

# IPSOS UK POLITICAL PULSE

April 2023

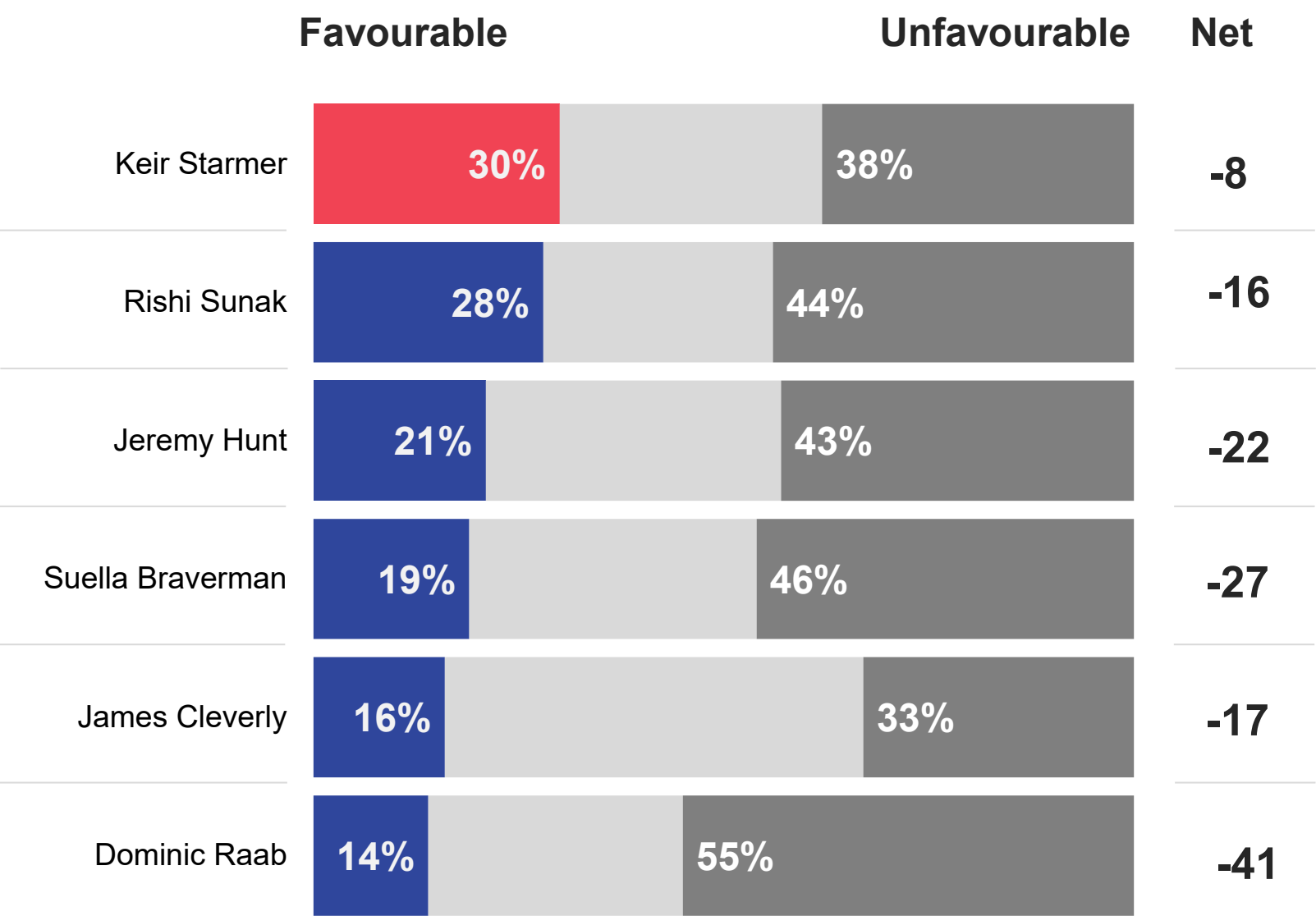


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

April 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?



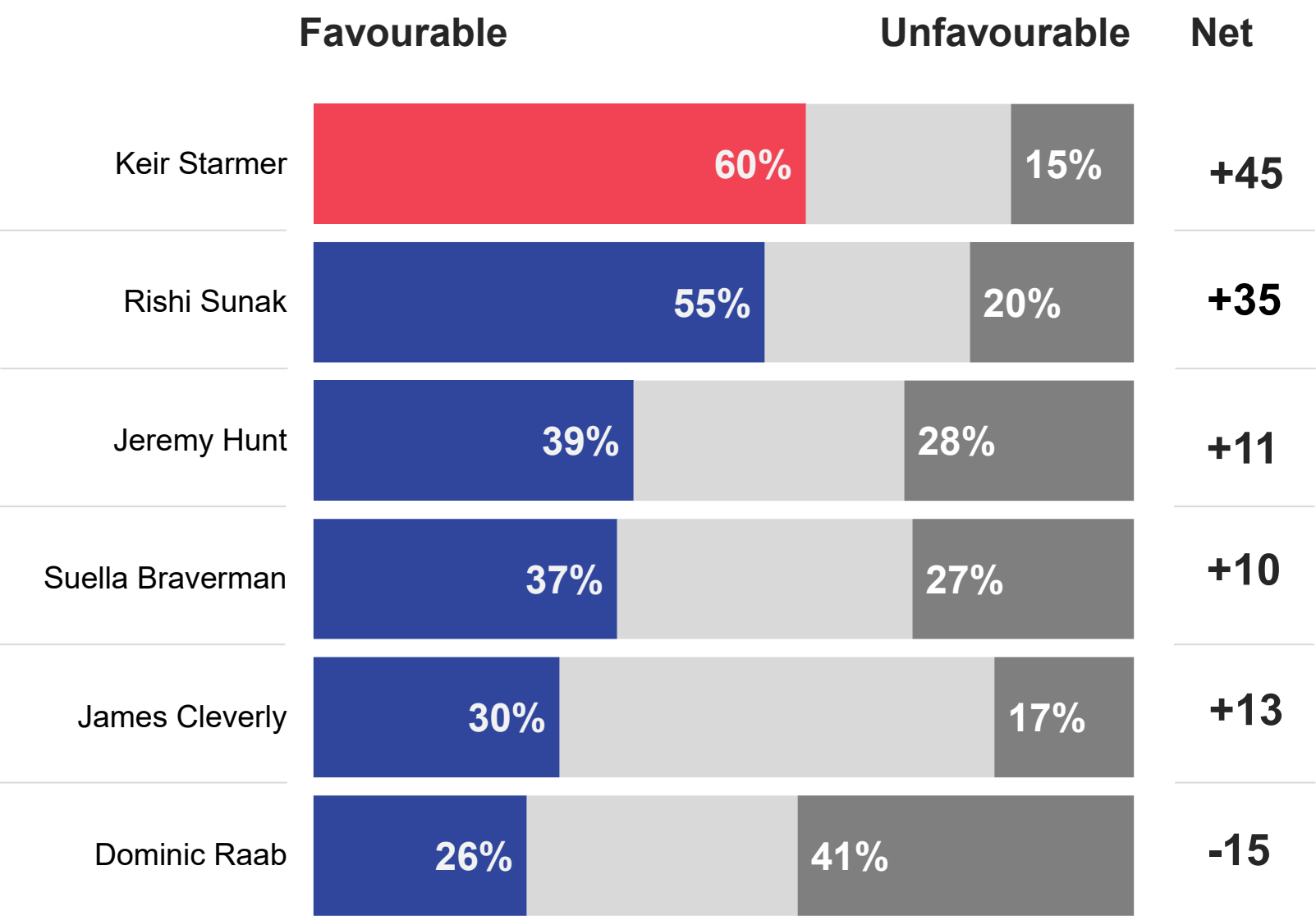
Base: 2243 Online British adults aged 18+ , 21-24 April 2023



# 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?



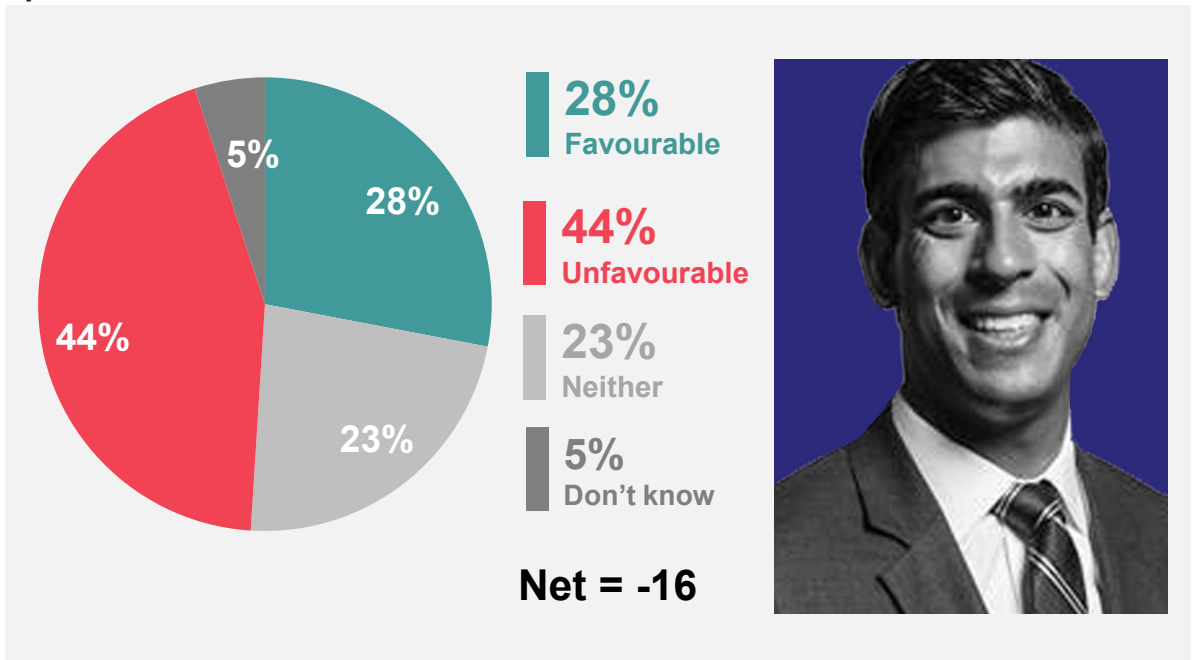
Base: 2243 Online British adults aged 18+ , 21-24 April 2023, including (679) 2019 Conservative party voters and (613) 2019 Labour party voters



# Rishi Sunak: Favourability

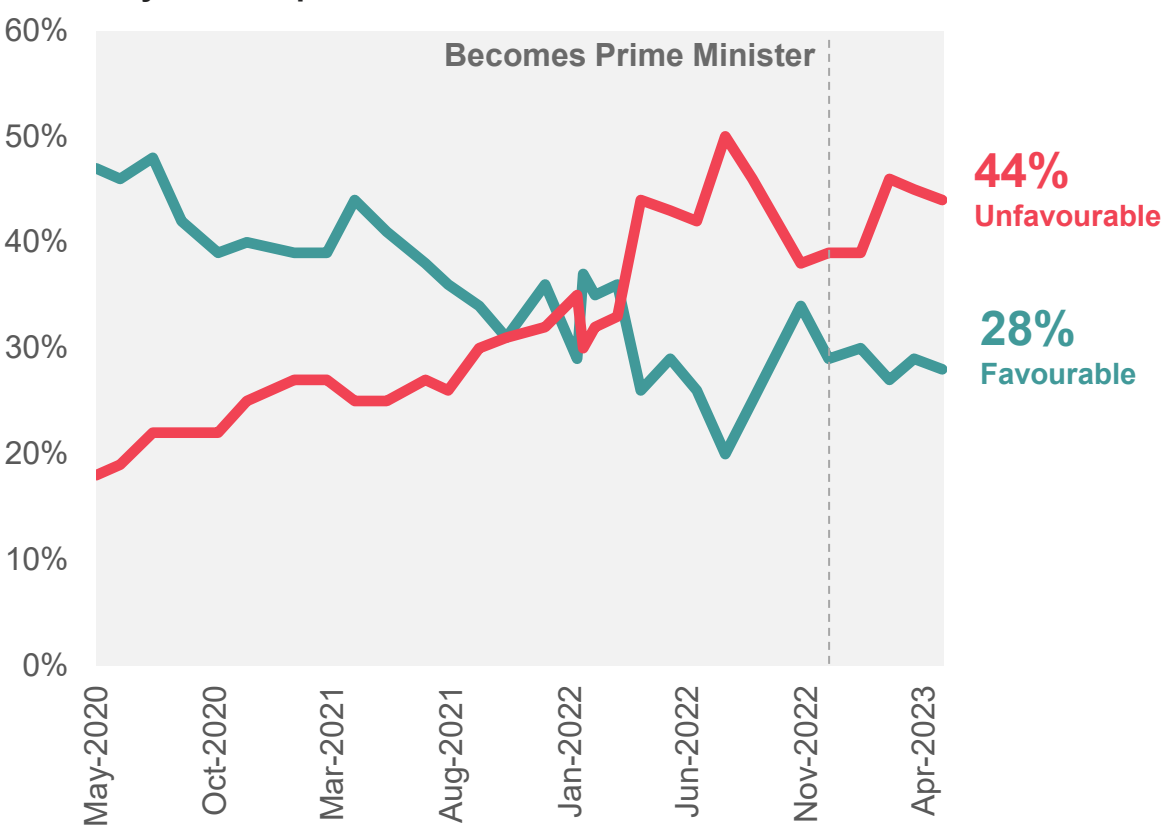
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

