

IPSOS UK POLITICAL PULSE

March 2023

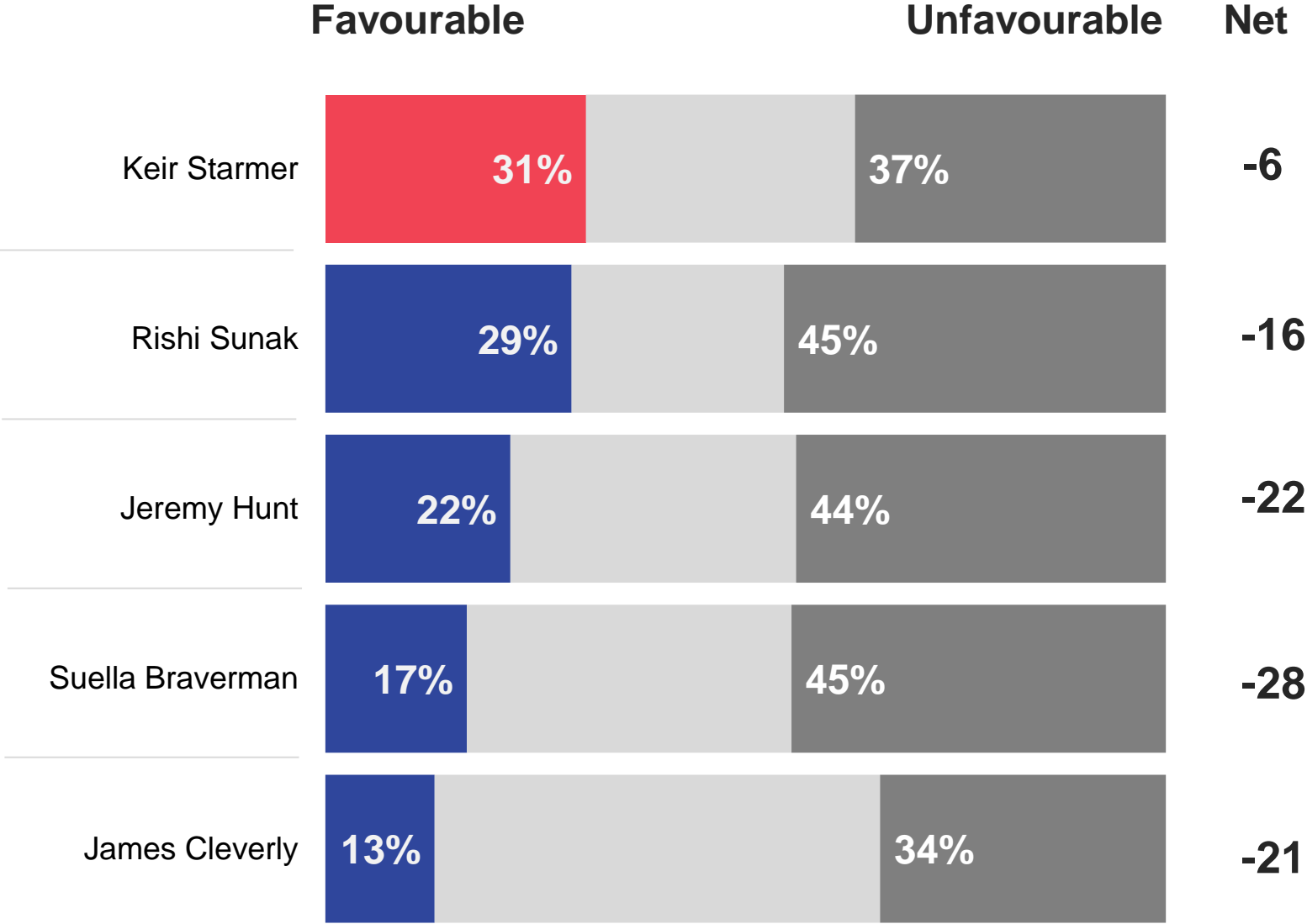


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

March 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?



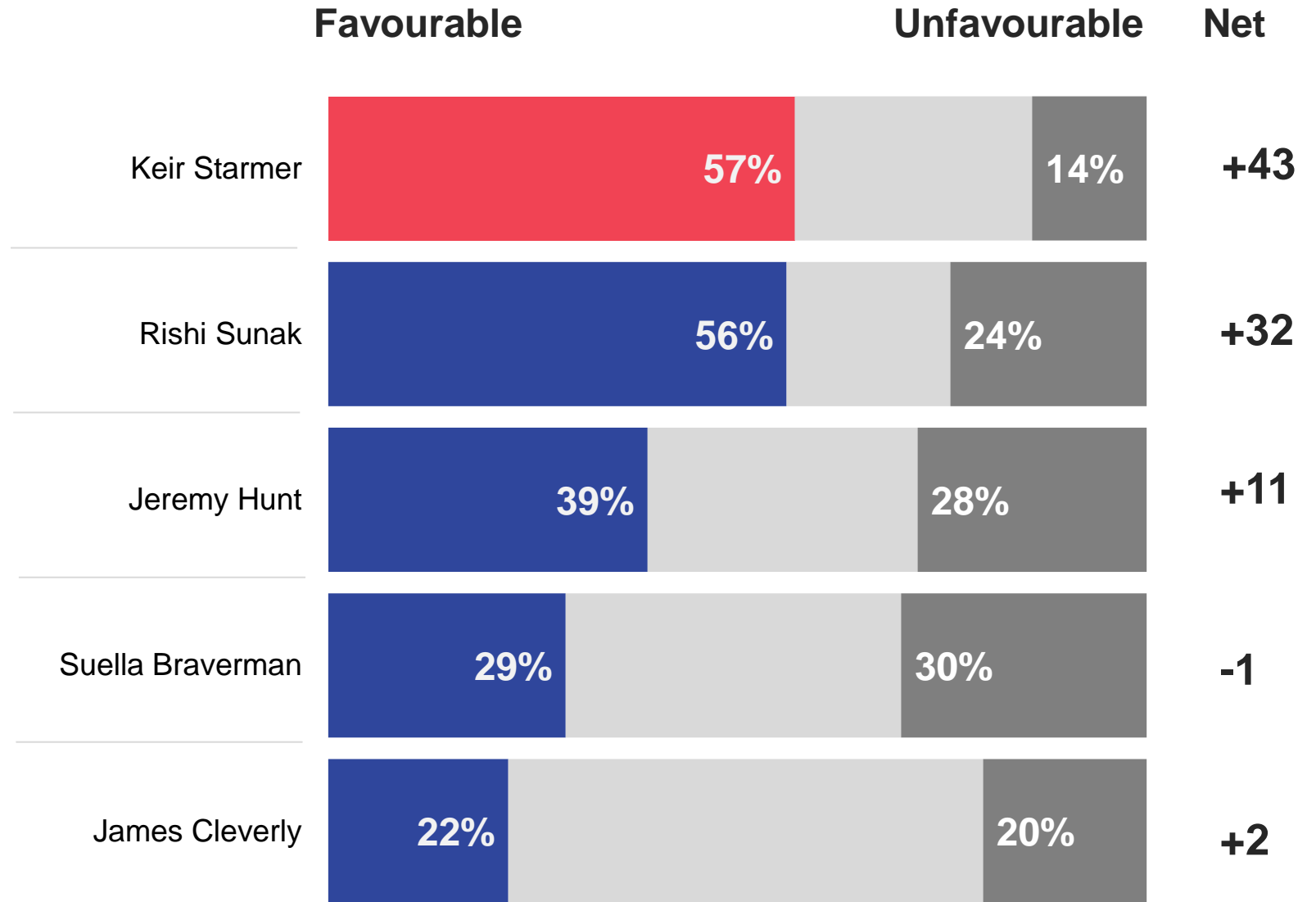
Base: 1,135 Online British adults aged 18+ 17-20 March 2023



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?

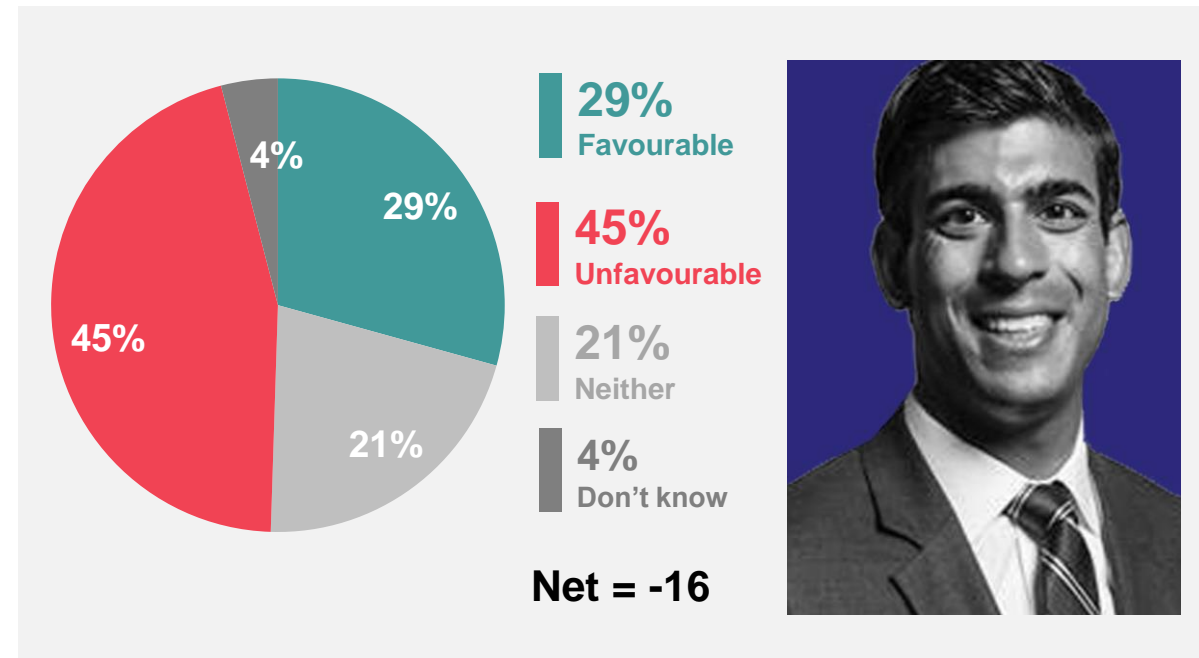


Base: 1,135 Online British adults aged 18+ 17-20 March 2023, including (340) 2019 Conservative party voters and (295) 2019 Labour party voters

