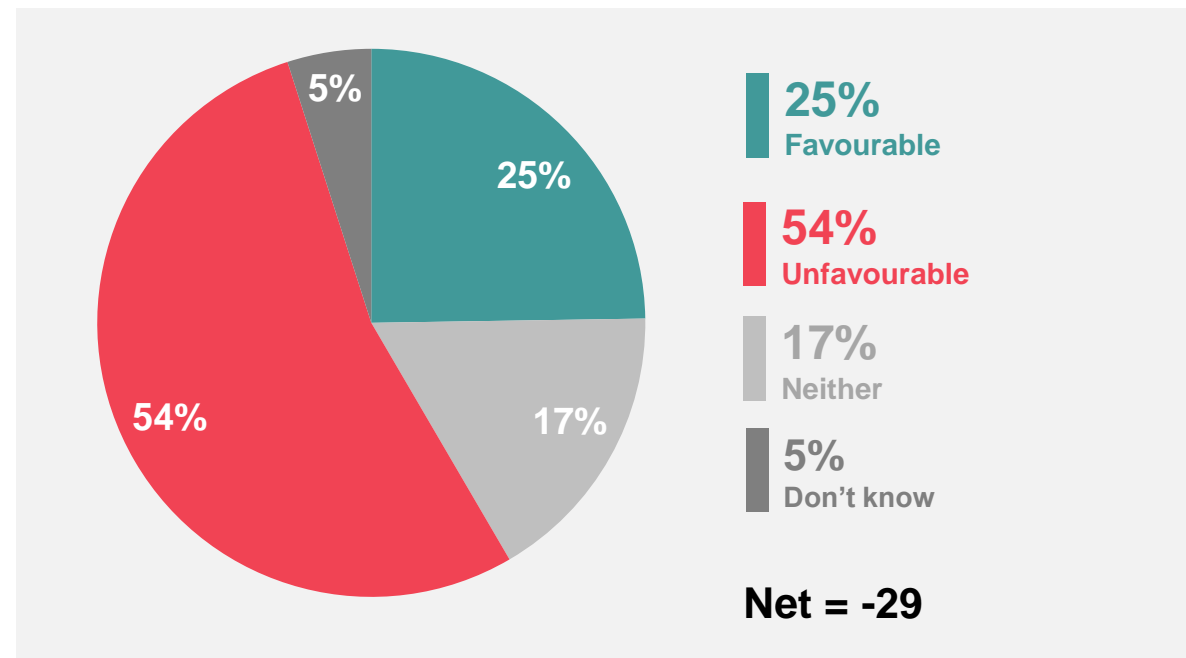
November 2019 – February 2023



# The Conservative party: Favourability

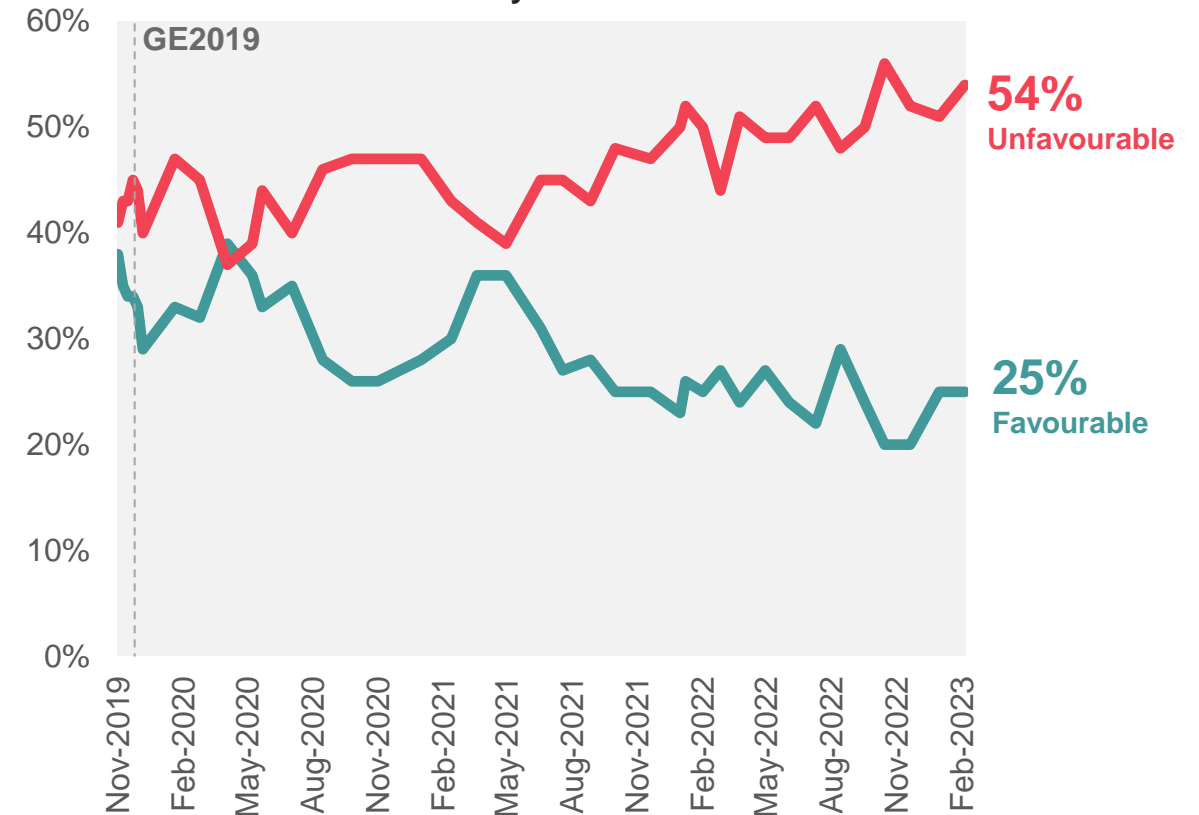
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