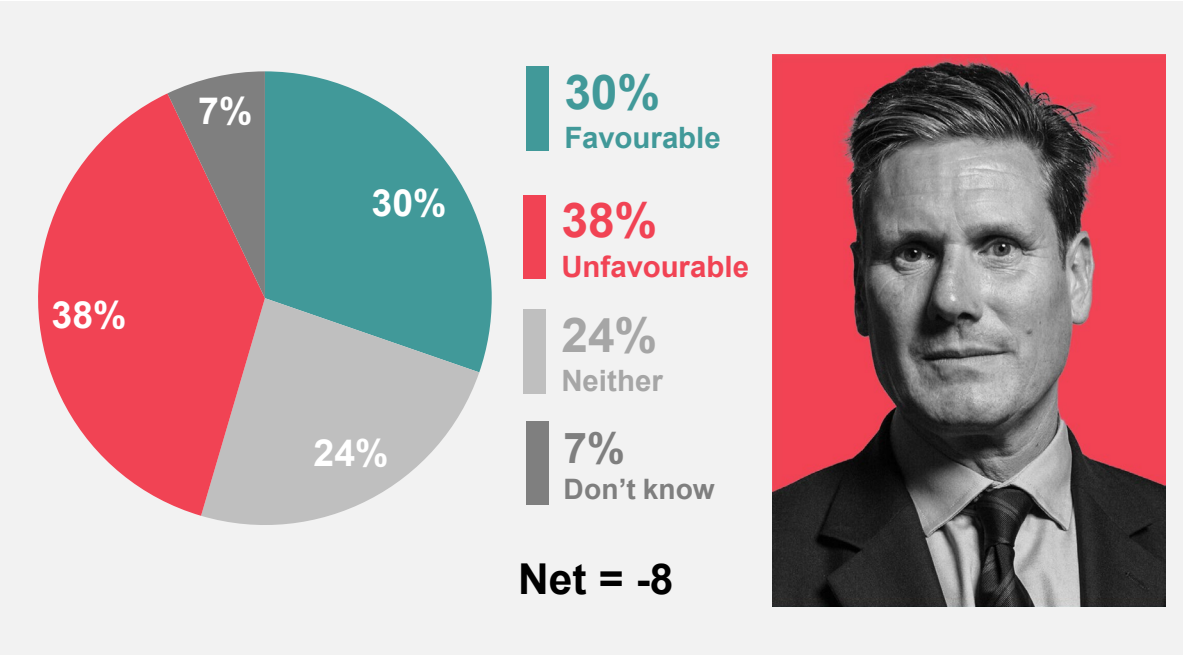
May 2020 – April 2023



# Keir Starmer: Favourability

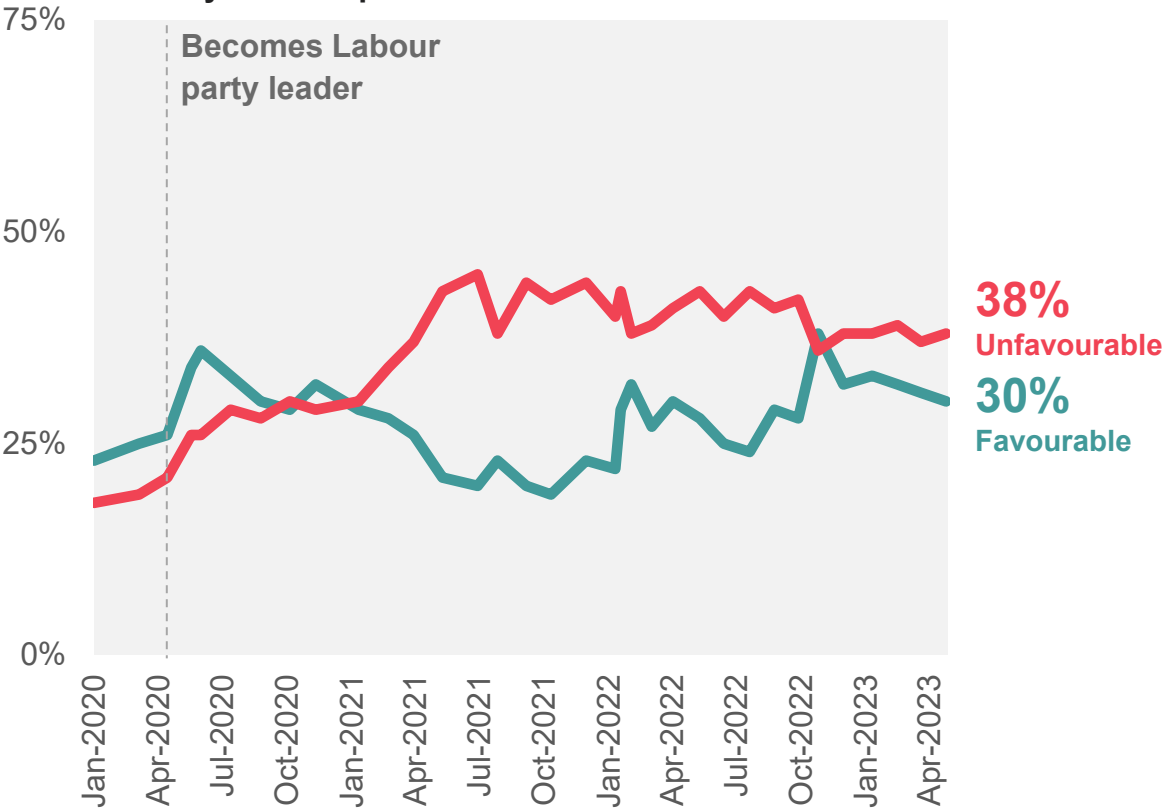
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

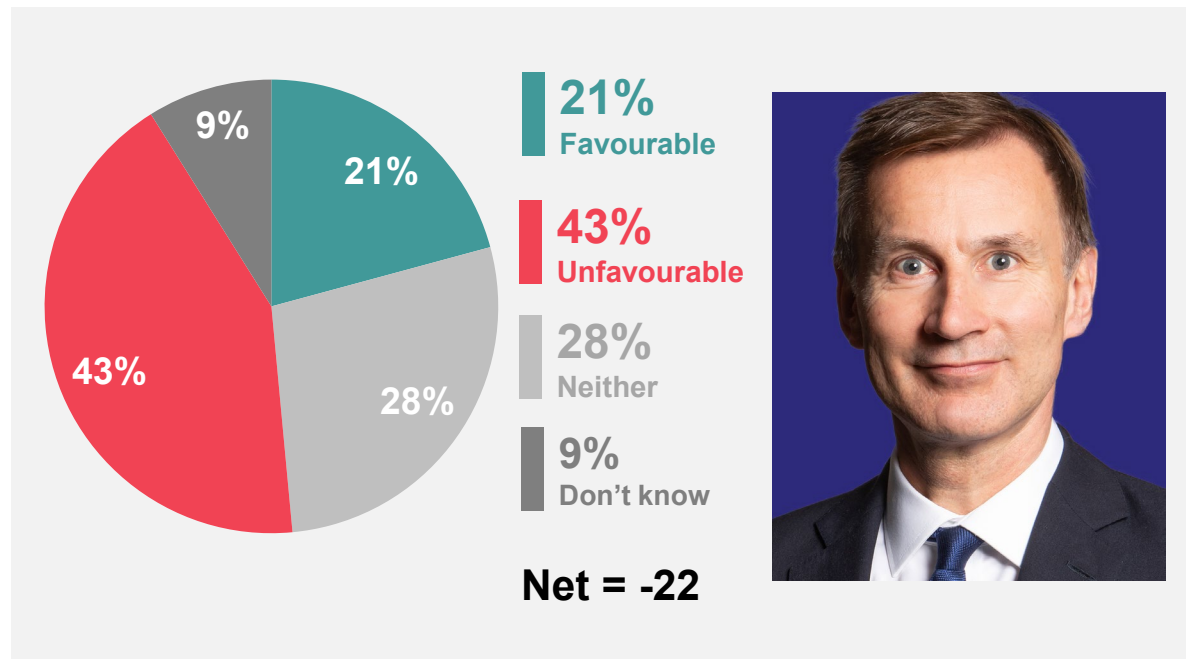
January 2020 – April 2023



# Jeremy Hunt: Favourability

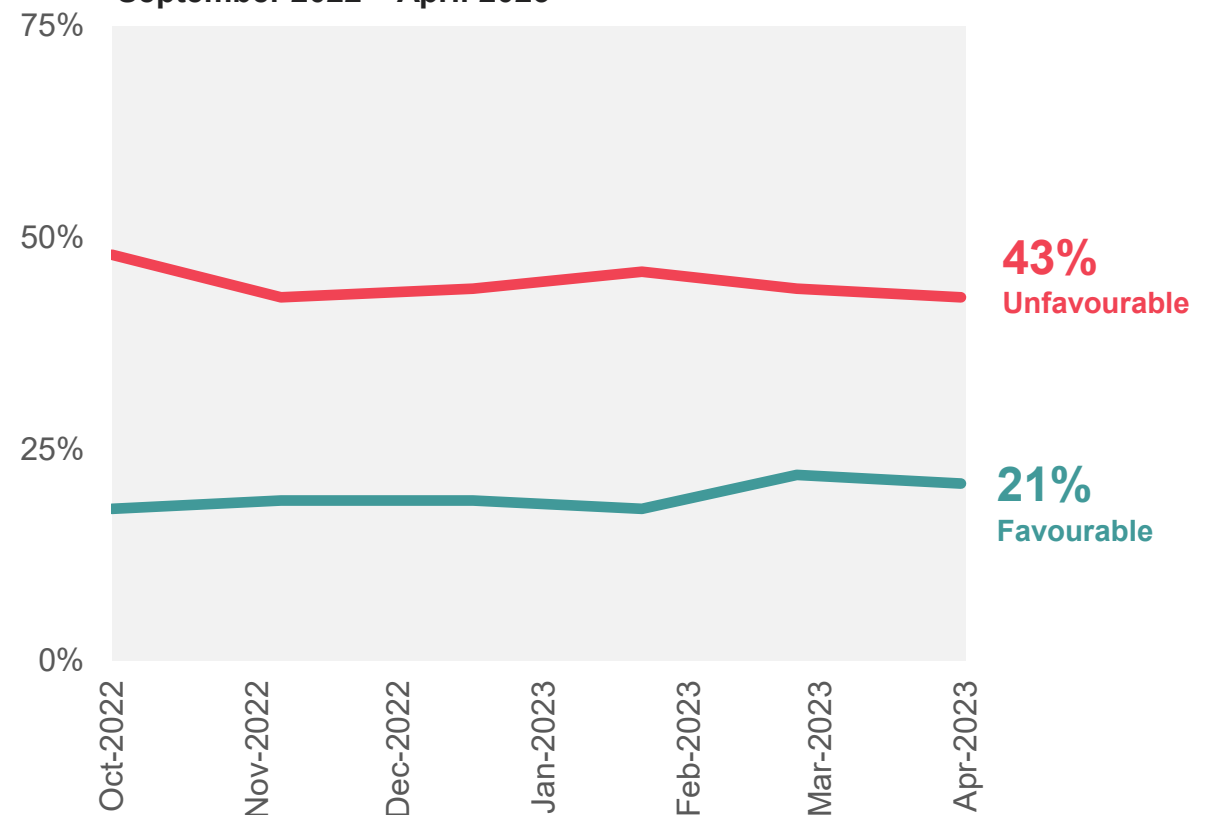
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