Rishi Sunak: Favourability

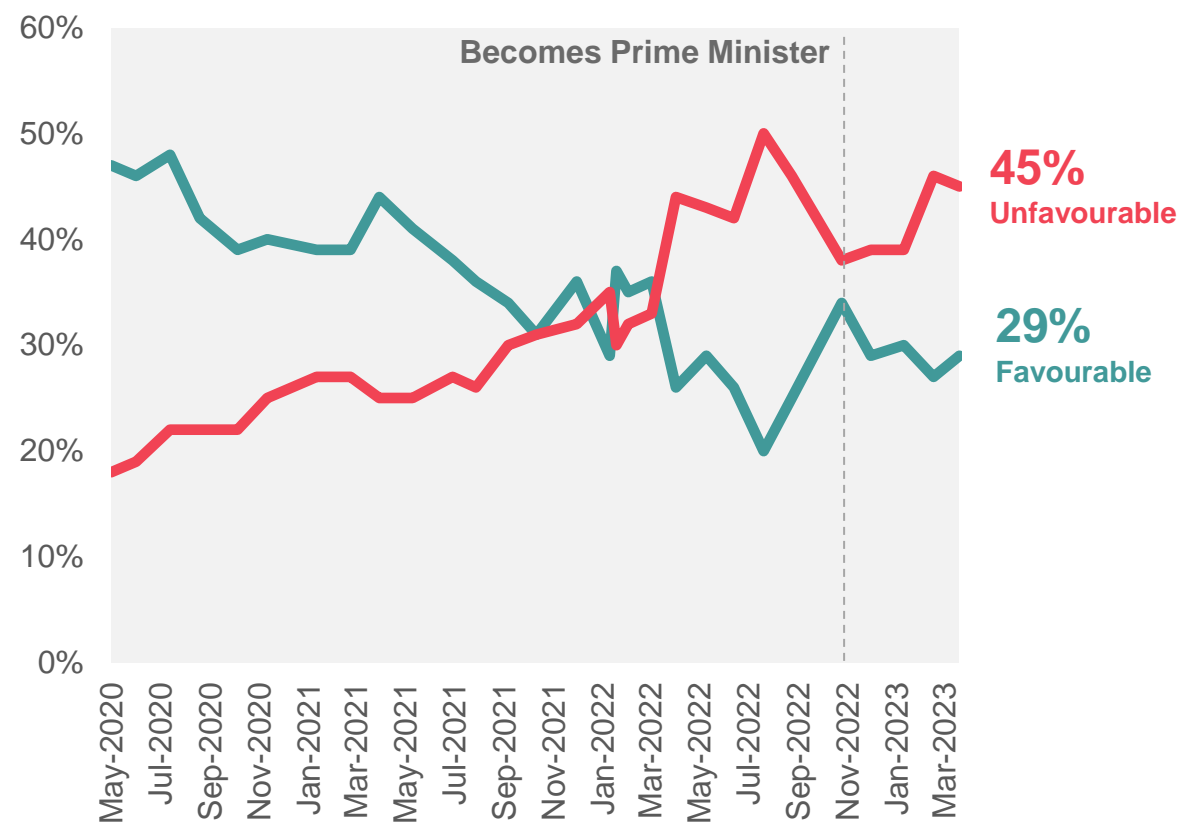
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

March 2023



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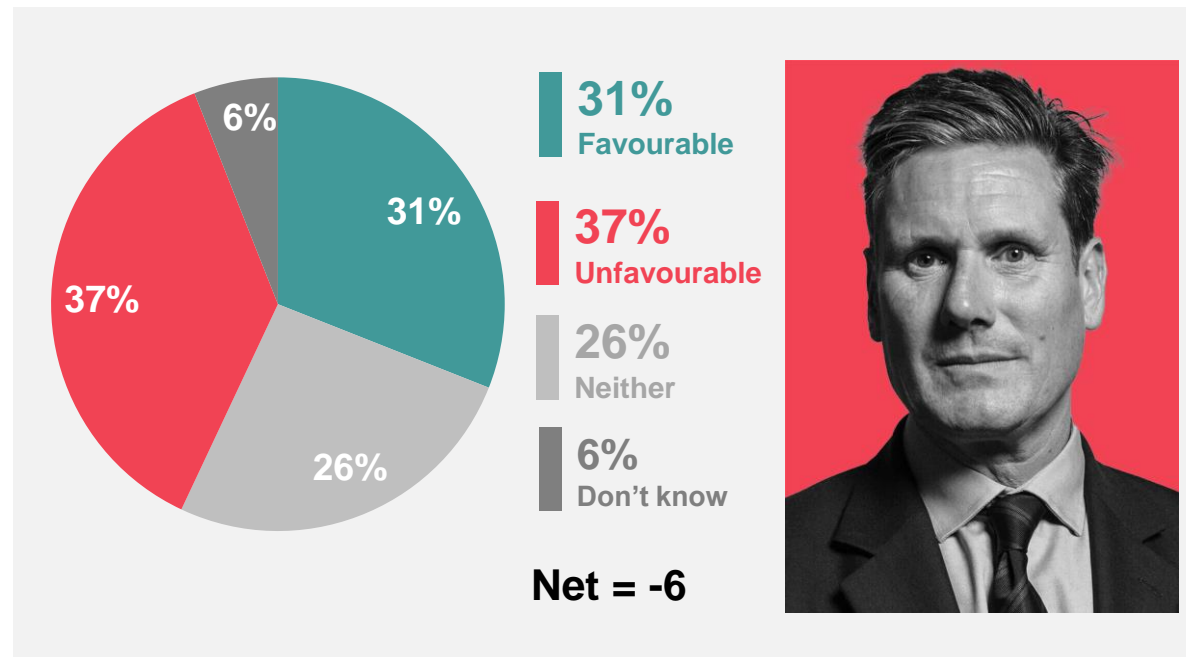
May 2020 – March 2023



Keir Starmer: Favourability

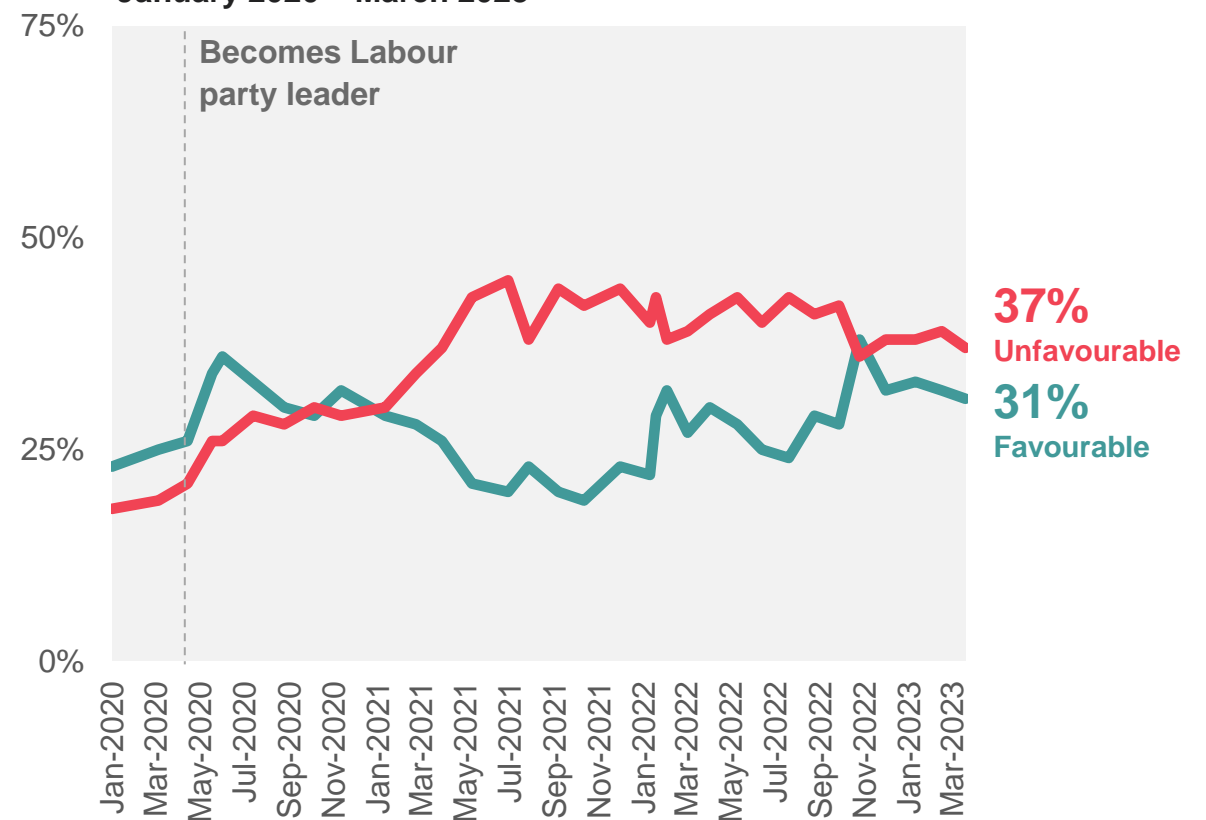
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

March 2023



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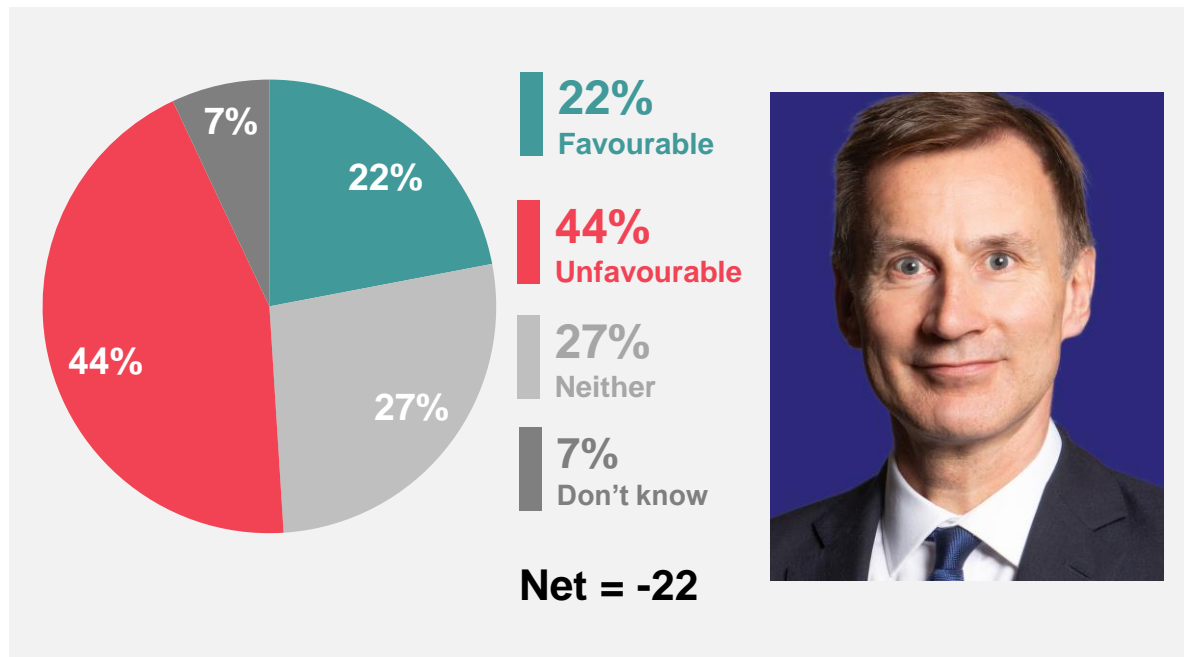
January 2020 – March 2023