February 2023



Base: 2,219 Online British adults aged 18+ 10-15 February 2023

November 2019 – February 2023

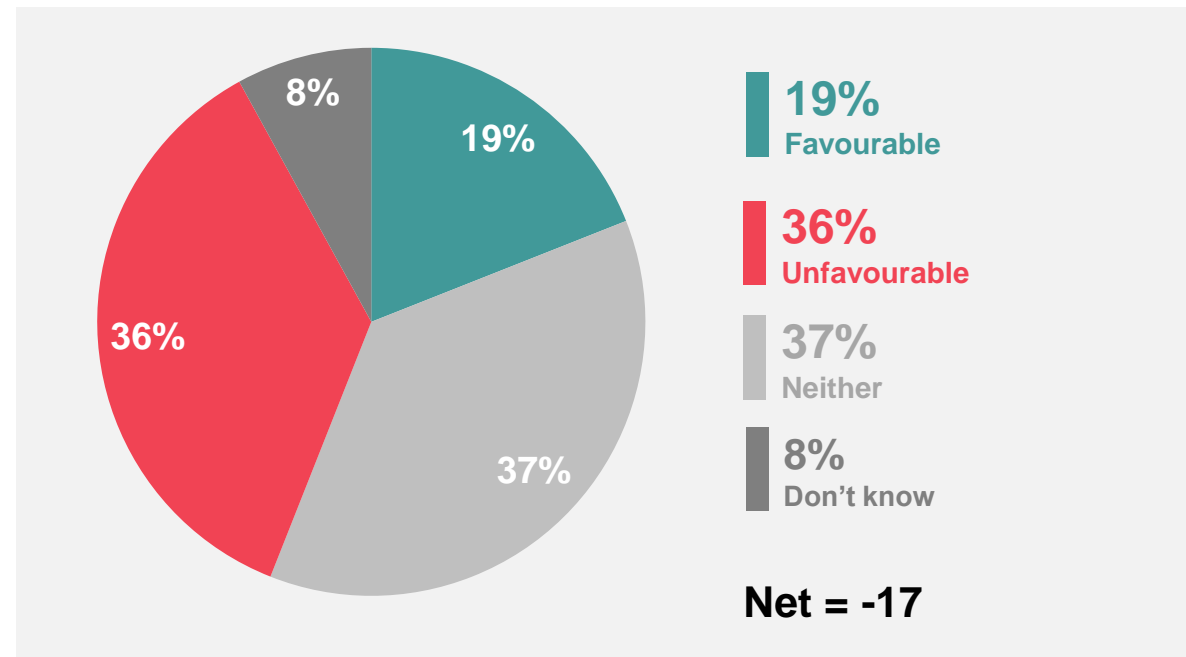




# The Liberal Democrats: Favourability

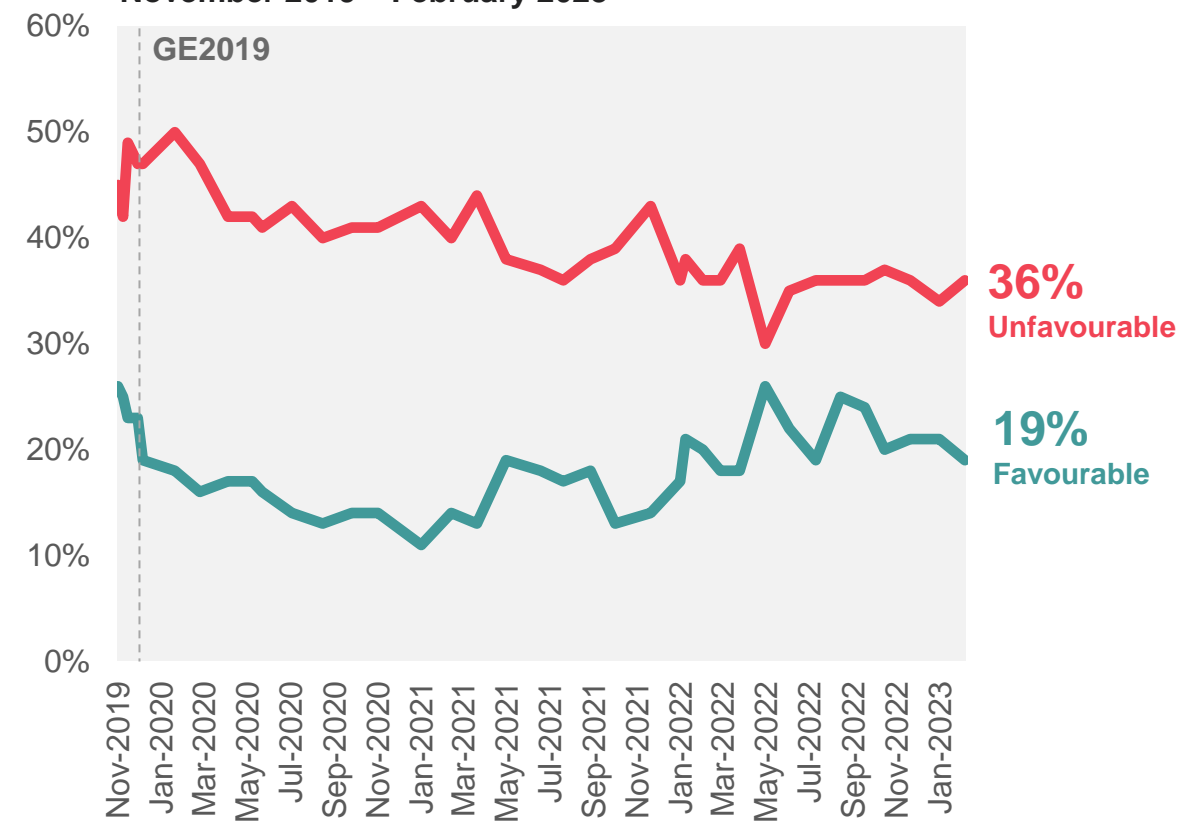
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