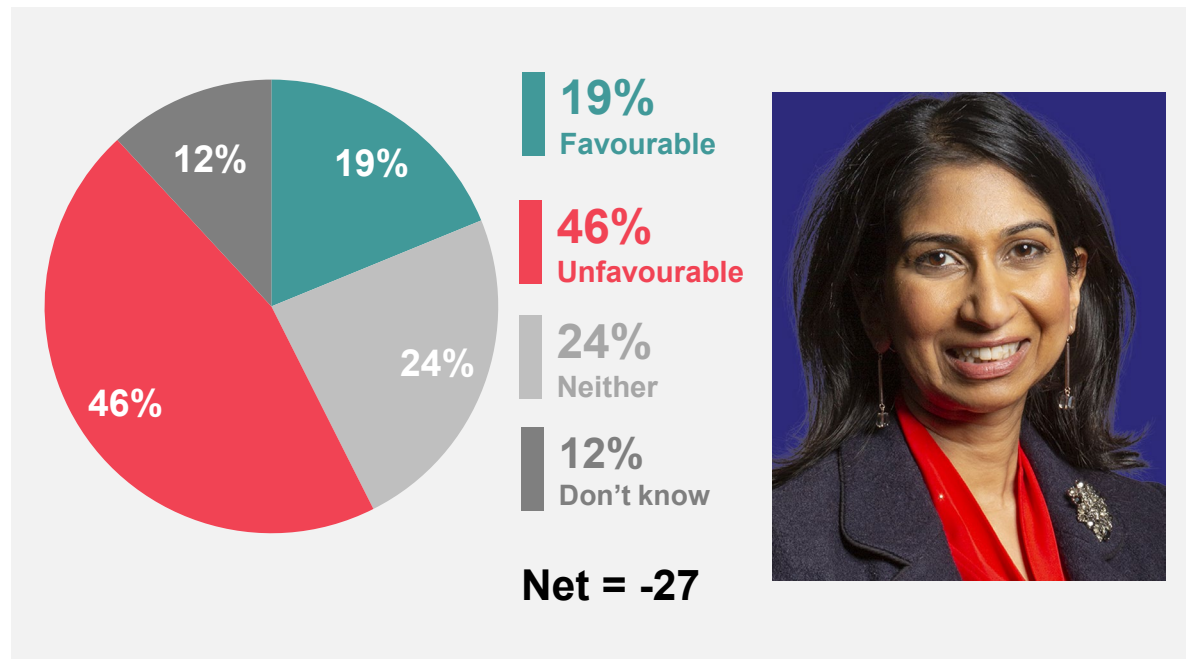
September 2022 – April 2023



# Suella Braverman: Favourability

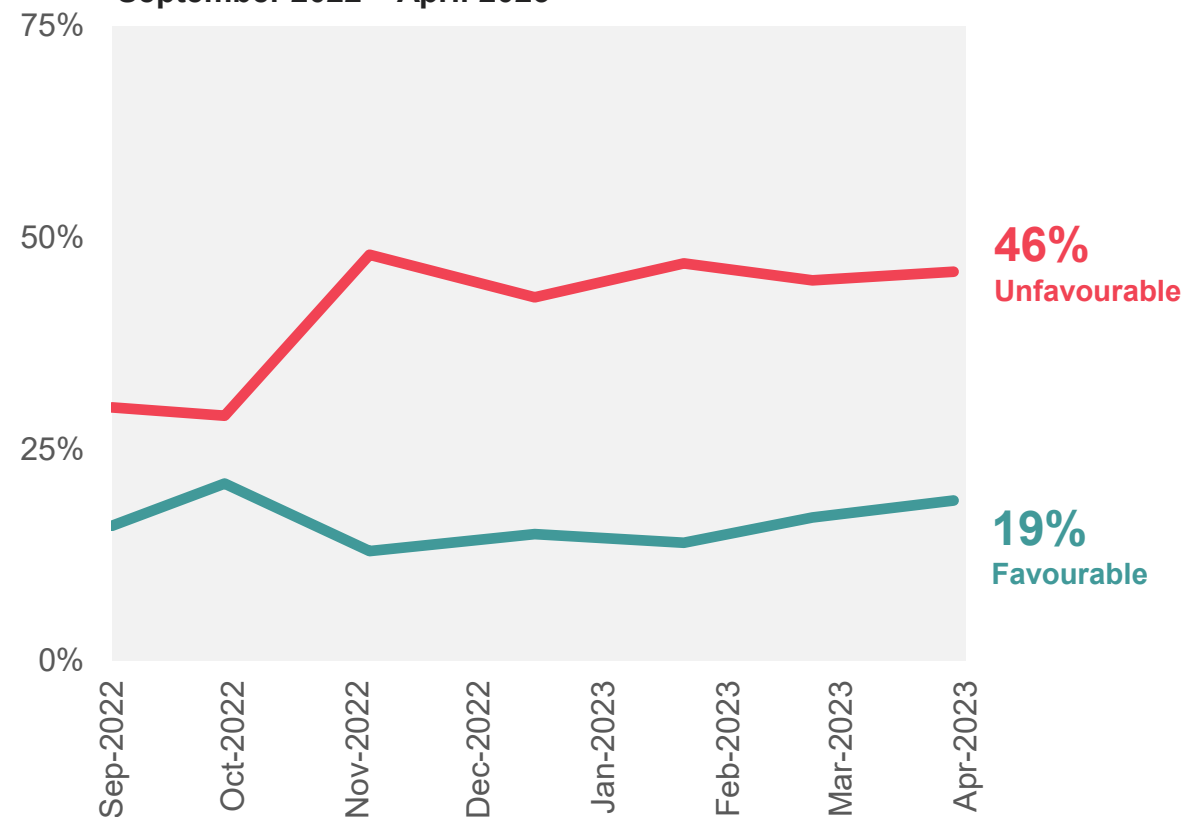
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

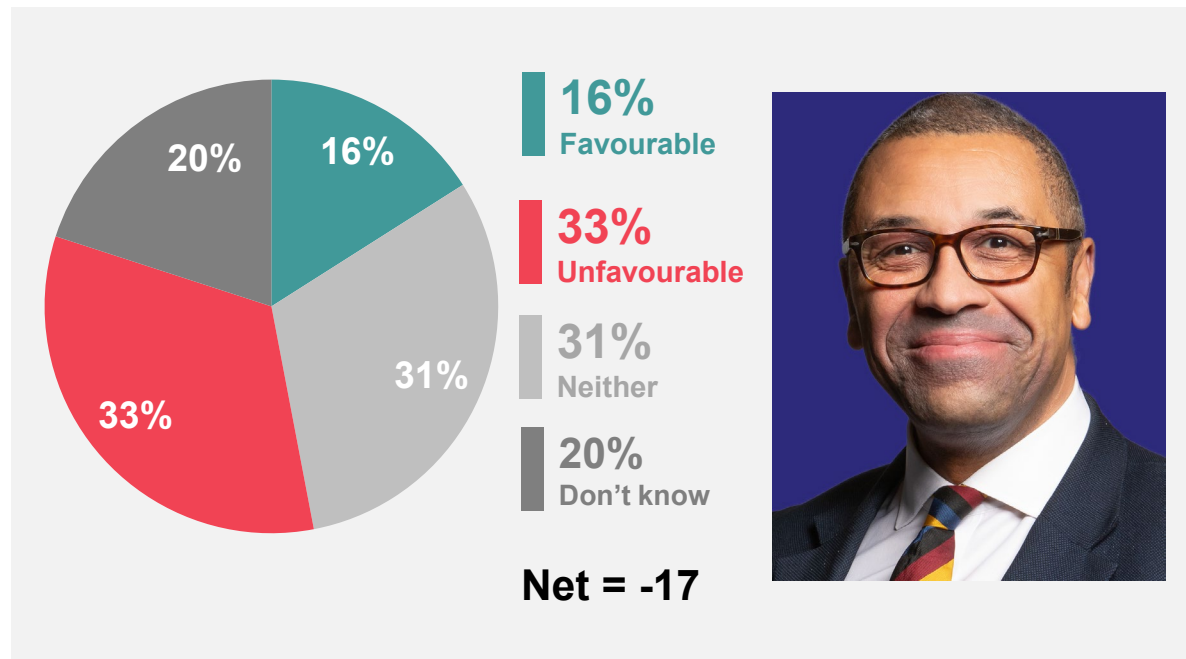
September 2022 – April 2023



# James Cleverly: Favourability

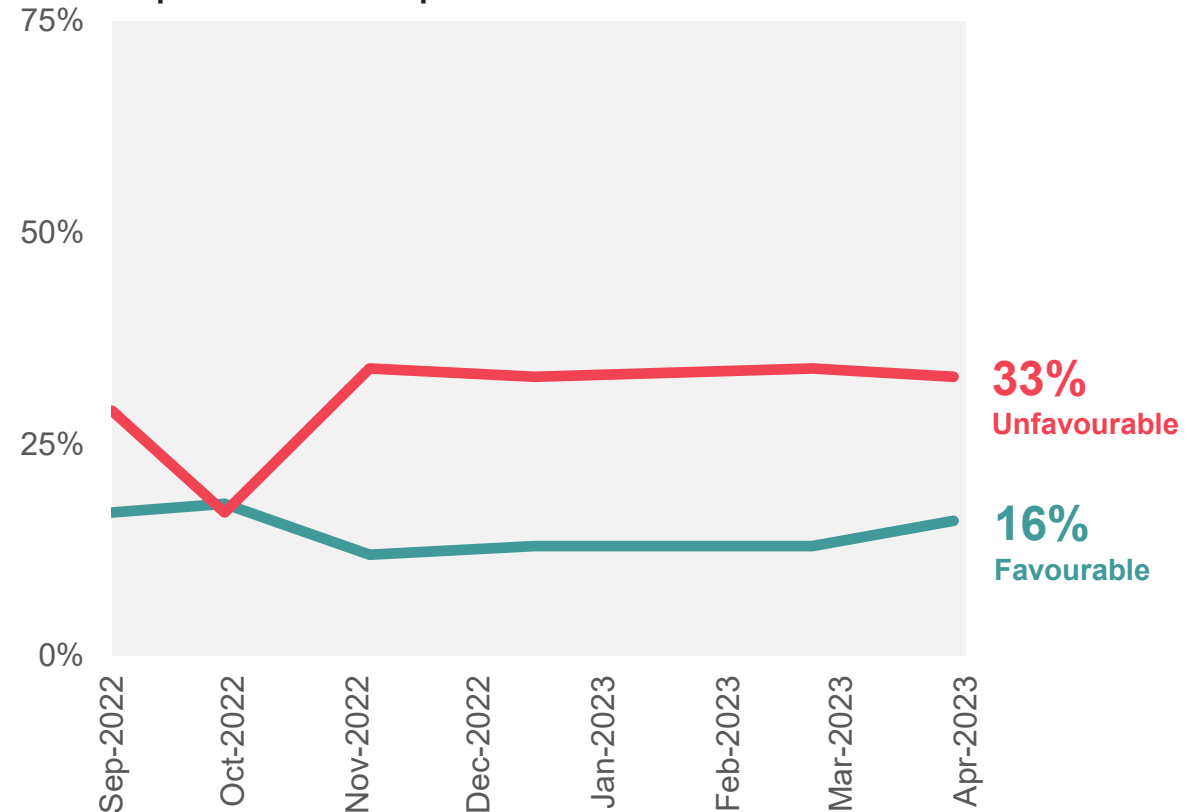
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

April 2023



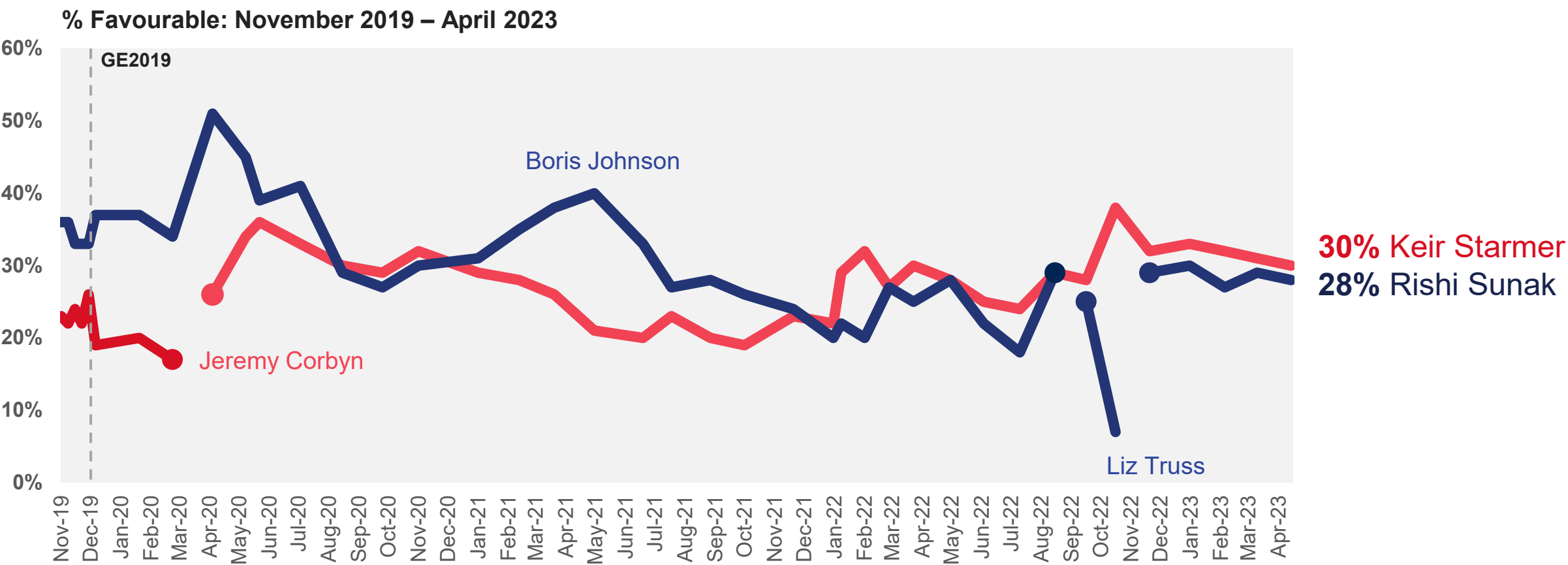
Base: 2243 Online British adults aged 18+ , 21-24 April 2023