Jeremy Hunt: Favourability

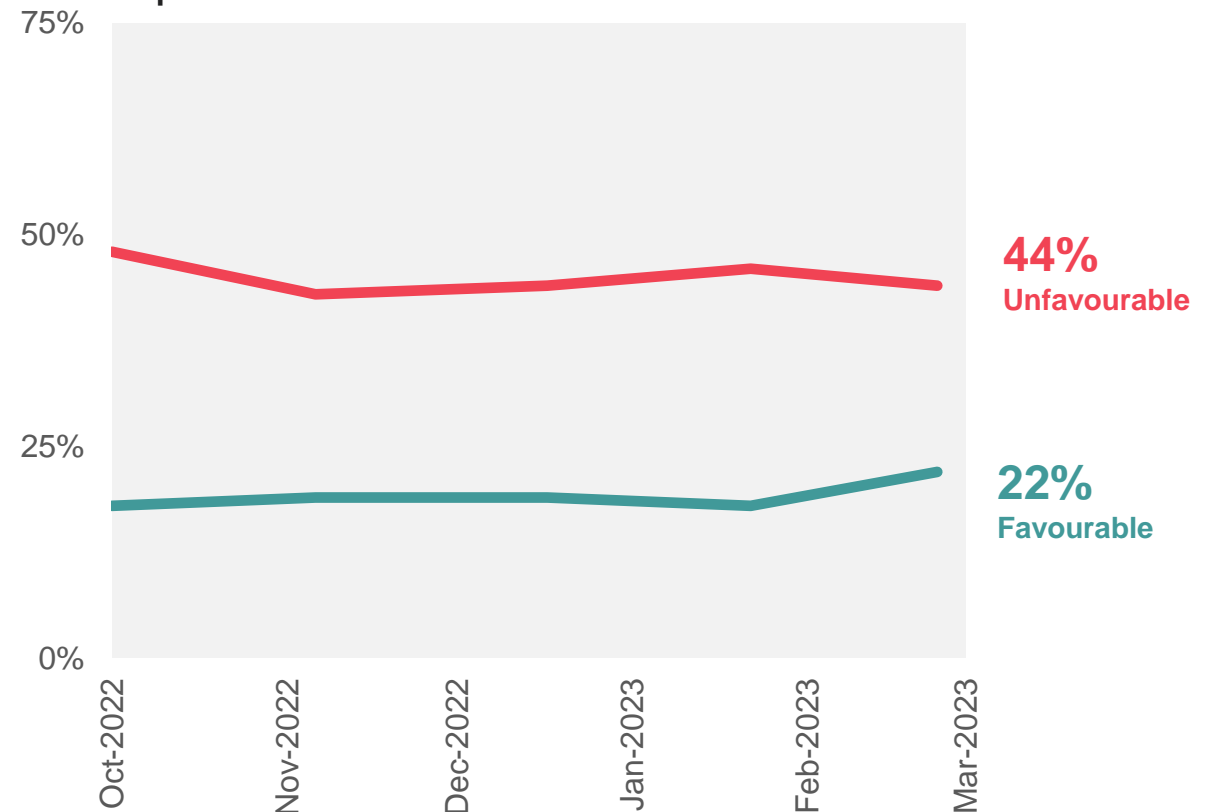
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

March 2023



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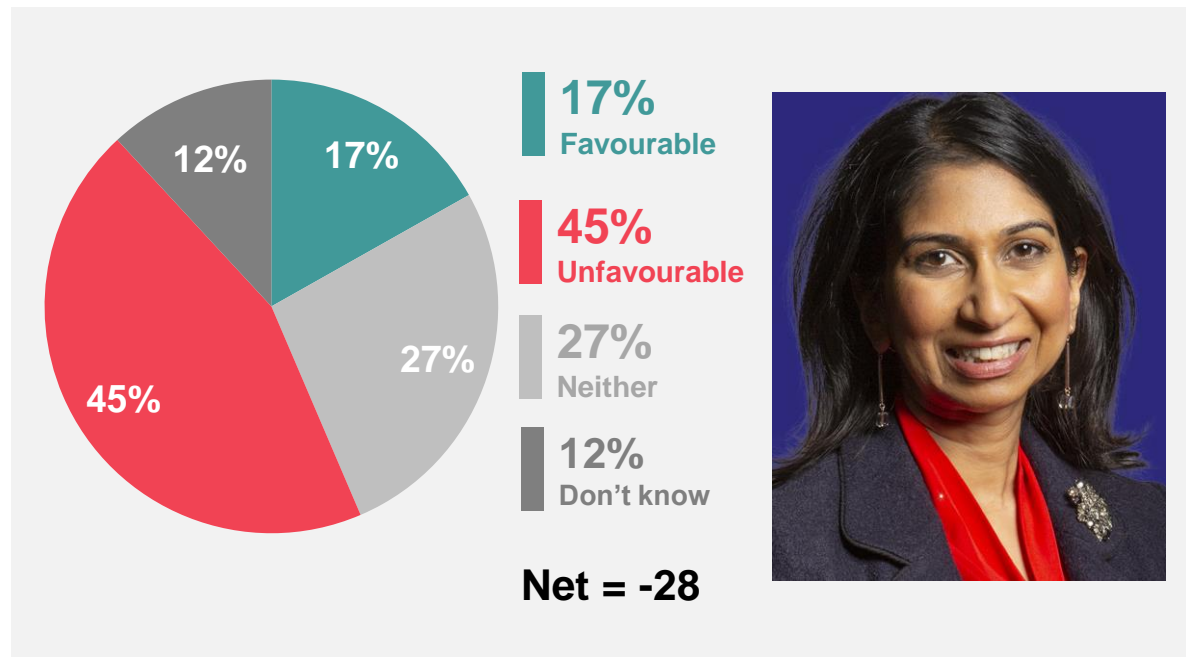
September 2022 – March 2023



Suella Braverman: Favourability

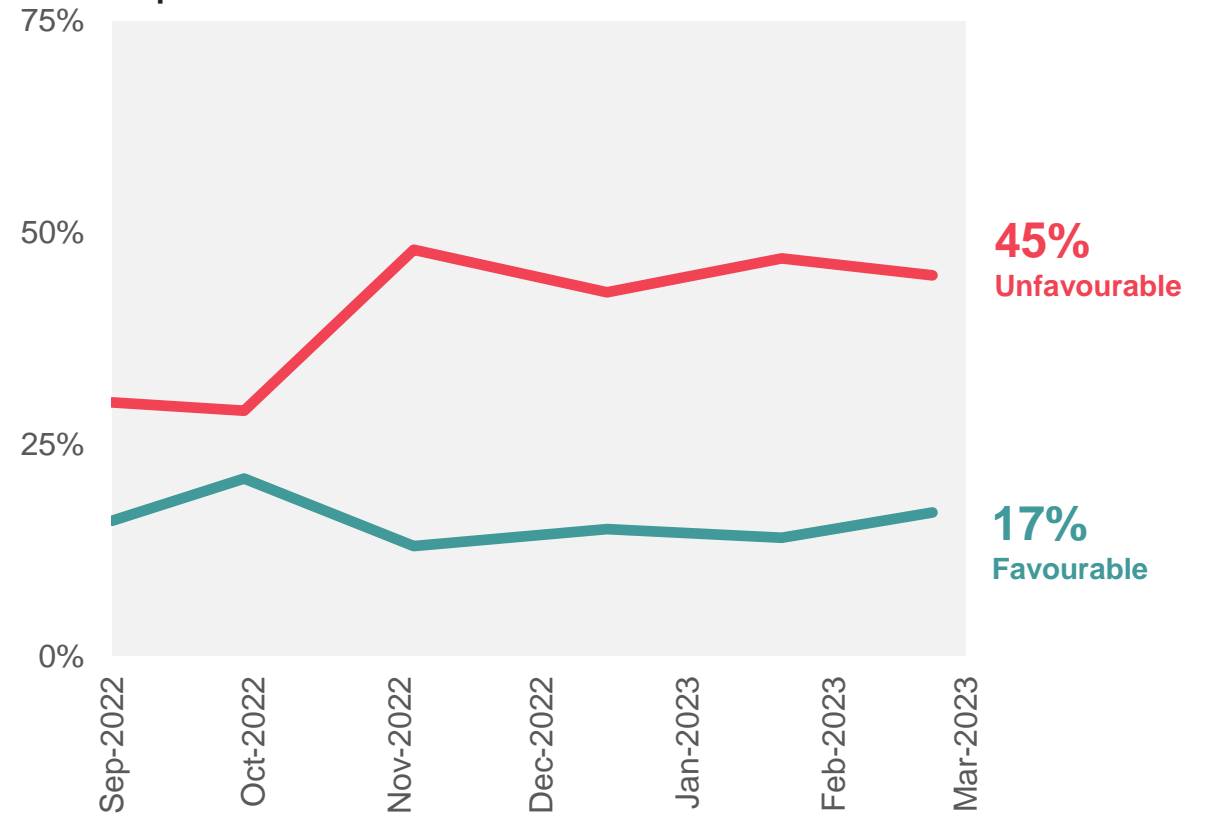
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

March 2023



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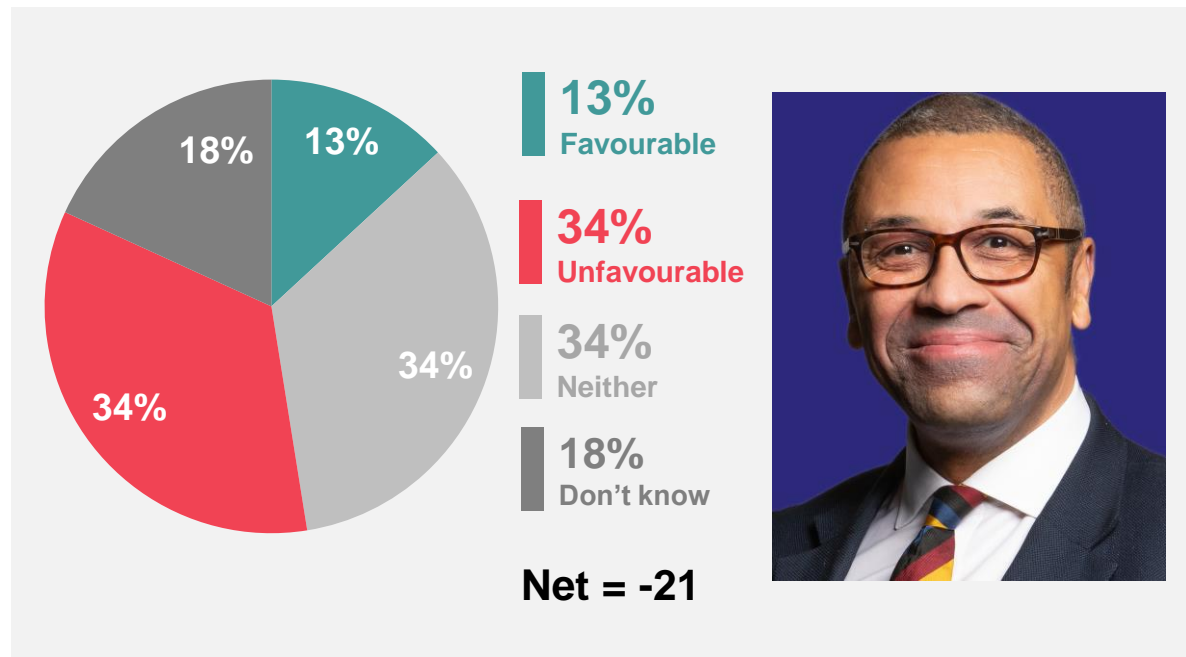
September 2022 – March 2023