February 2023



Base: 2,219 Online British adults aged 18+ 10-15 February 2023

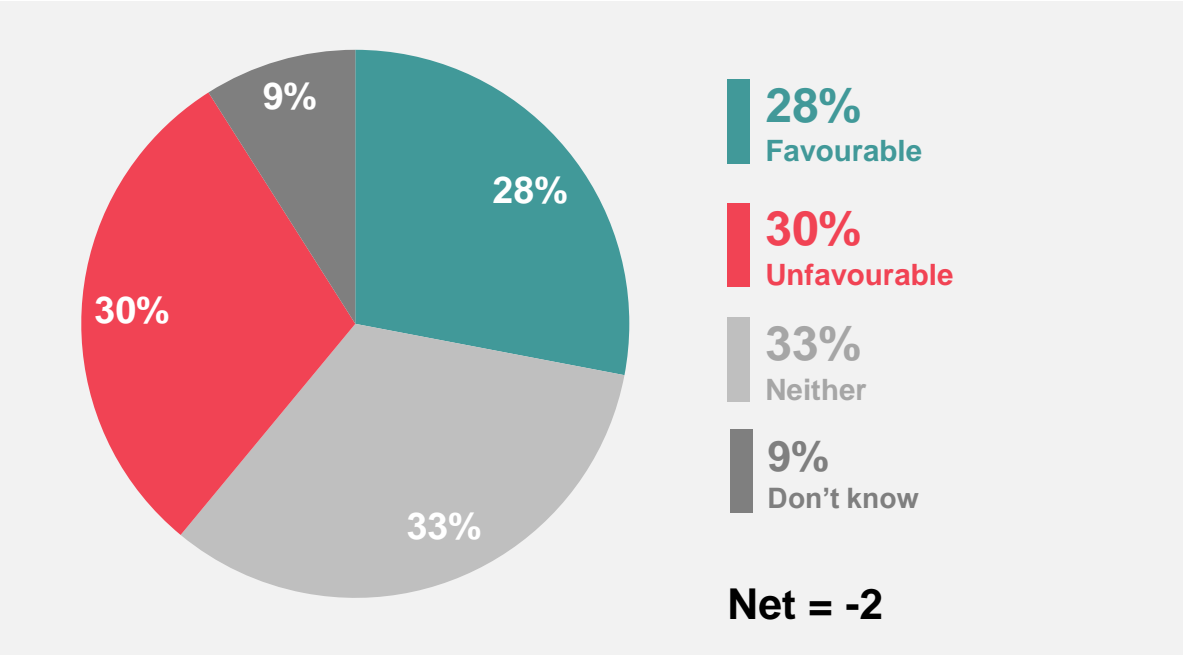
November 2019 – February 2023



# The Green Party: Favourability

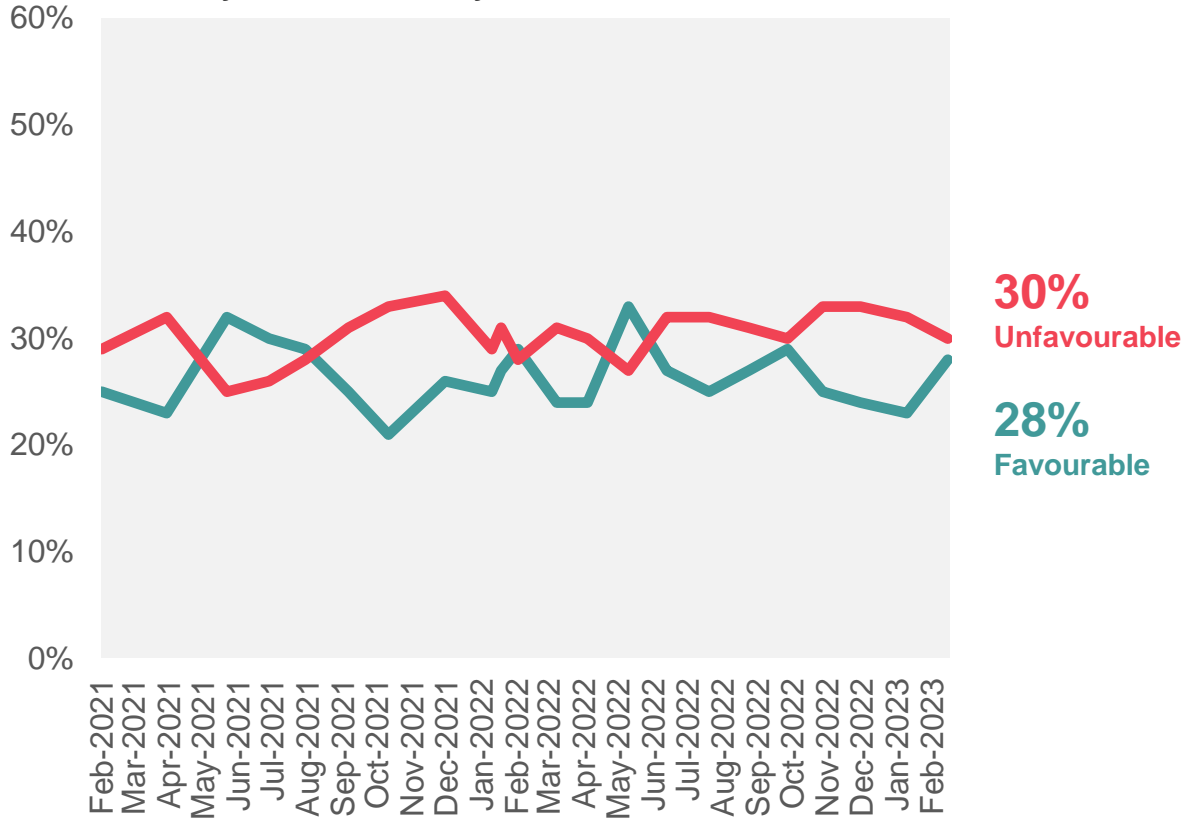