September 2022 – April 2023



# Favourability: Rishi Sunak vs Keir Starmer

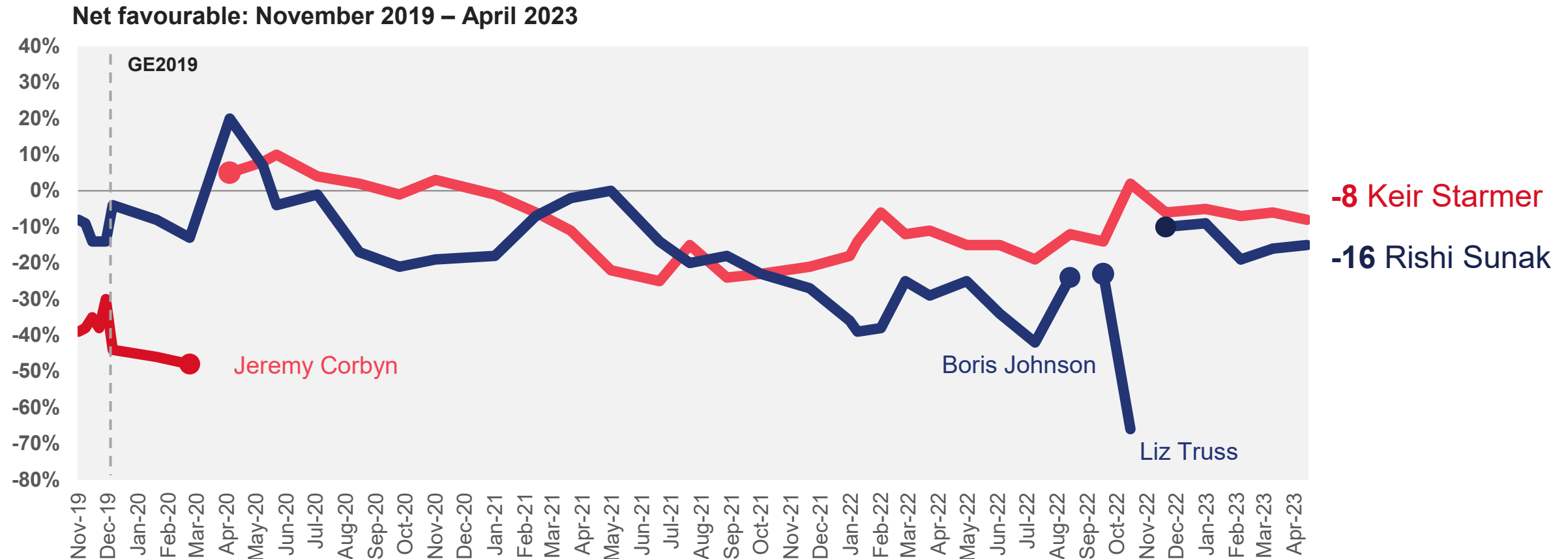
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

# Net favourability: Rishi Sunak vs Keir Starmer

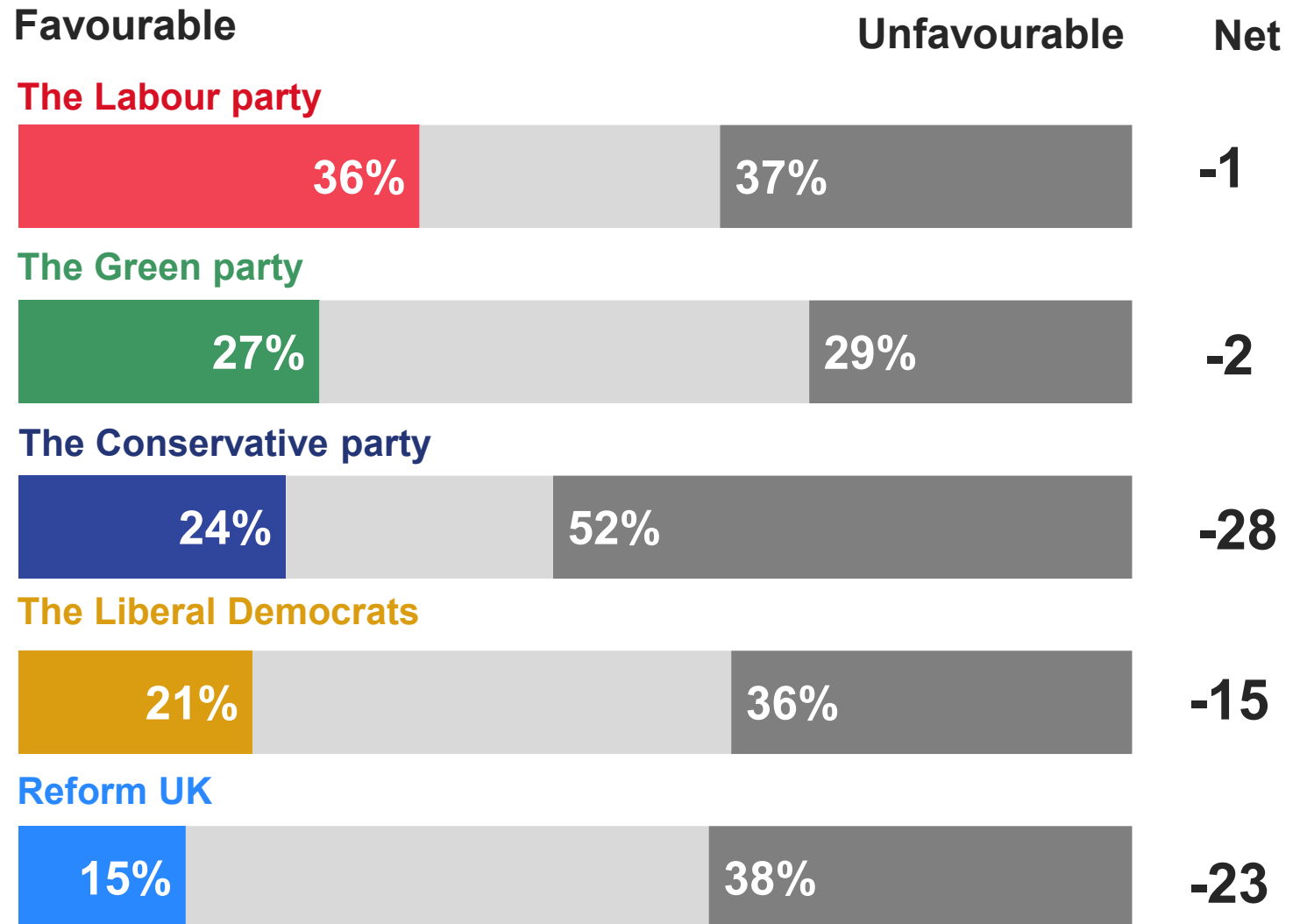
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2243 Online British adults aged 18+ , 21-24 April 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?

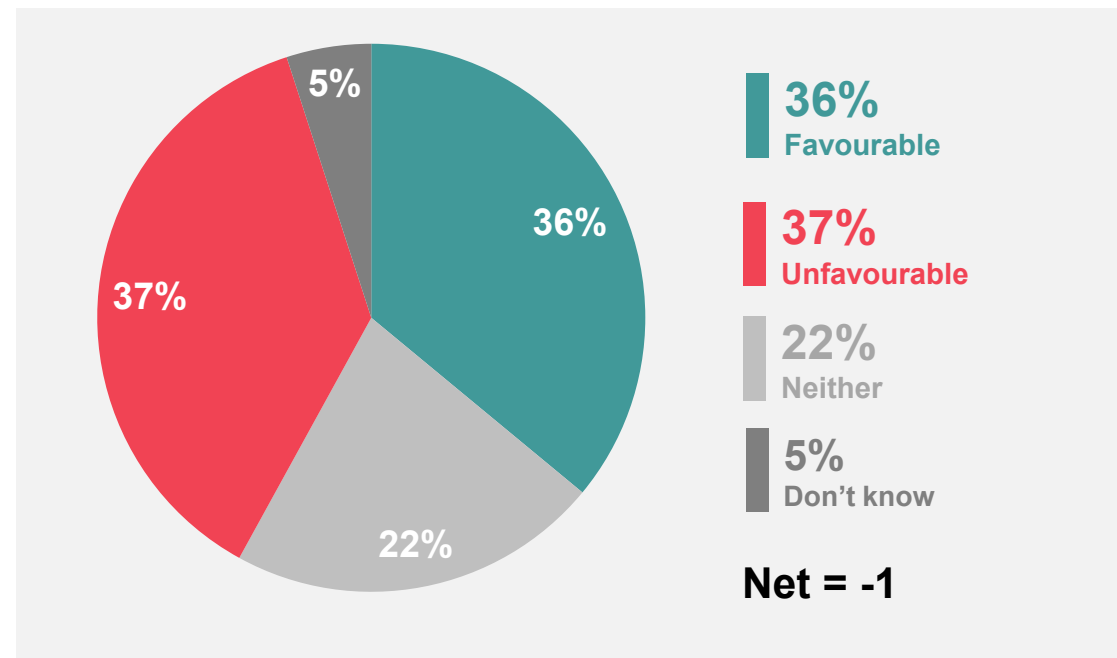


Base: 2243 Online British adults aged 18+ , 21-24 April 2023

# The Labour party: Favourability

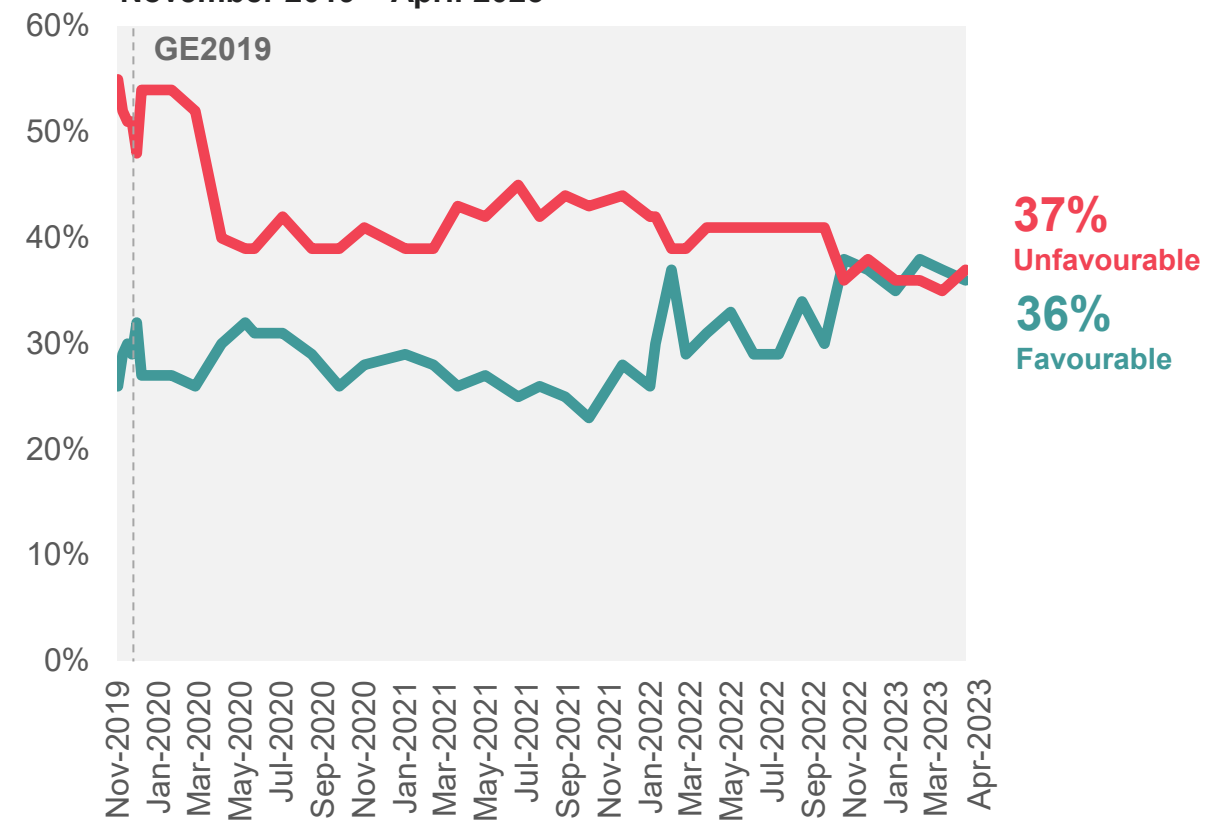
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