James Cleverly: Favourability

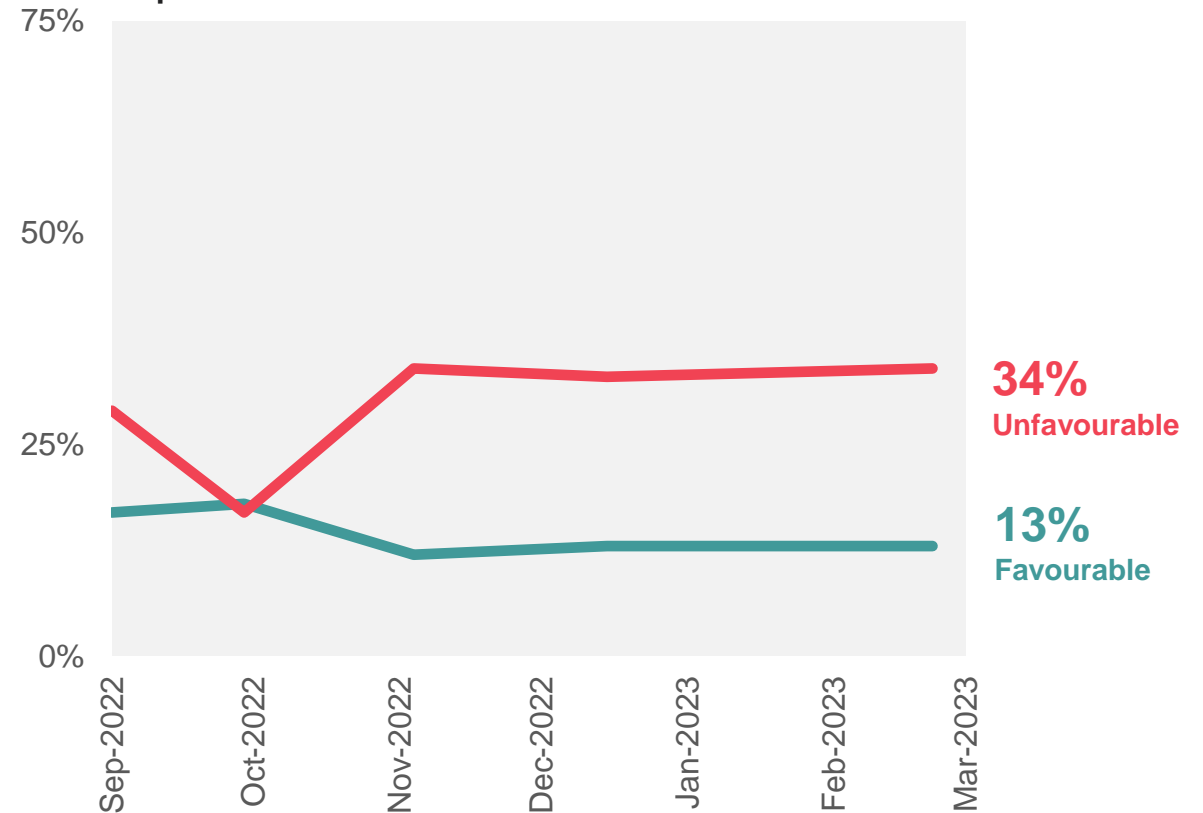
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

March 2023



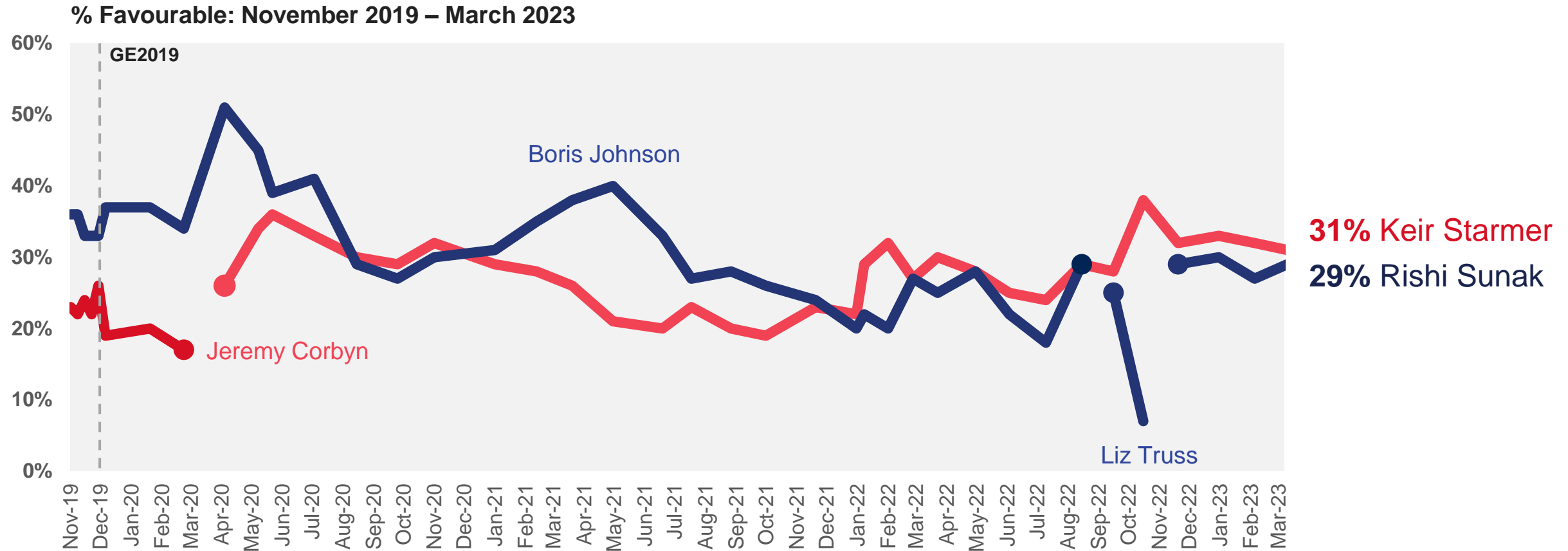
Base: 1,135 Online British adults aged 18+ 17-20 March 2023

September 2022 – March 2023



Favourability: Rishi Sunak vs Keir Starmer

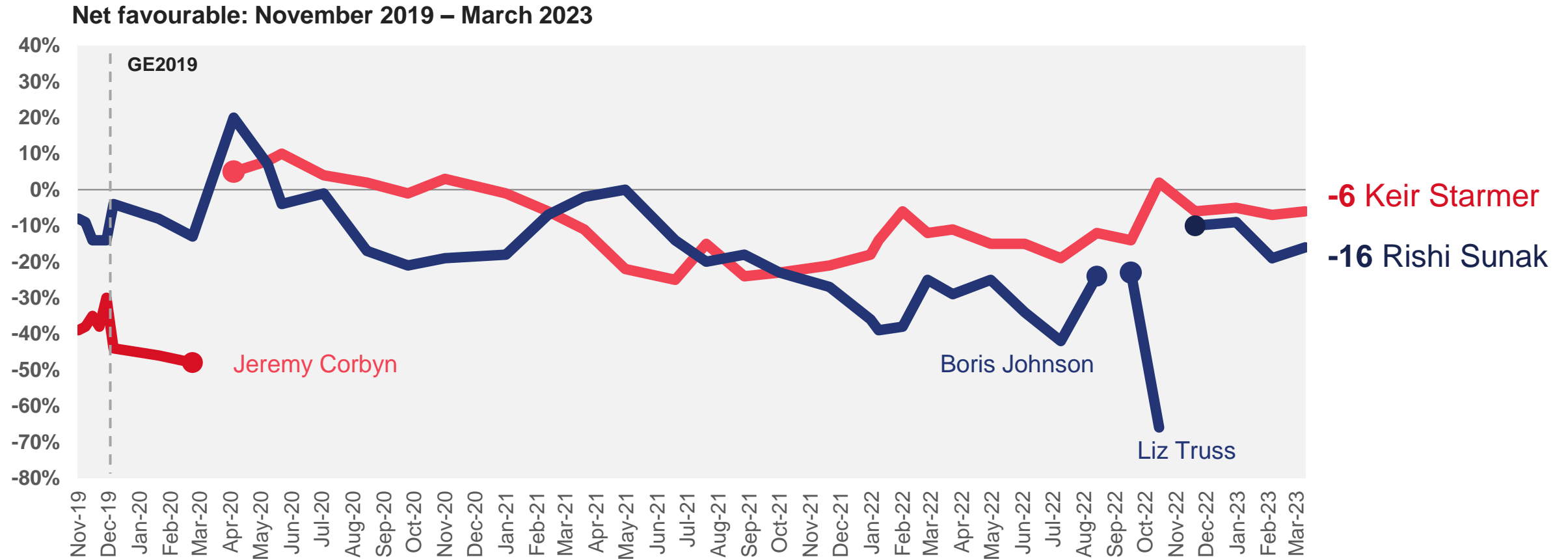
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Net favourability: Rishi Sunak vs Keir Starmer

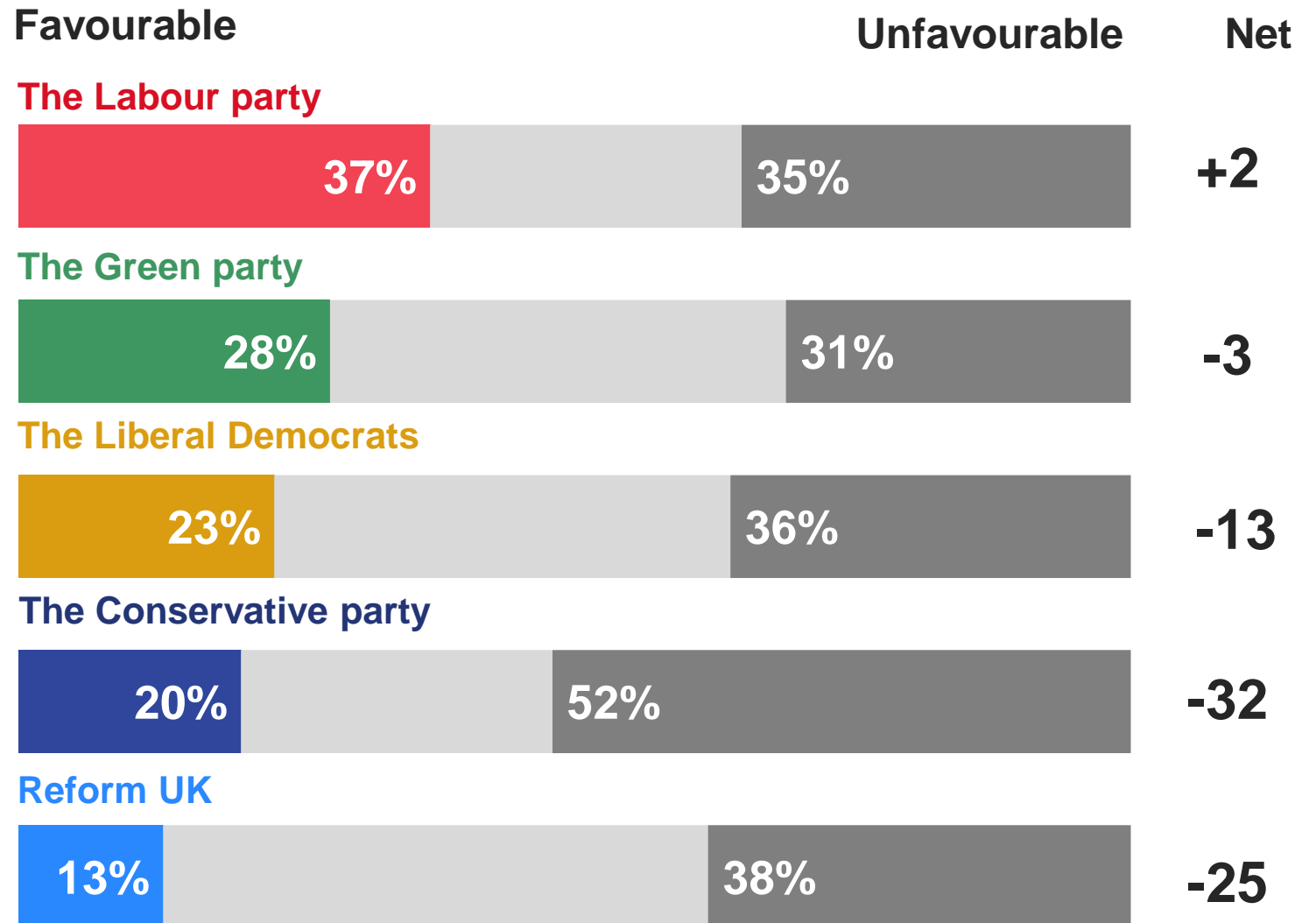
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,135 Online British adults aged 18+ 17-20 March 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?