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

February 2023



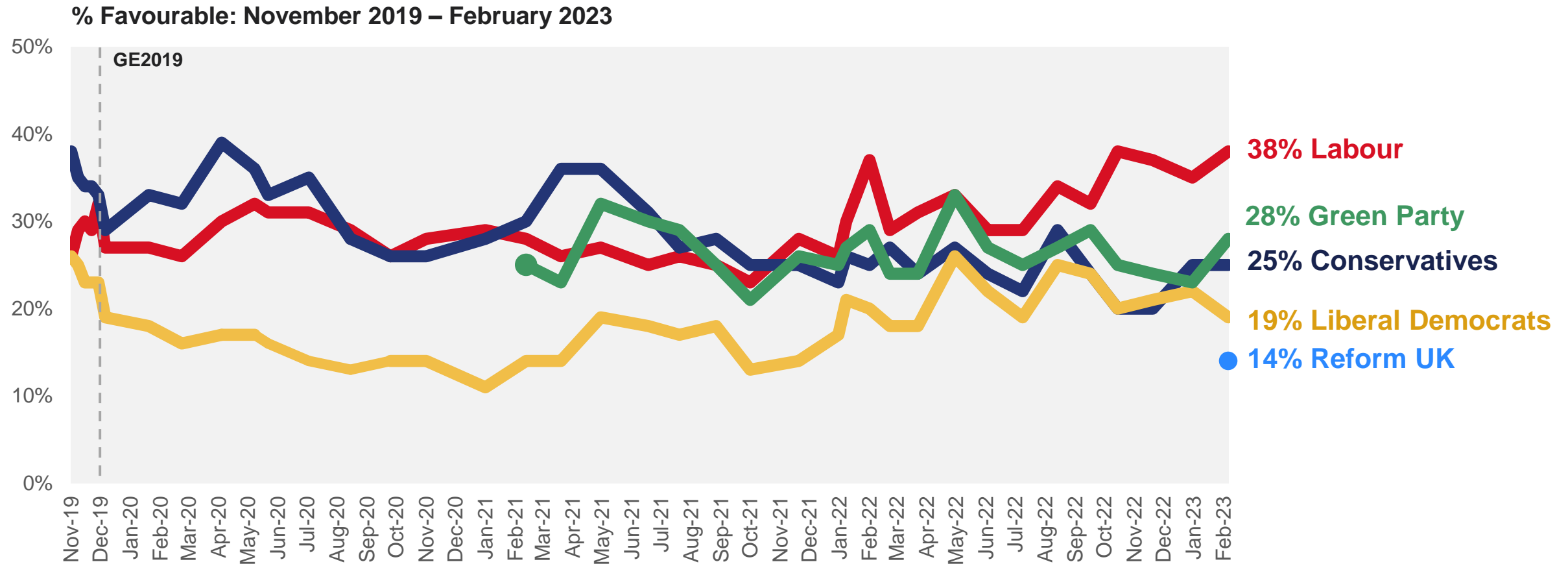
Base: 2,219 Online British adults aged 18+ 10-15 February 2023