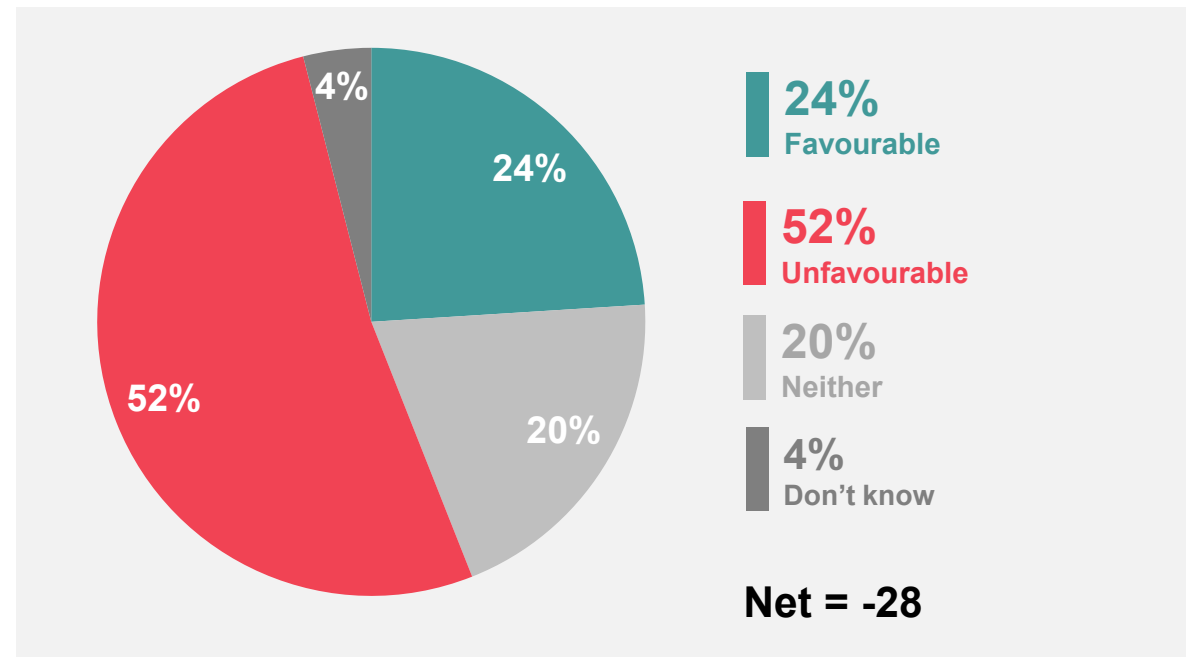
November 2019 – April 2023



# The Conservative party: Favourability

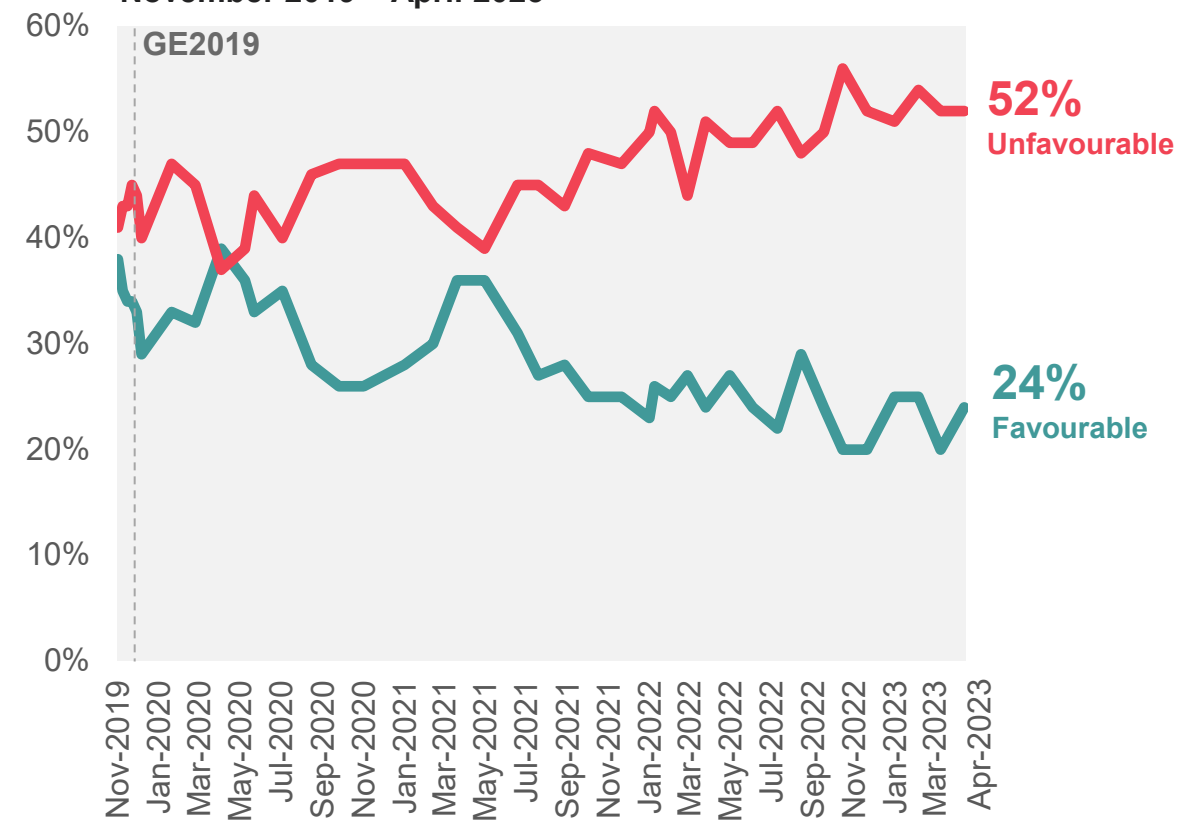
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

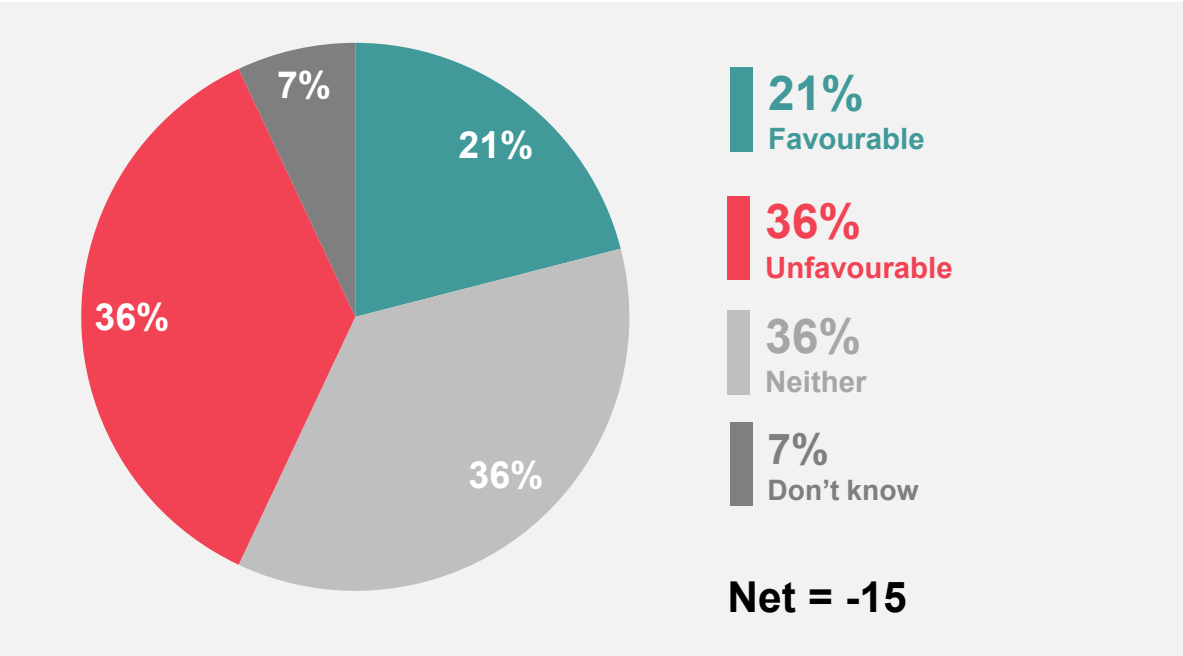
November 2019 – April 2023



# The Liberal Democrats: Favourability

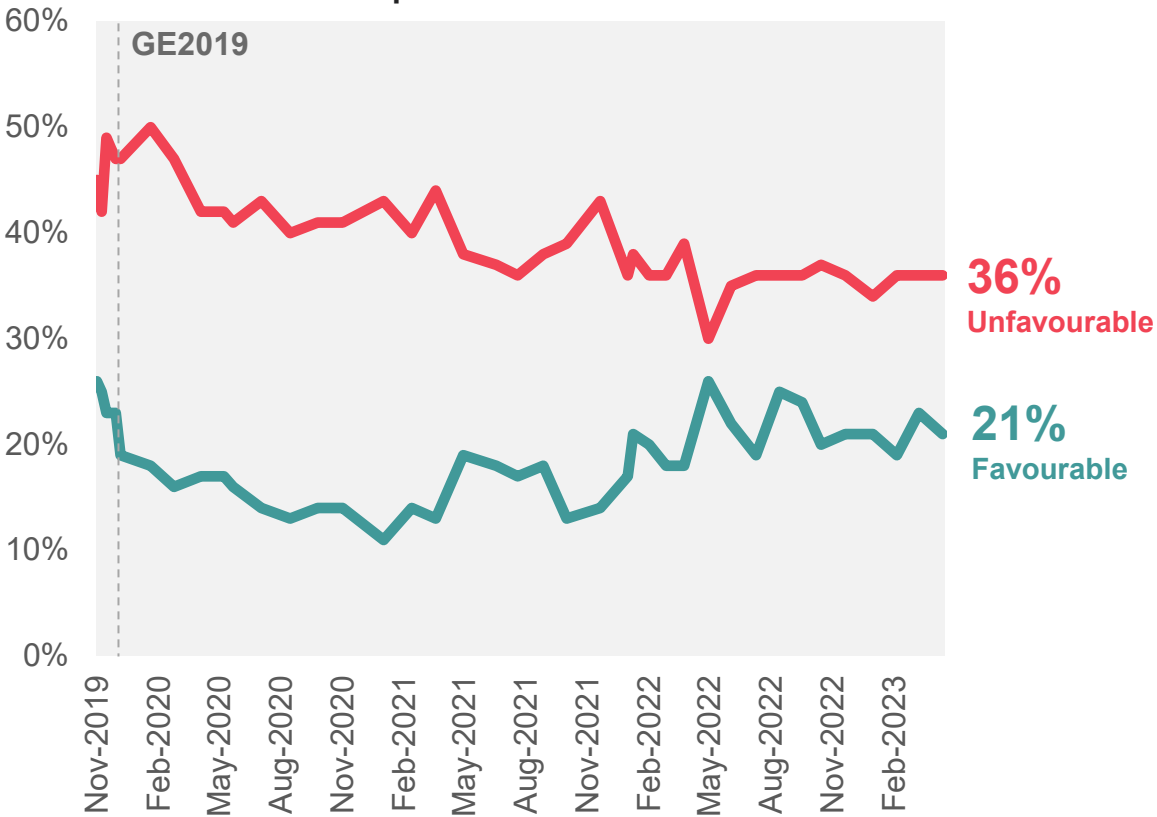
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