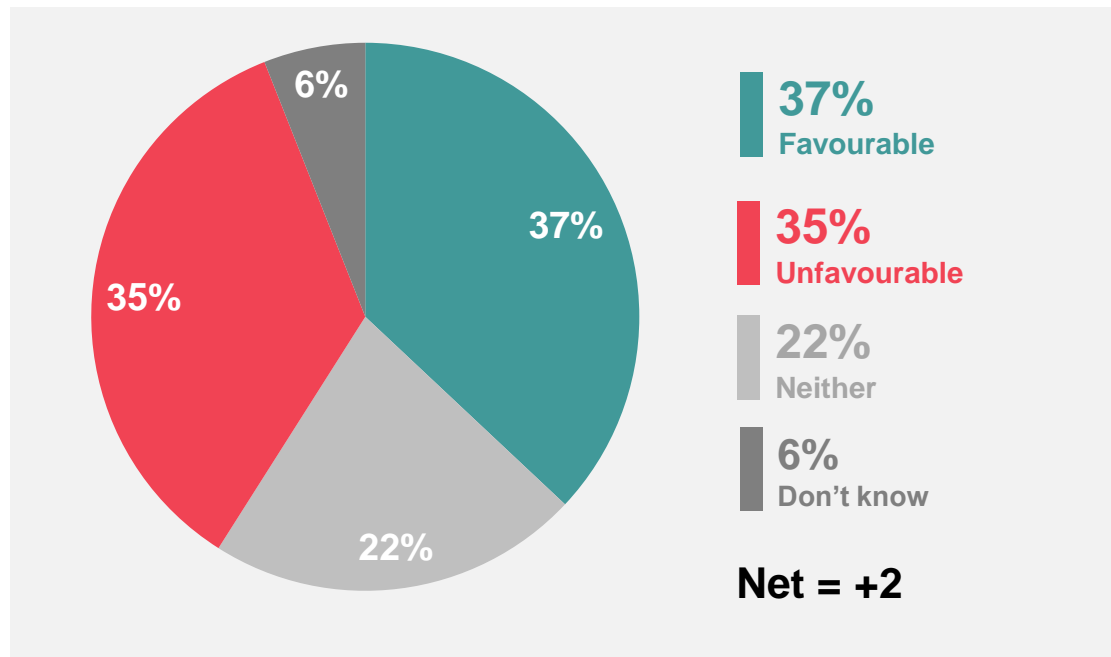


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The Labour party: Favourability

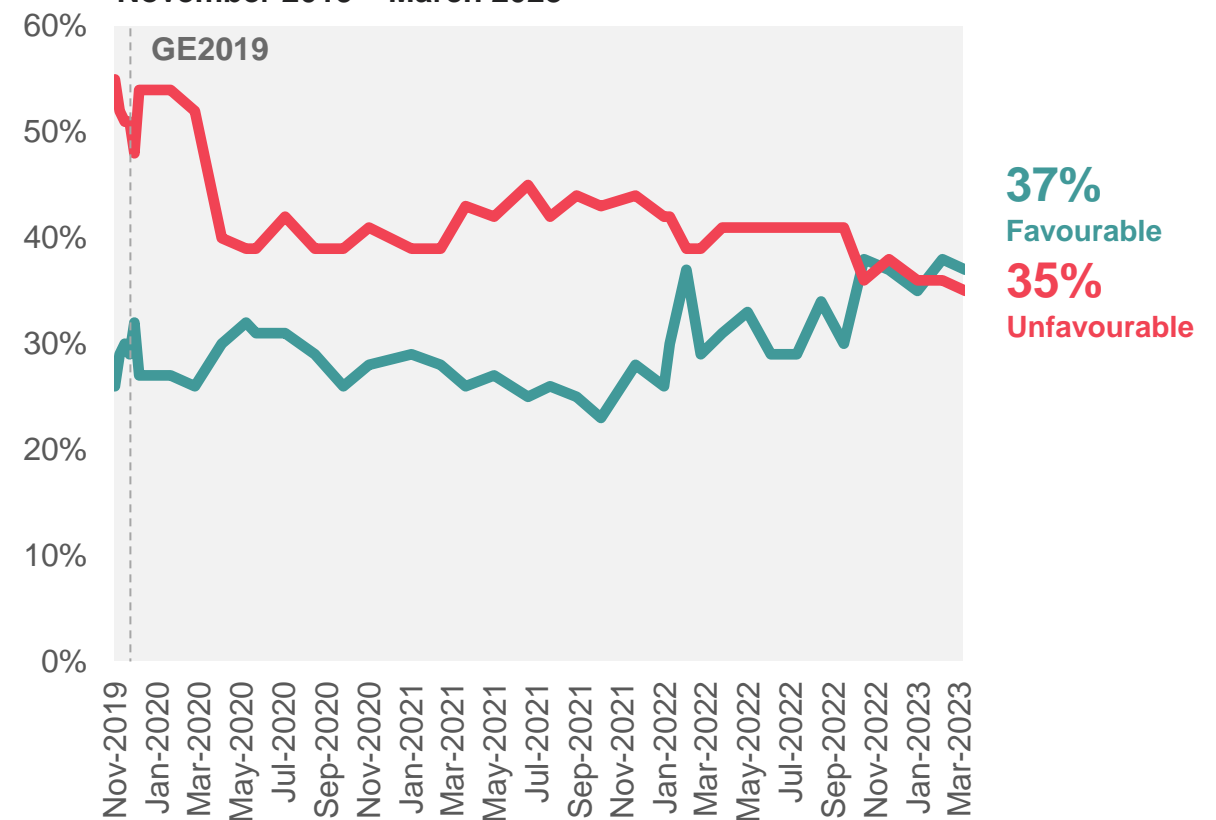
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

March 2023



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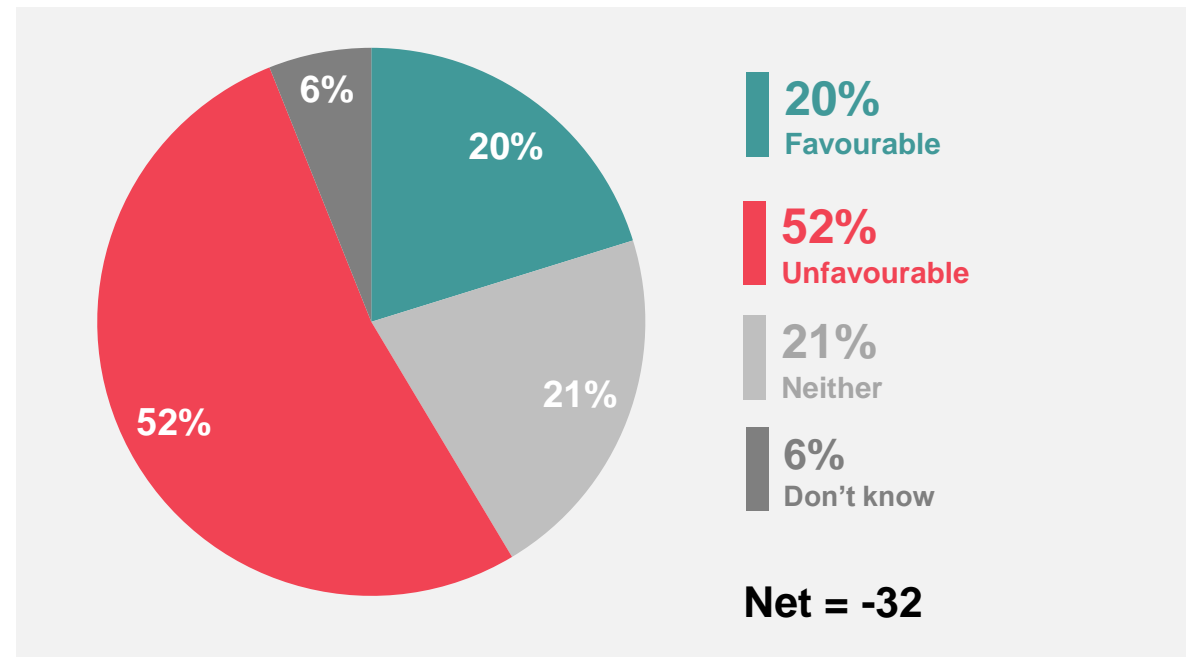
November 2019 – March 2023