February 2021 – February 2023



# Political parties: Favourability

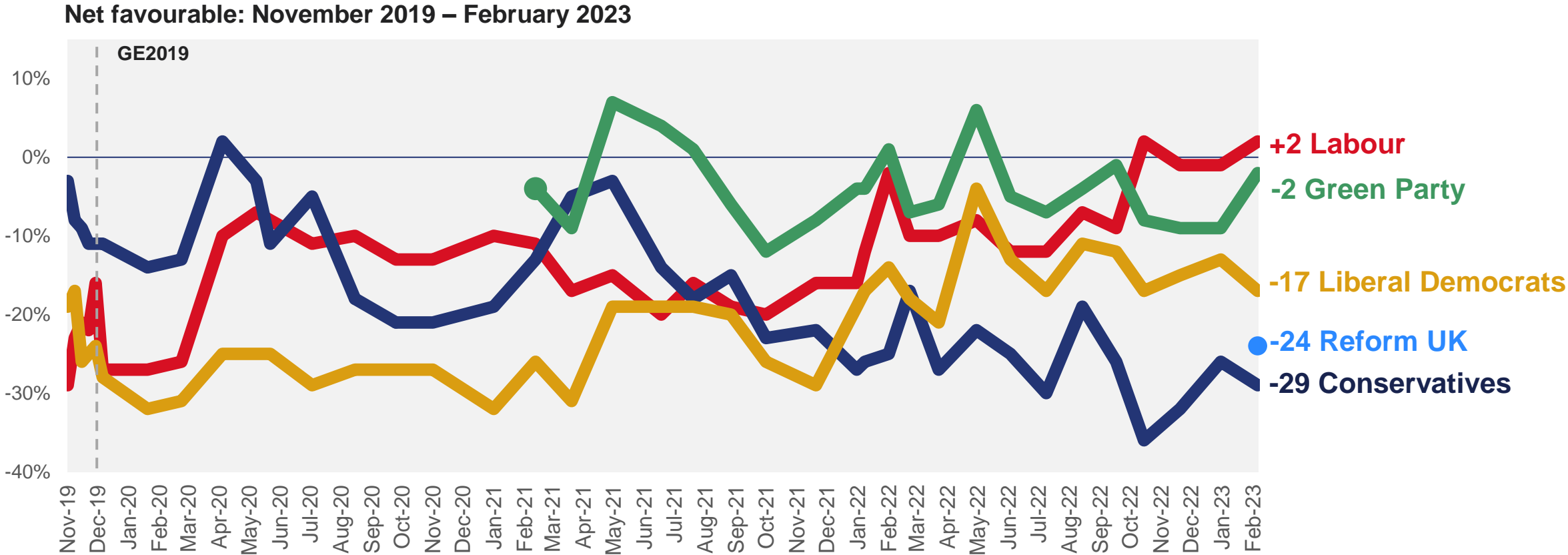
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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# 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: 2,219 Online British adults aged 18+ 10-15 February 2023