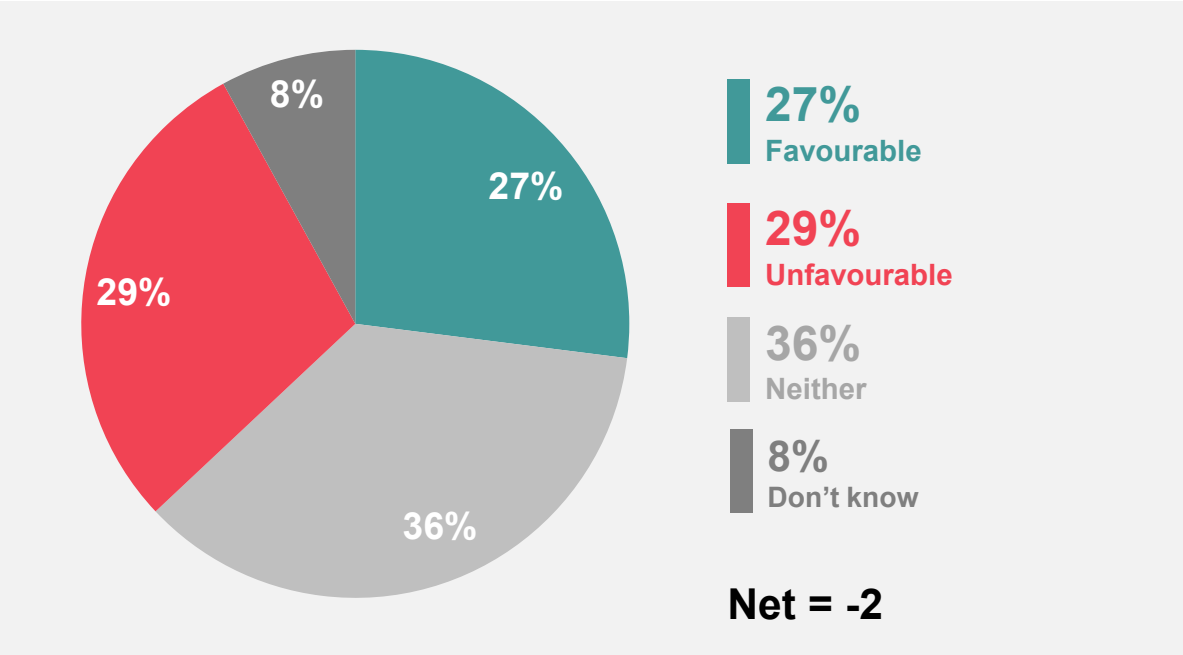
November 2019 – April 2023



# The Green Party: Favourability

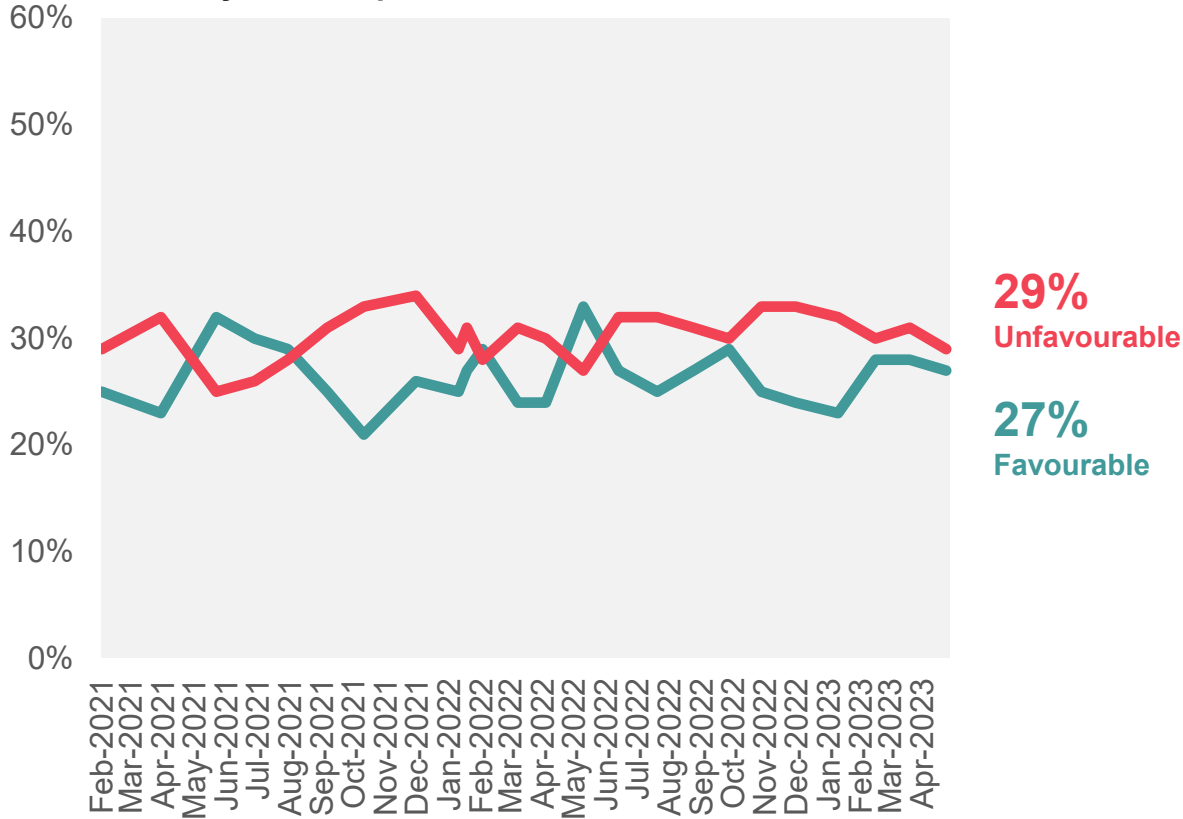
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

April 2023



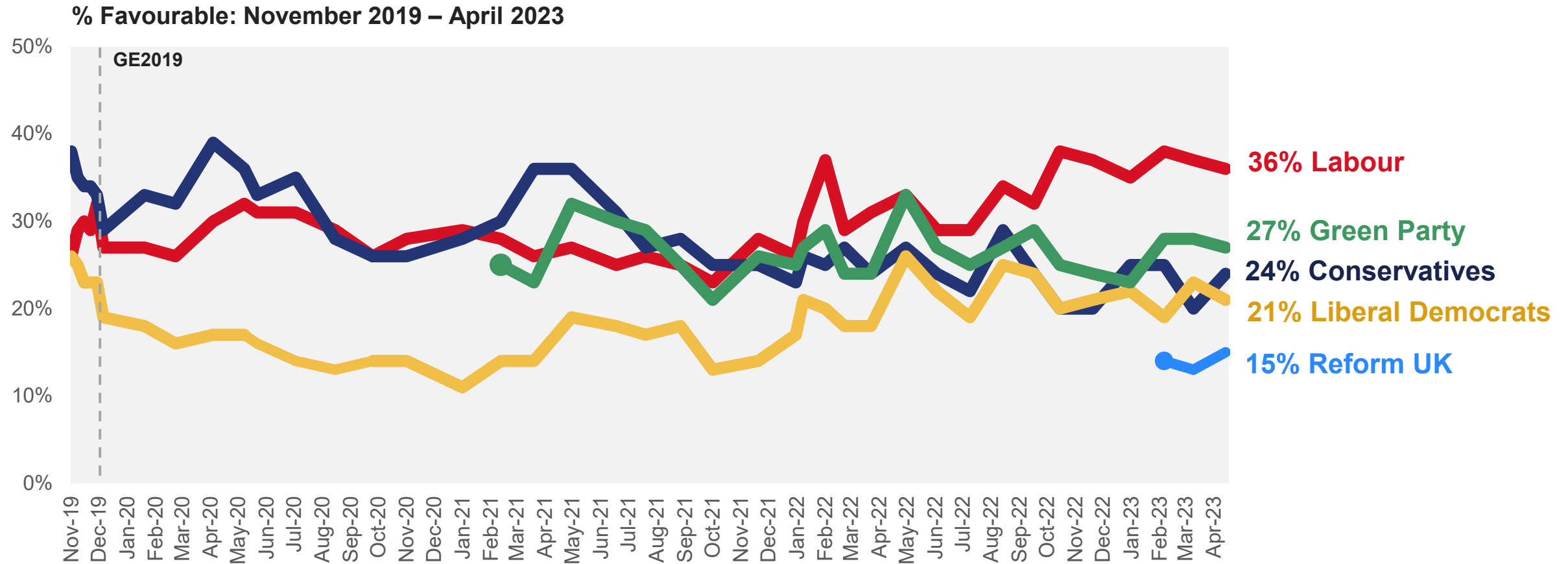
Base: 2243 Online British adults aged 18+ , 21-24 April 2023

February 2021 – April 2023



# Political parties: Favourability

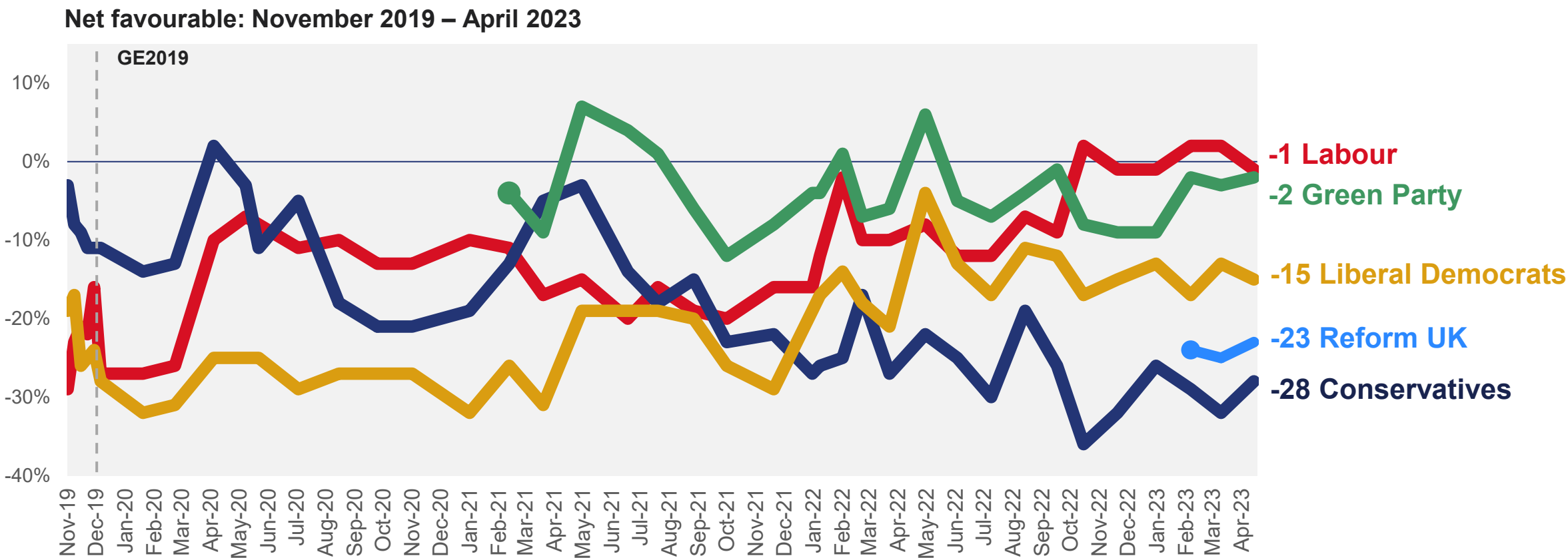
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 2243 Online British adults aged 18+ , 21-24 April 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: 2243 Online British adults aged 18+ , 21-24 April 2023

# DIRECTION OF THE COUNTRY

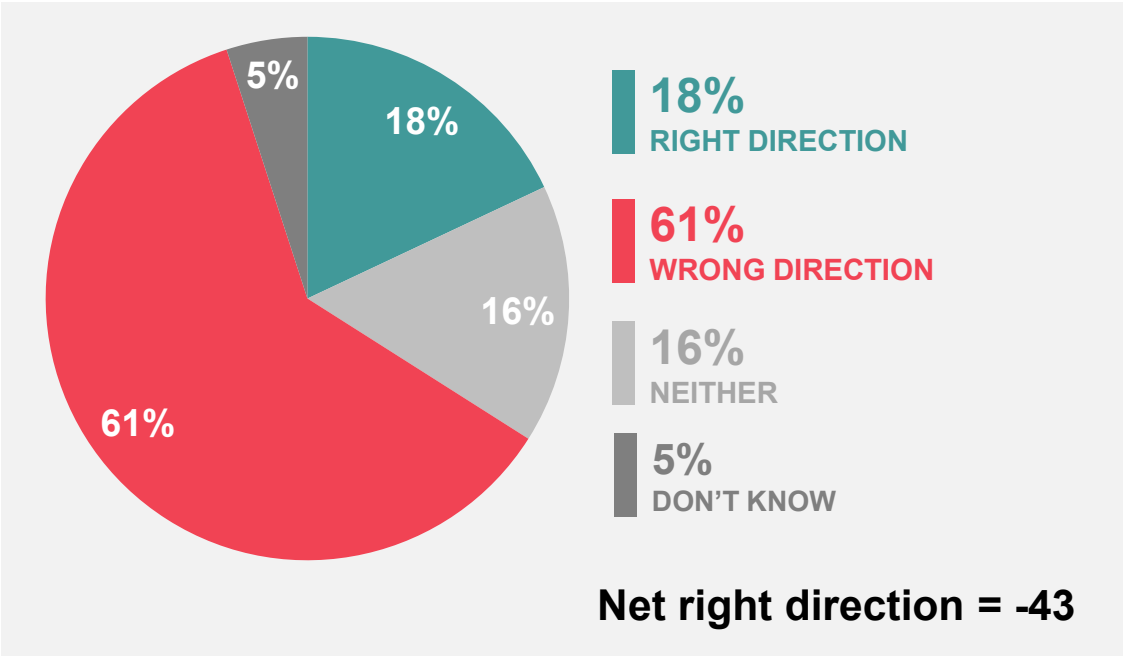
April 2023



# Direction of the country

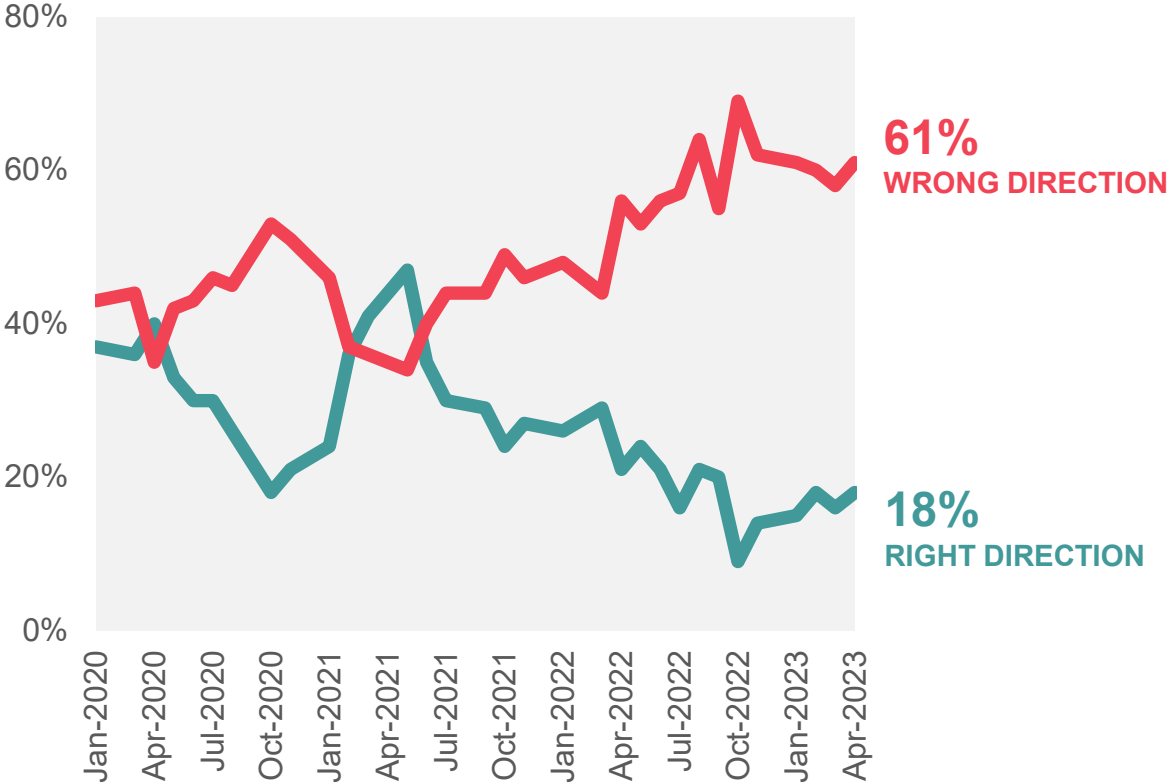
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