The Conservative party: Favourability

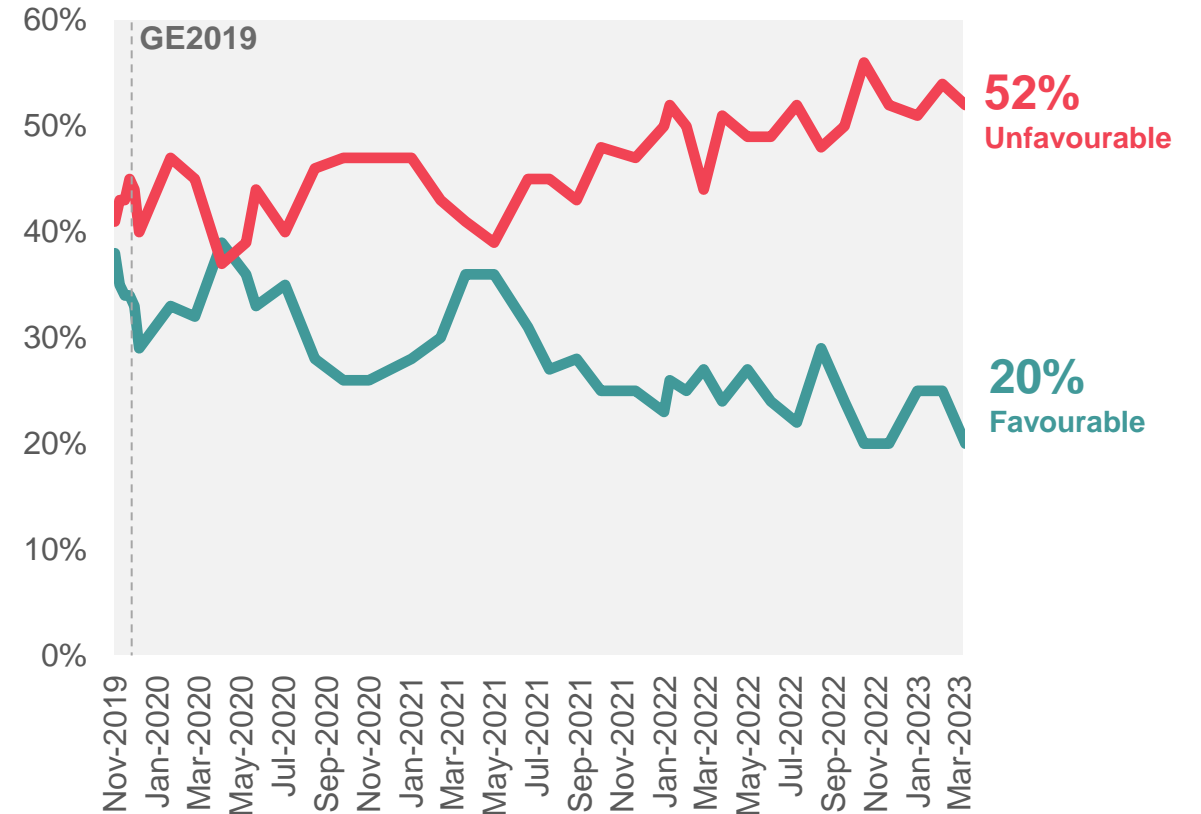
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

March 2023



Base: 1,135 Online British adults aged 18+ 17-20 March 2023

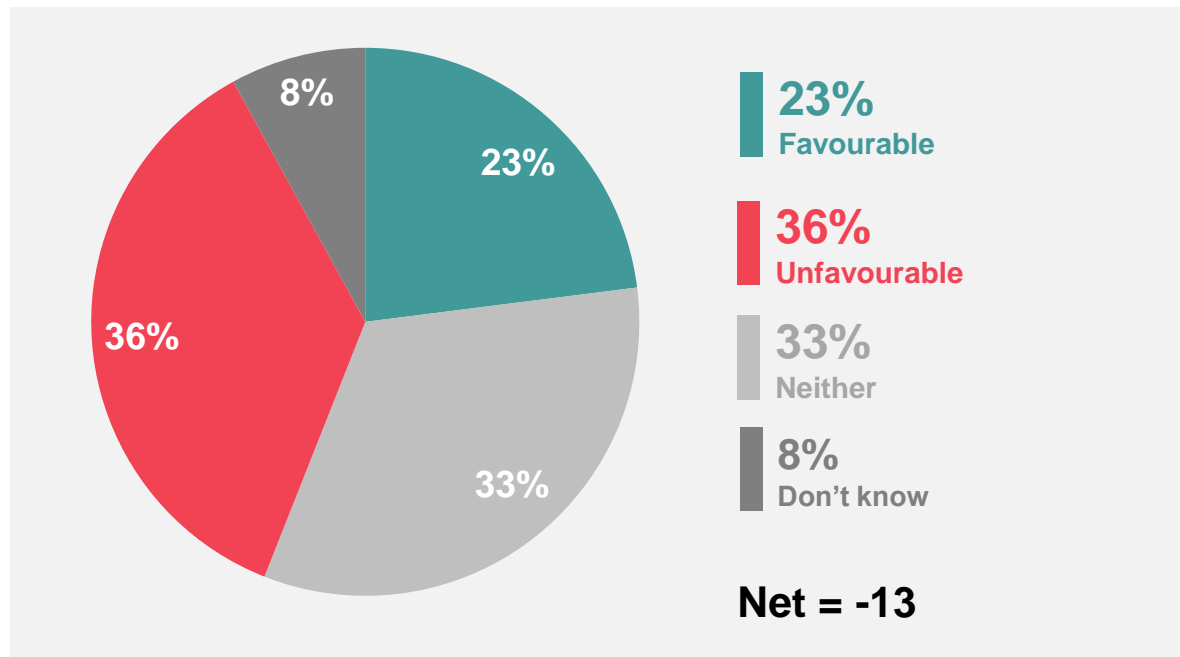
November 2019 – March 2023



The Liberal Democrats: Favourability

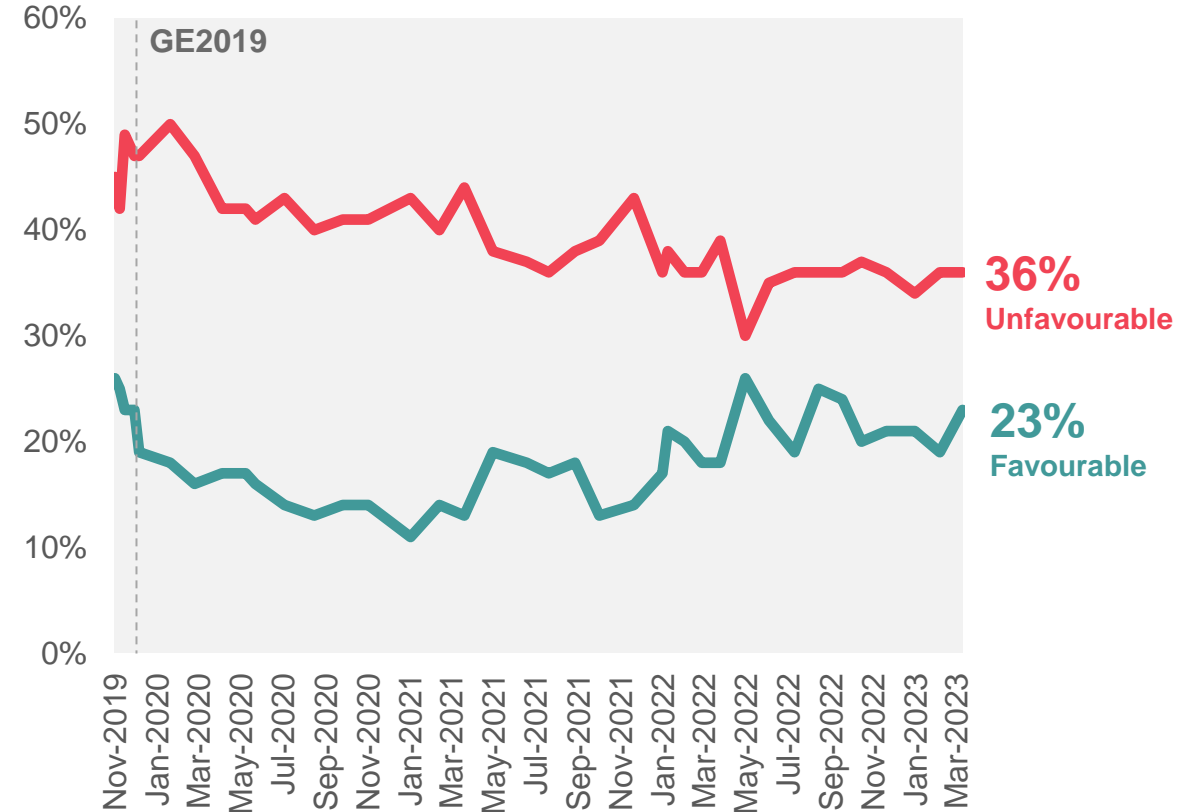
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

March 2023



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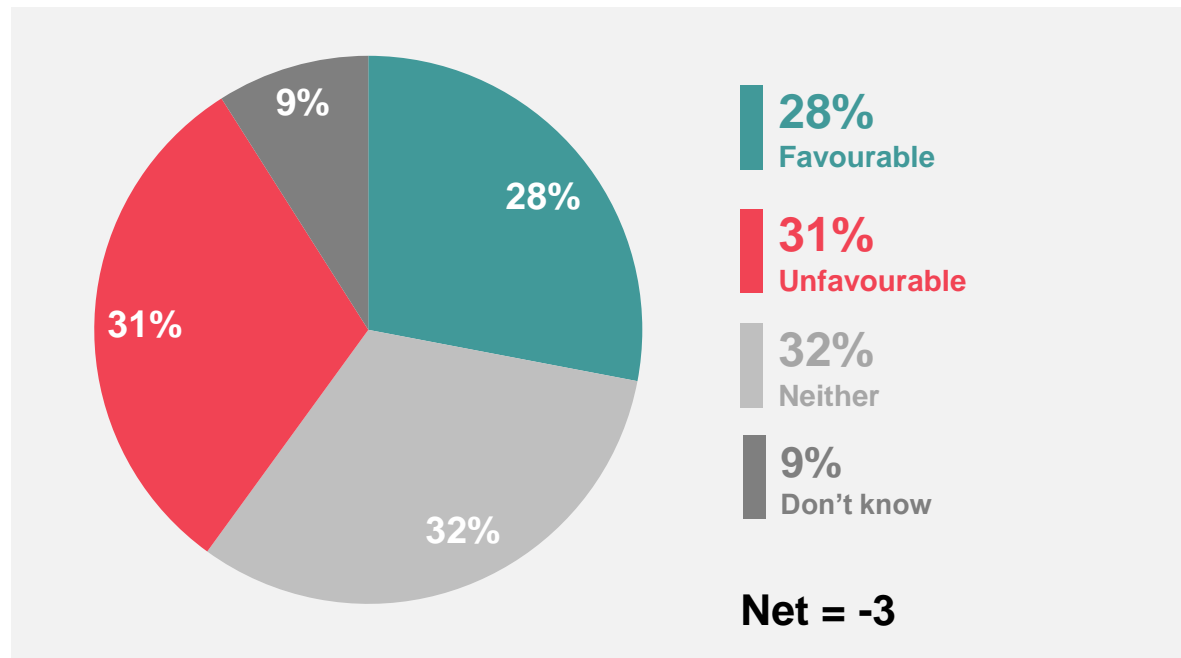
November 2019 – March 2023