# DIRECTION OF THE COUNTRY

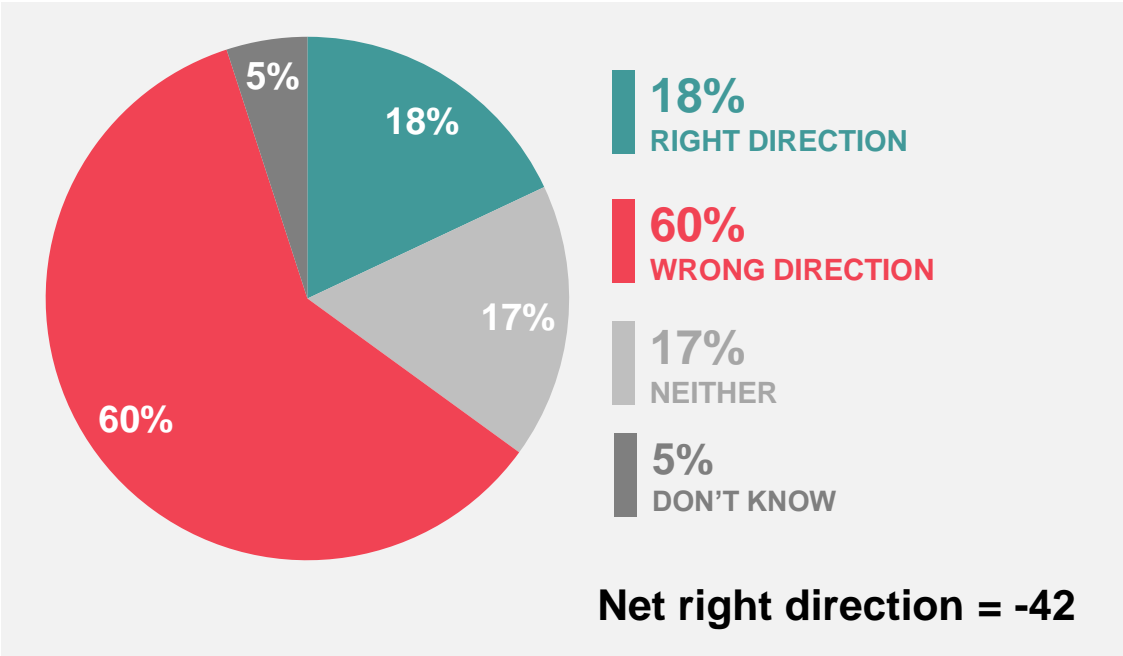
February 2023



# Direction of the country

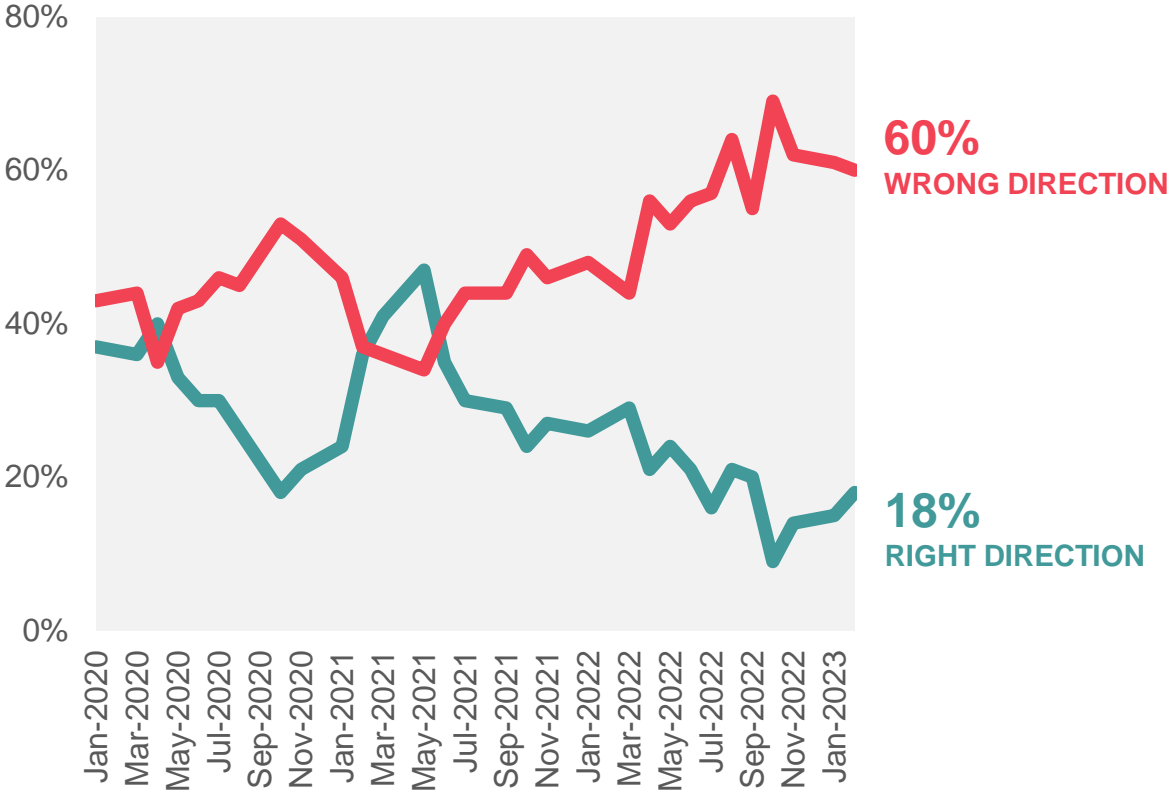
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