April 2023



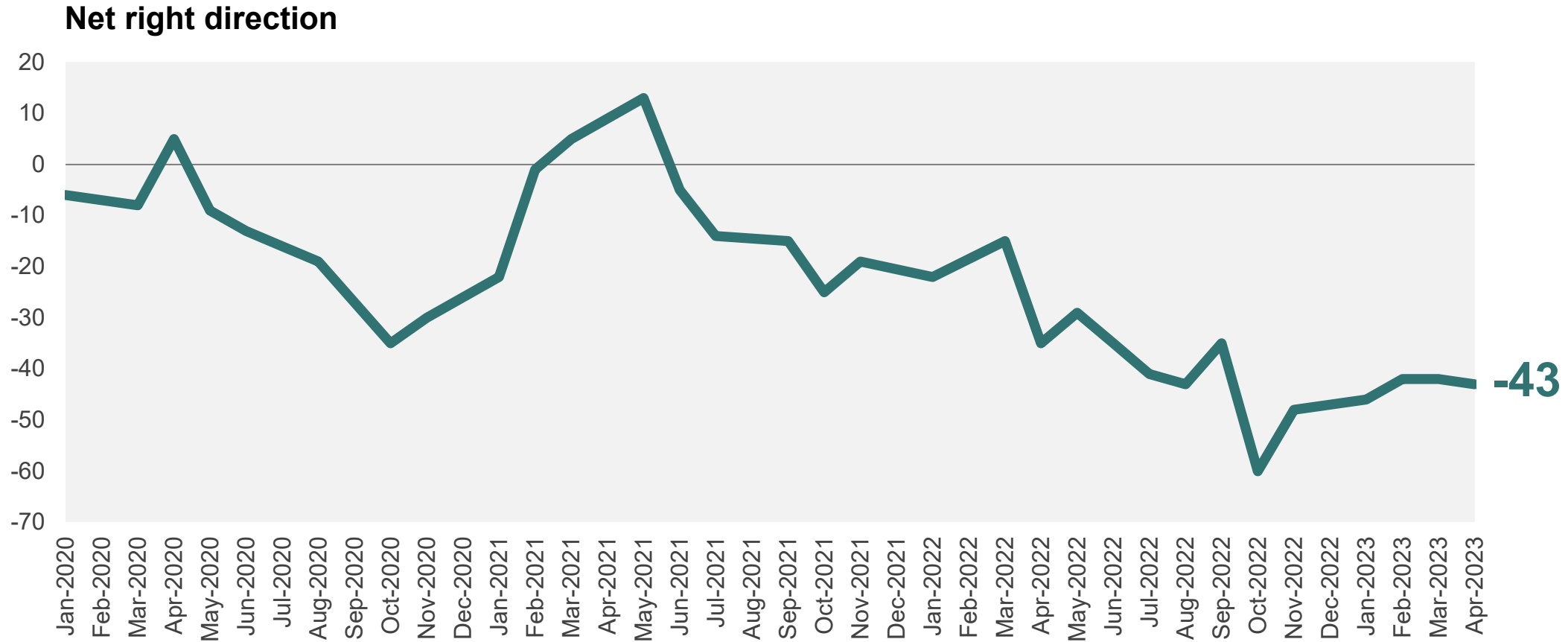
Base: 2243 Online British adults aged 18+ , 21-24 April 2023

January 2020 - April 2023



# Direction of the country: January 2020 – April 2023

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

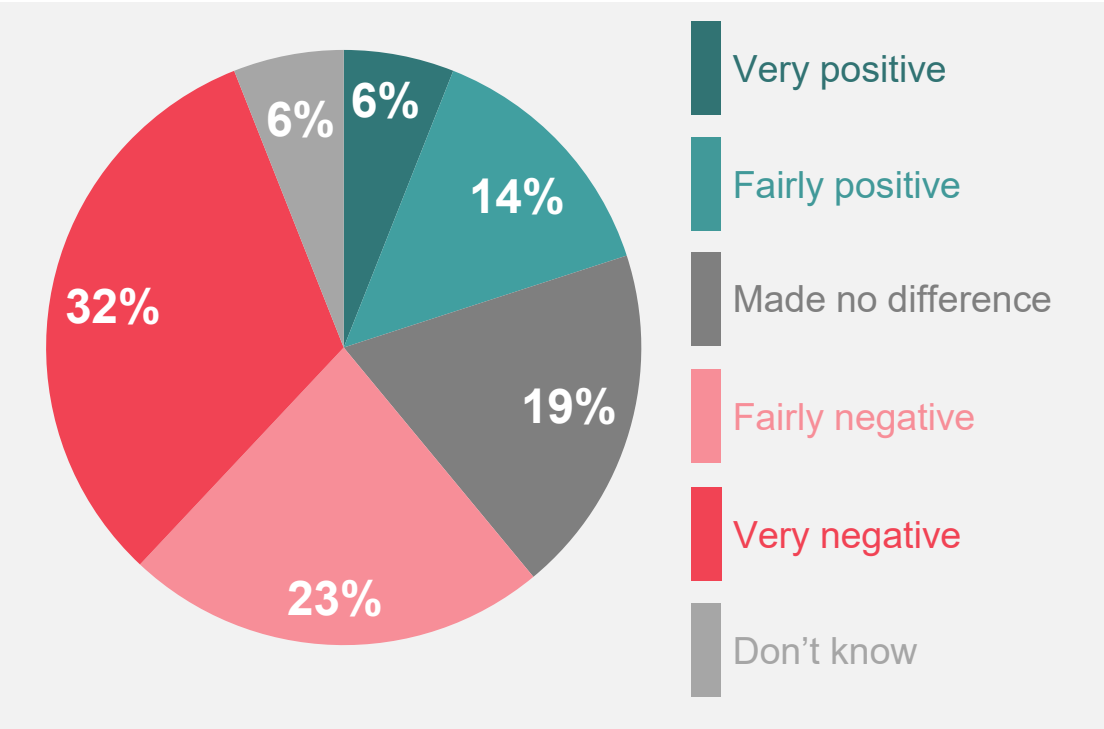


Base: 2243 Online British adults aged 18+ , 21-24 April 2023

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

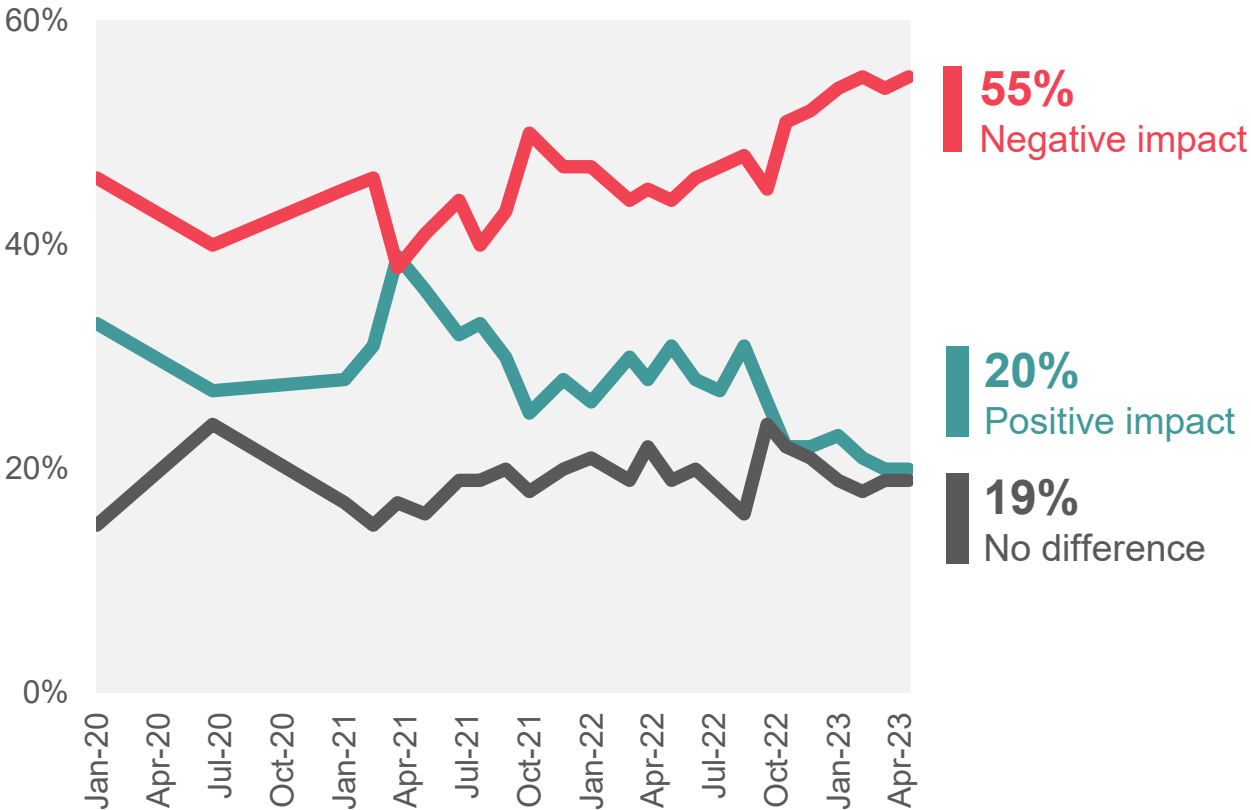
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

April 2023



Base: 2243 Online British adults aged 18+ , 21-24 April 2023

January 2020 – April 2023



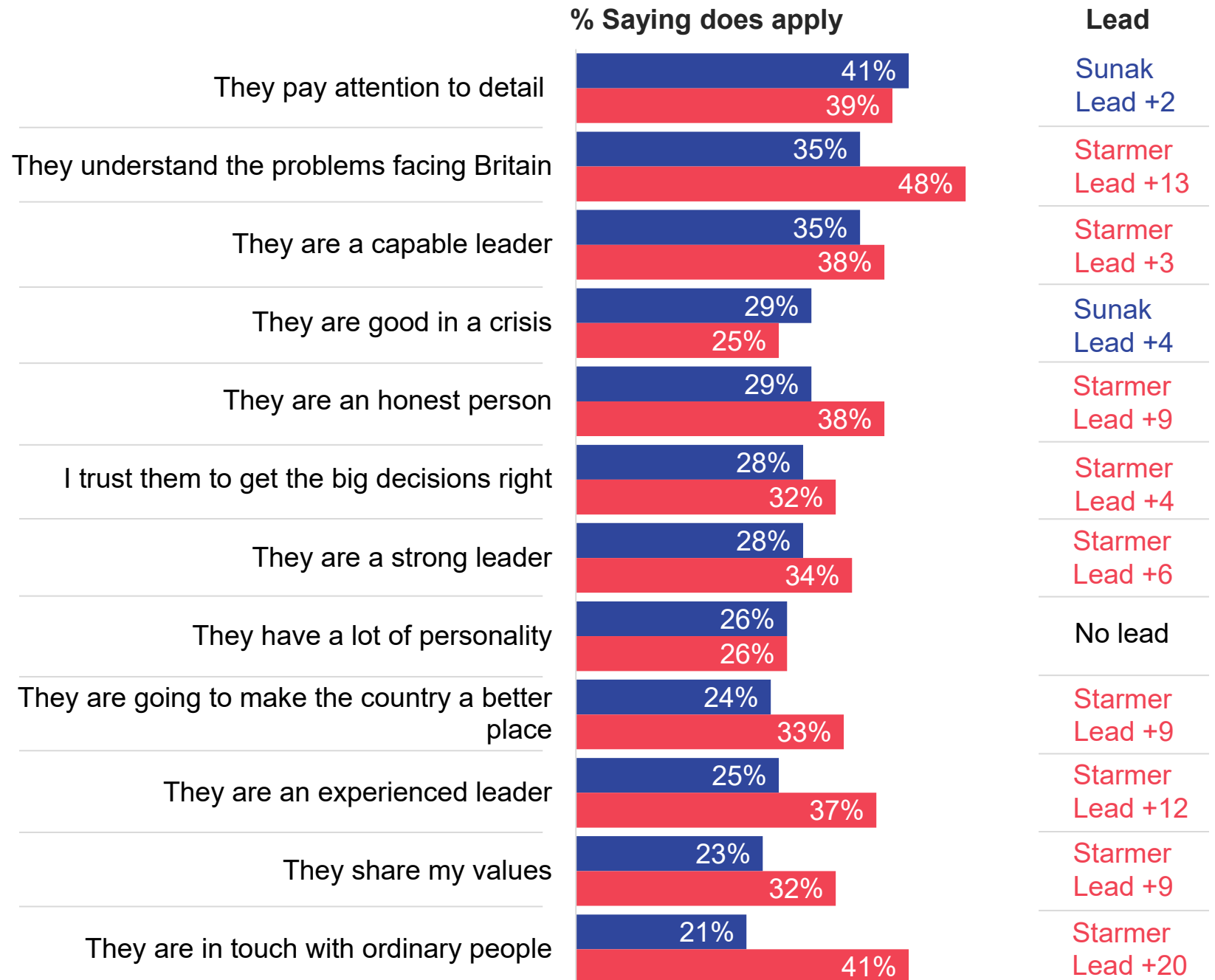
# Image of party leaders

## Rishi Sunak versus Keir Starmer

Do you think each of the following statements does or does not apply to...?