The Green Party: Favourability

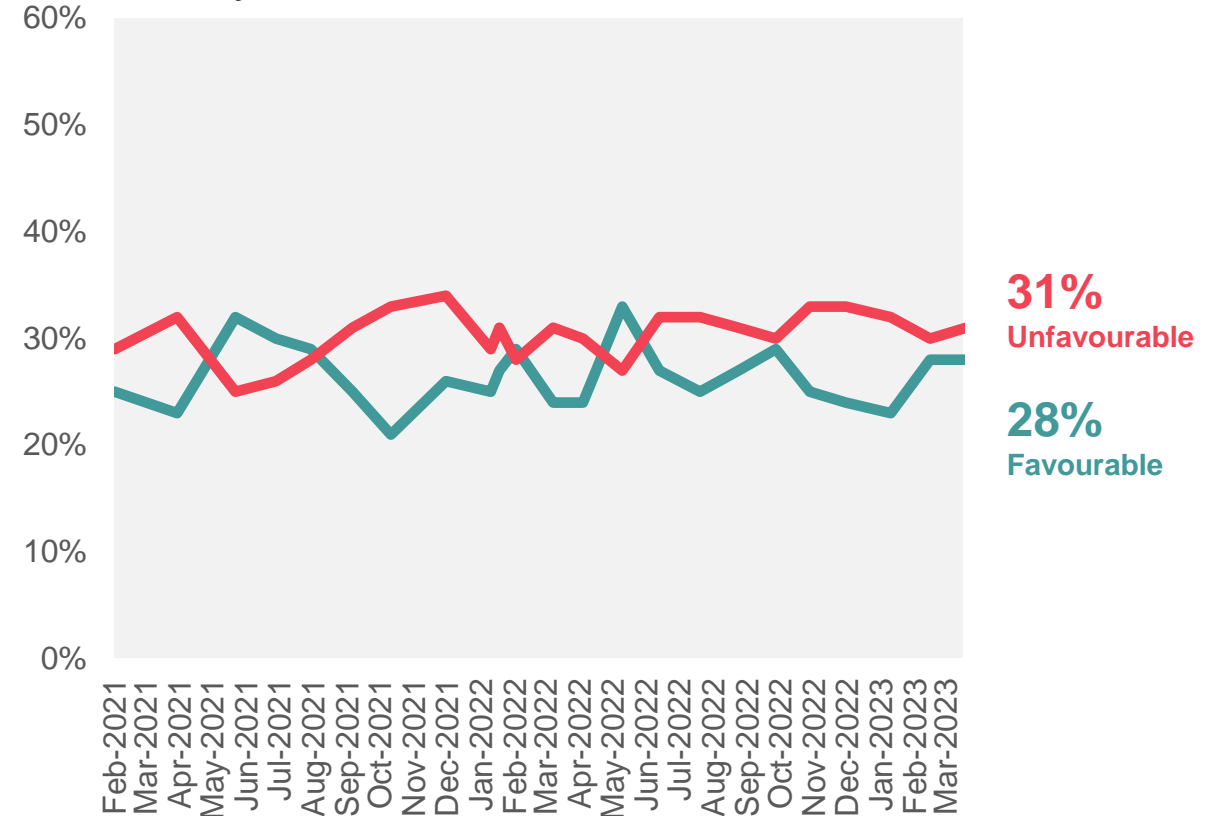
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

March 2023



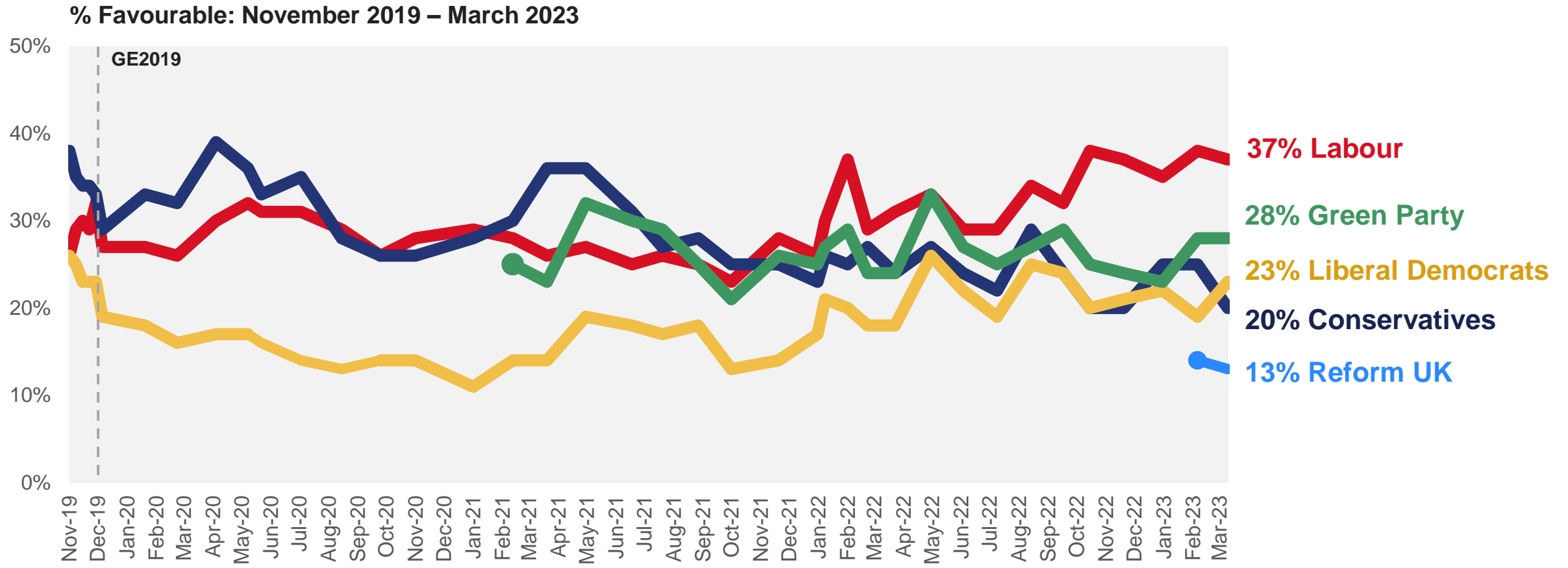
Base: 1,135 Online British adults aged 18+ 17-20 March 2023

February 2021 – March 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?

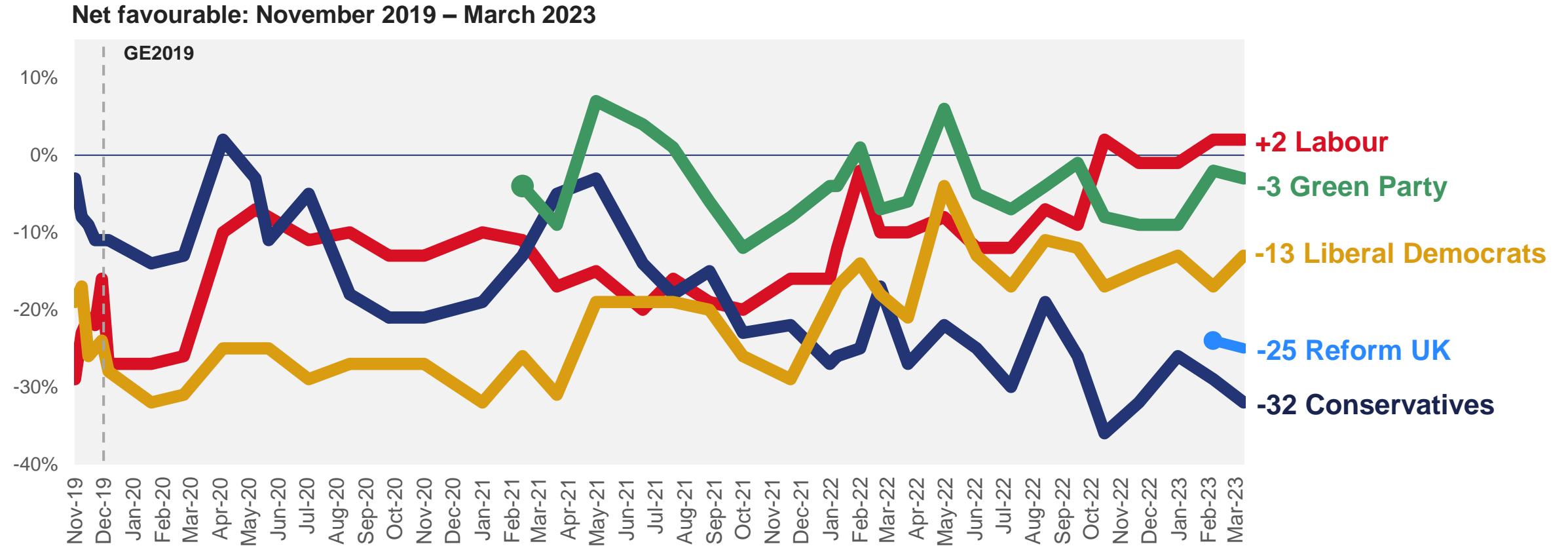


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Political parties: Net favourability