February 2023



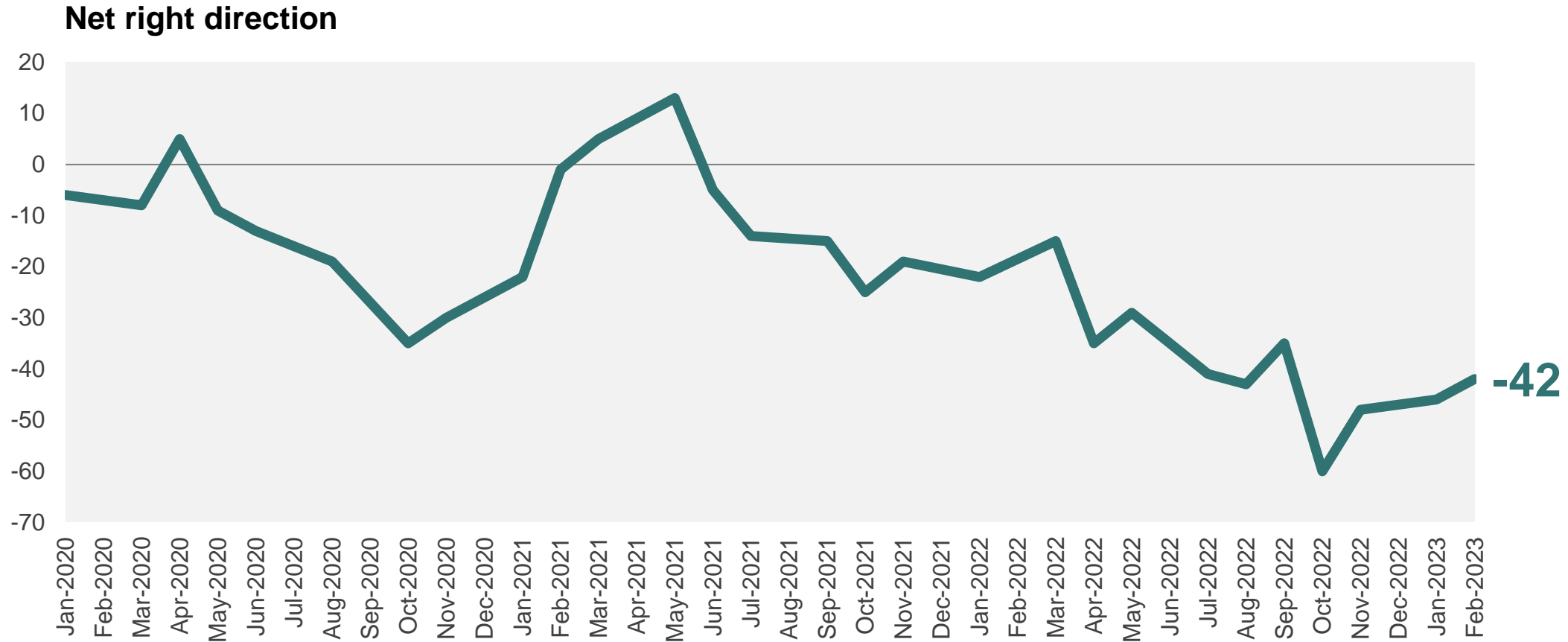
Base: 2,219 Online British adults aged 18+ 10-15 February 2023