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



Base: 1,135 Online British adults aged 18+ 17-20 March 2023

DIRECTION OF THE COUNTRY

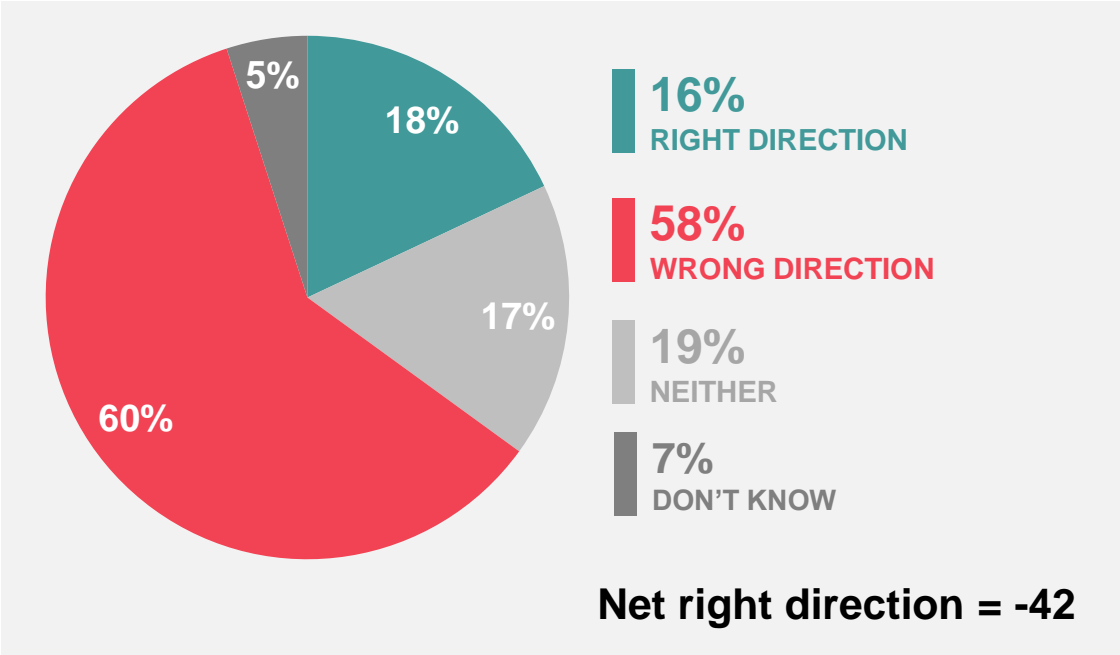
March 2023



Direction of the country

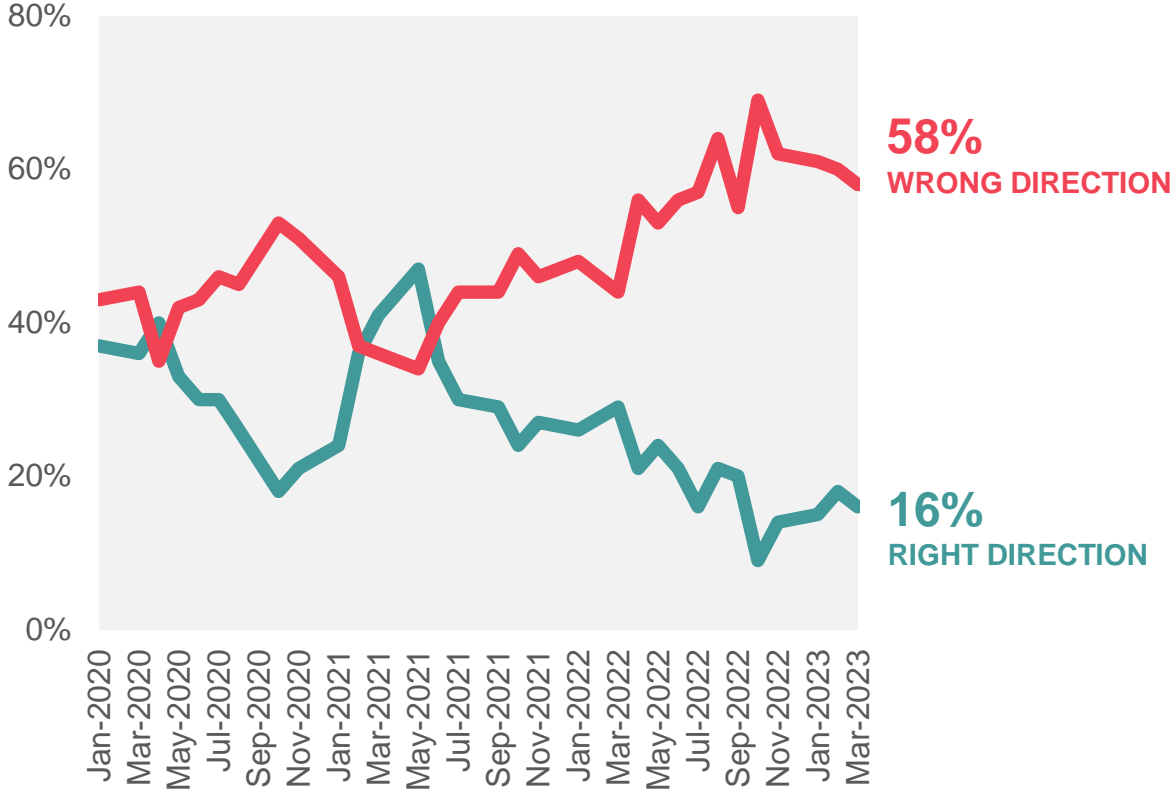
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

March 2023



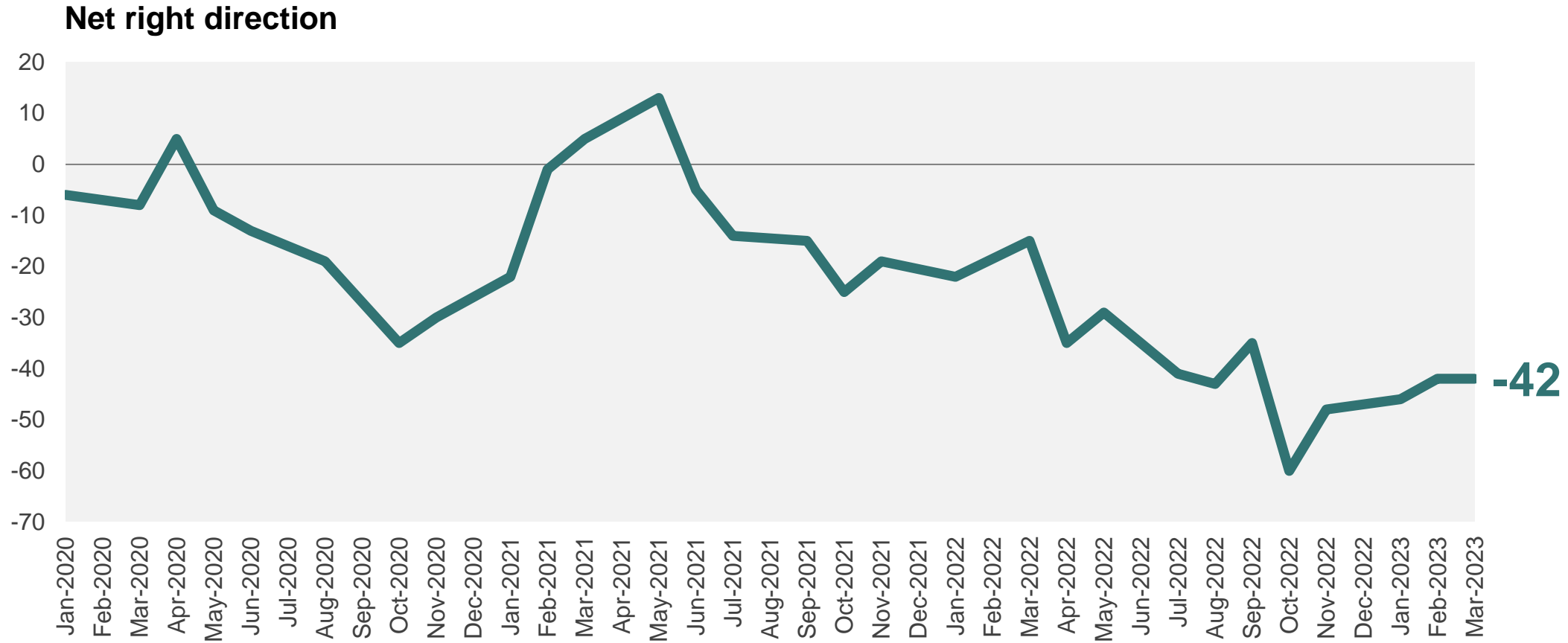
Base: 1,135 Online British adults aged 18+ 17-20 March 2023

January 2020 - March 2023



Direction of the country: January 2020 – March 2023

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

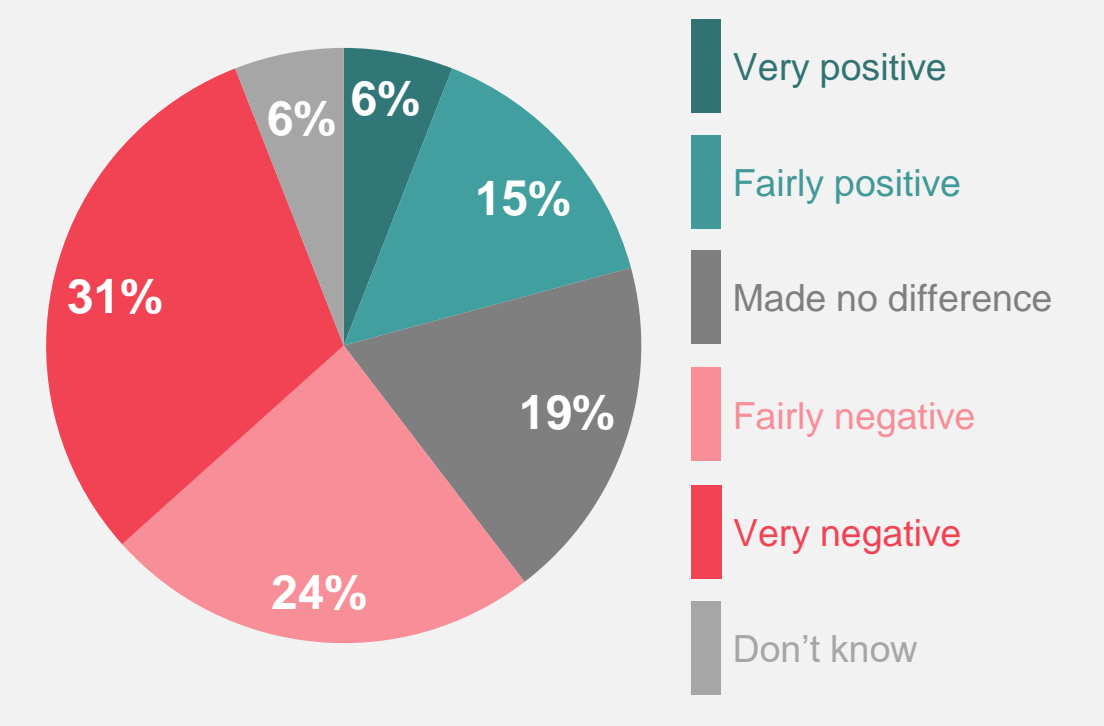


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Impact of the UK's decision to leave the European Union

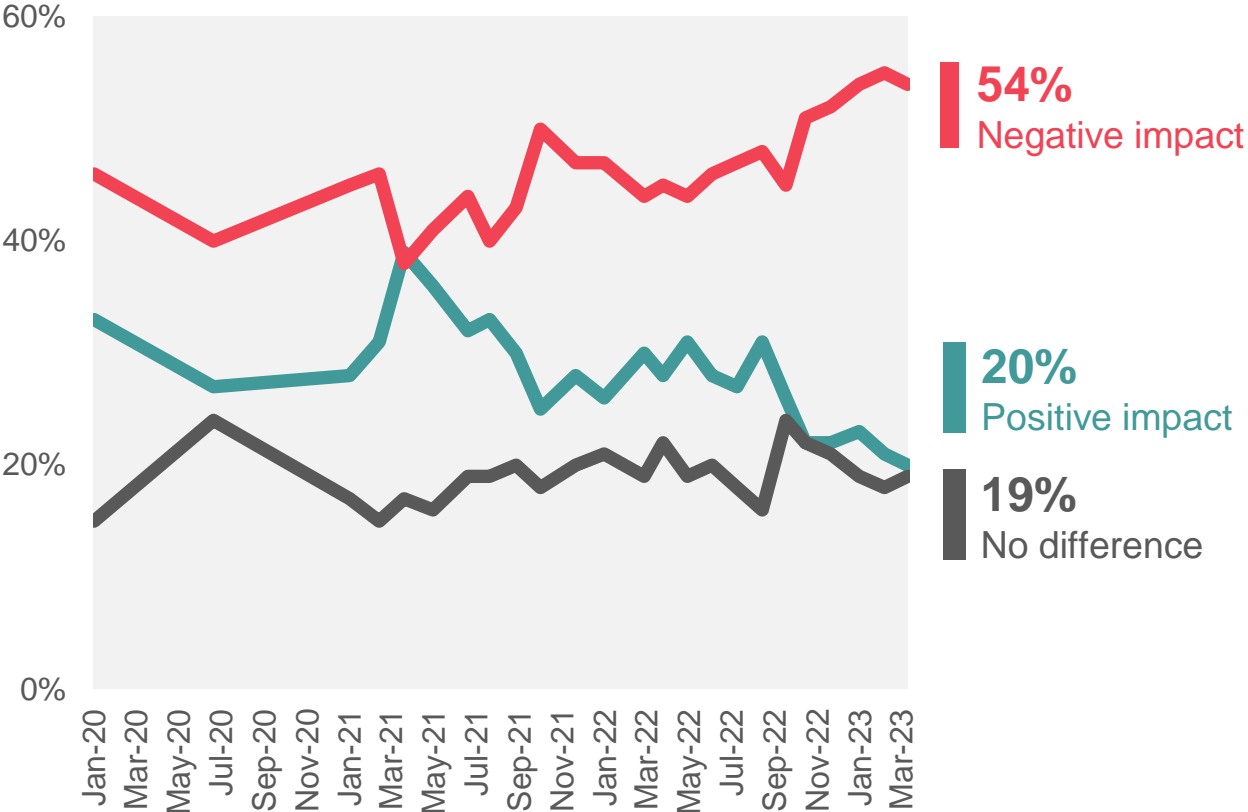
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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January 2020 – March 2023





Political Pulse March 2023

For more information

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