January 2020 – February 2023



# Direction of the country: January 2020 – February 2023

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

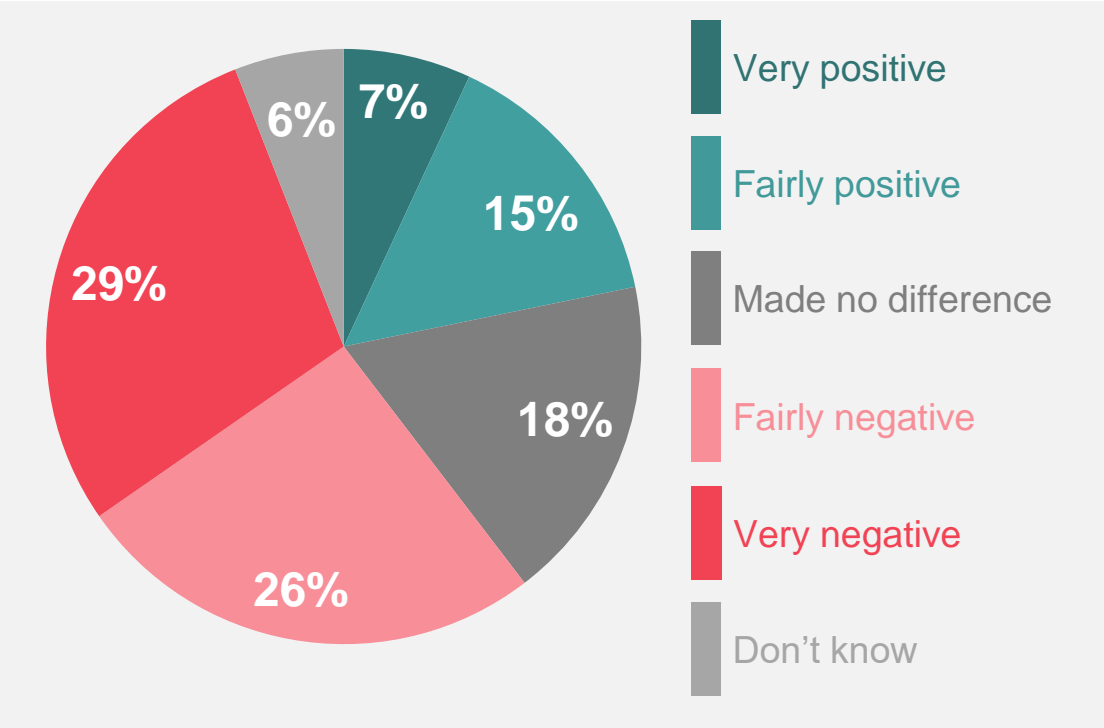


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# Impact of the UK's decision to leave the European Union

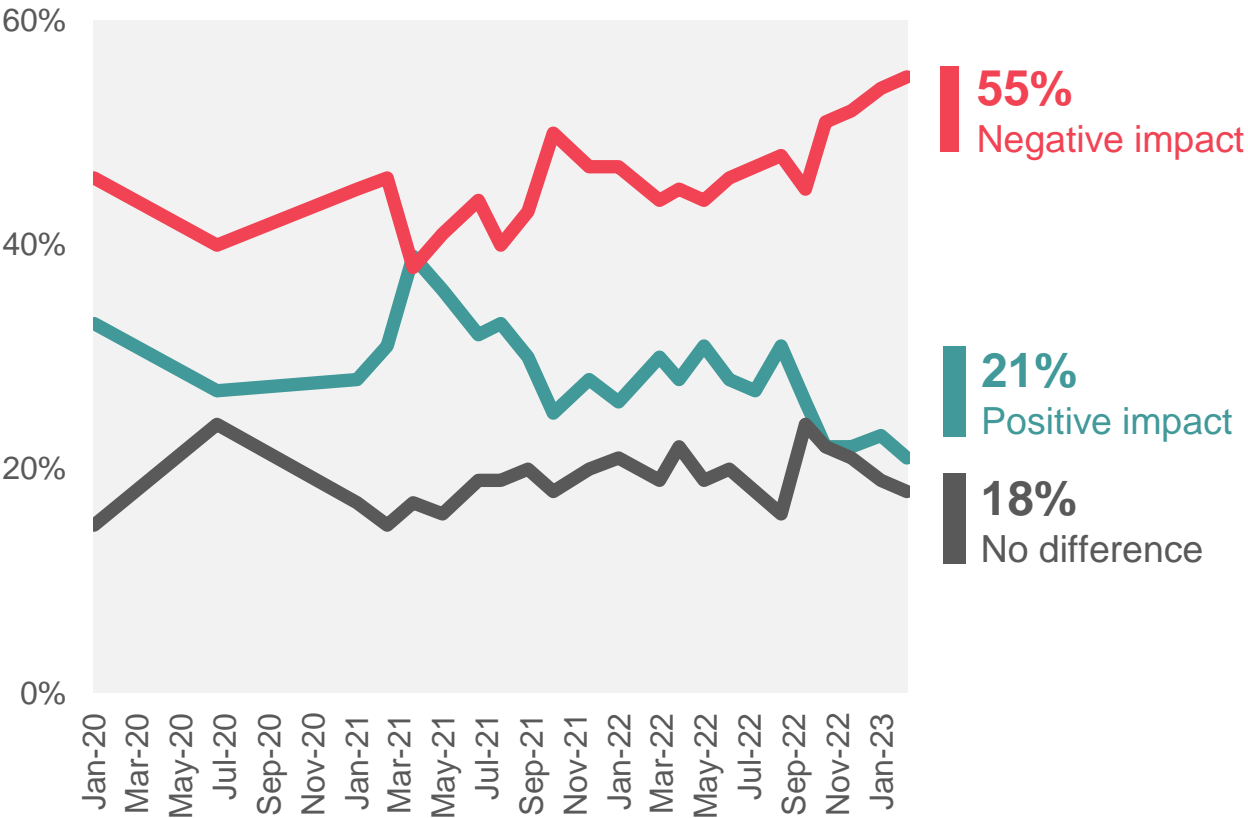
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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January 2020 – February 2023





# Ipsos UK

## Political Pulse February 2023

### For more information

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