The Prime Minister,  
Rishi Sunak

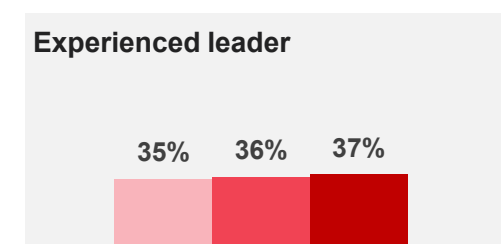
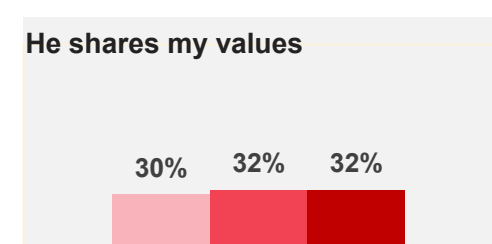
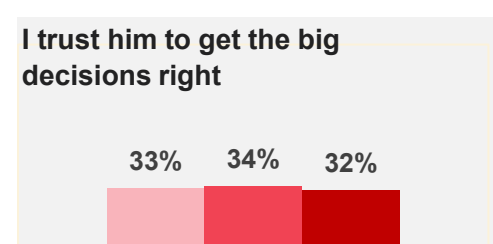
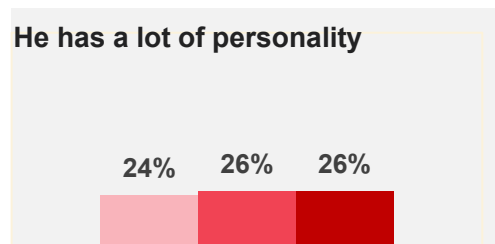
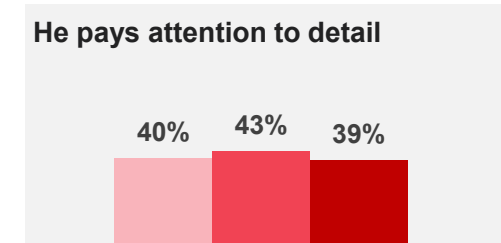
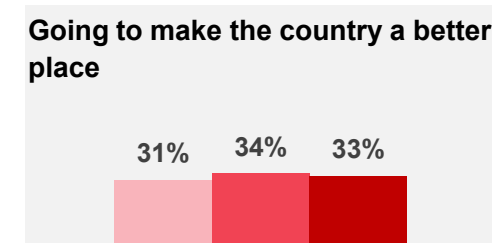
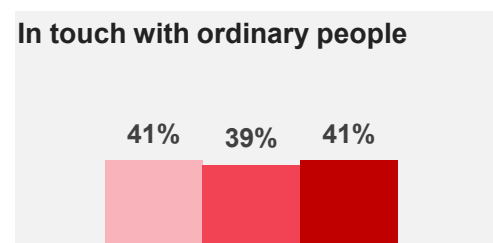
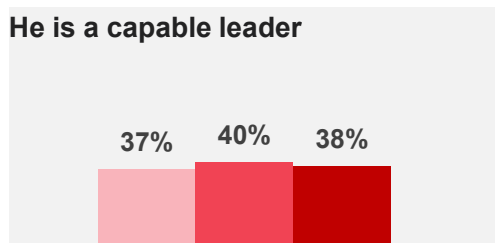
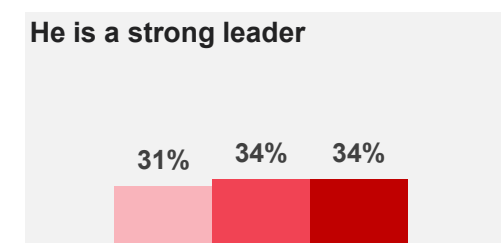
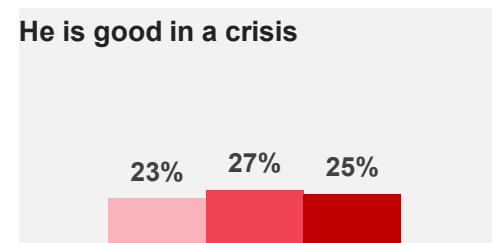
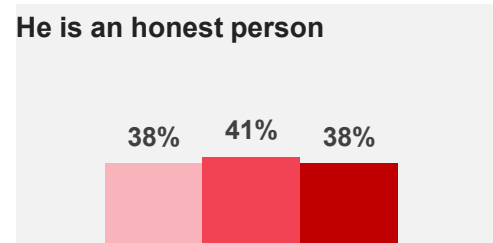
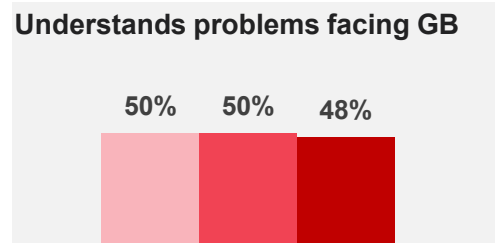
Leader of the Labour Party,  
Keir Starmer



# Image of the Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to...? Keir Starmer

■ November 2022 ■ February 2023 ■ April 2023

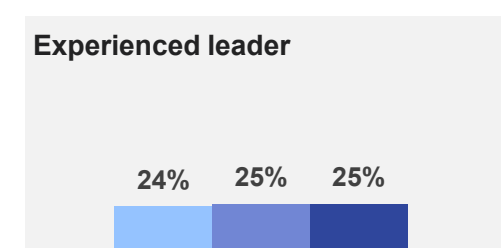
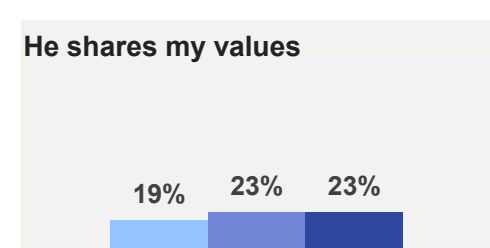
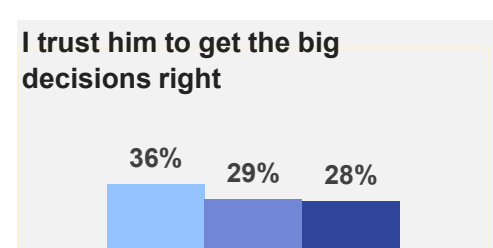
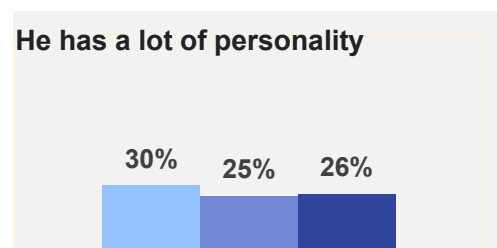
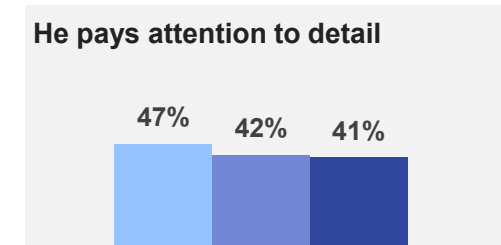
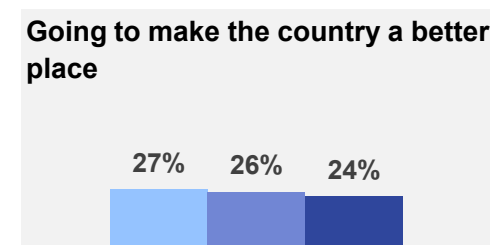
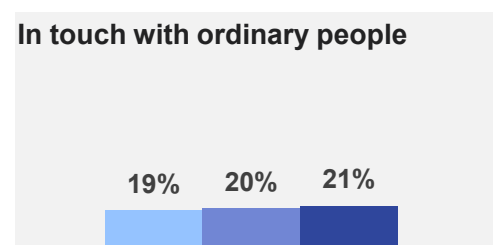
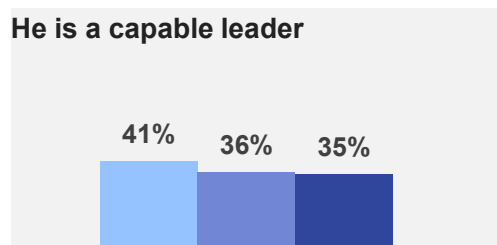
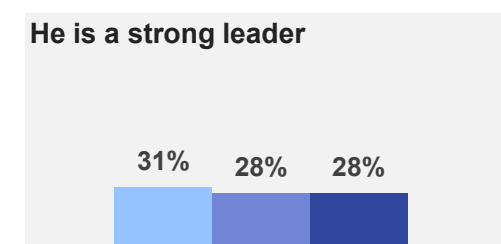
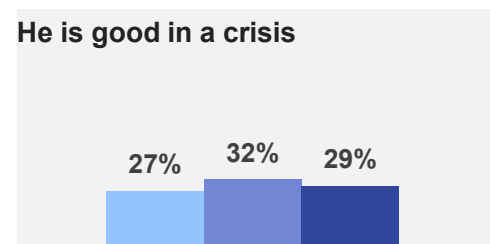
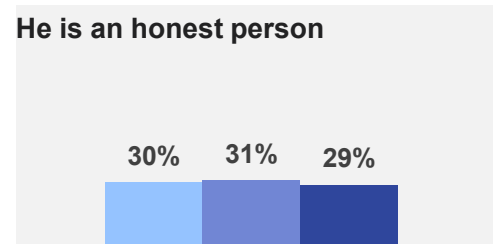
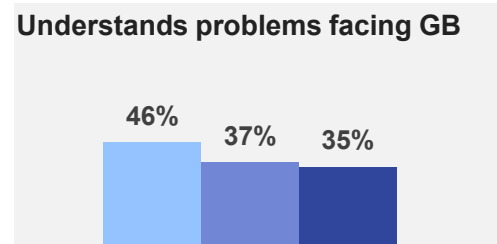


**Base:** 2143 Online British adults aged 18-75 21-24 April 2023. Where a dataset has N/A the question was not asked on that wave.

# Image of the Rishi Sunak: Trend data

Do you think each of the following statements does or does not apply to...? Rishi Sunak

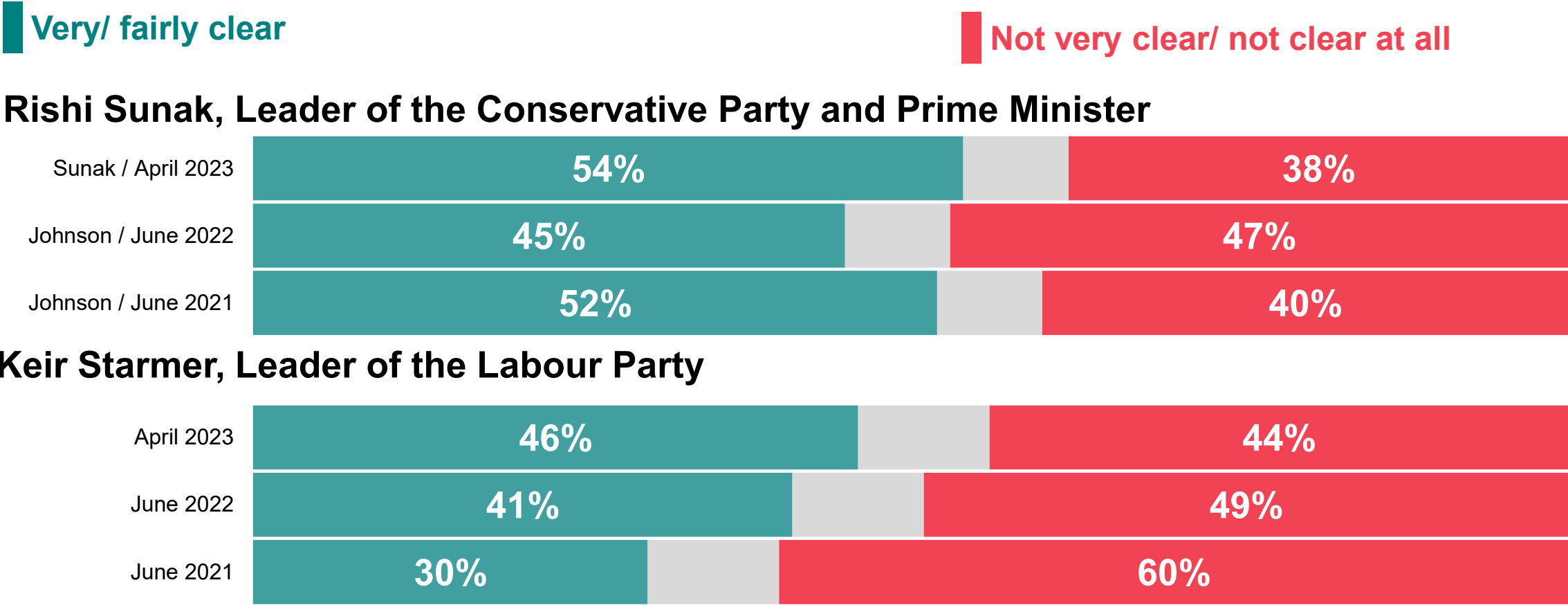
■ November 2022 ■ February 2023 ■ April 2023



**Base:** 2143 Online British adults aged 18-75 21-24 April 2023. Where a dataset has N/A the question was not asked on that wave.

# Is it clear what Sunak and Starmer stand for?

Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?



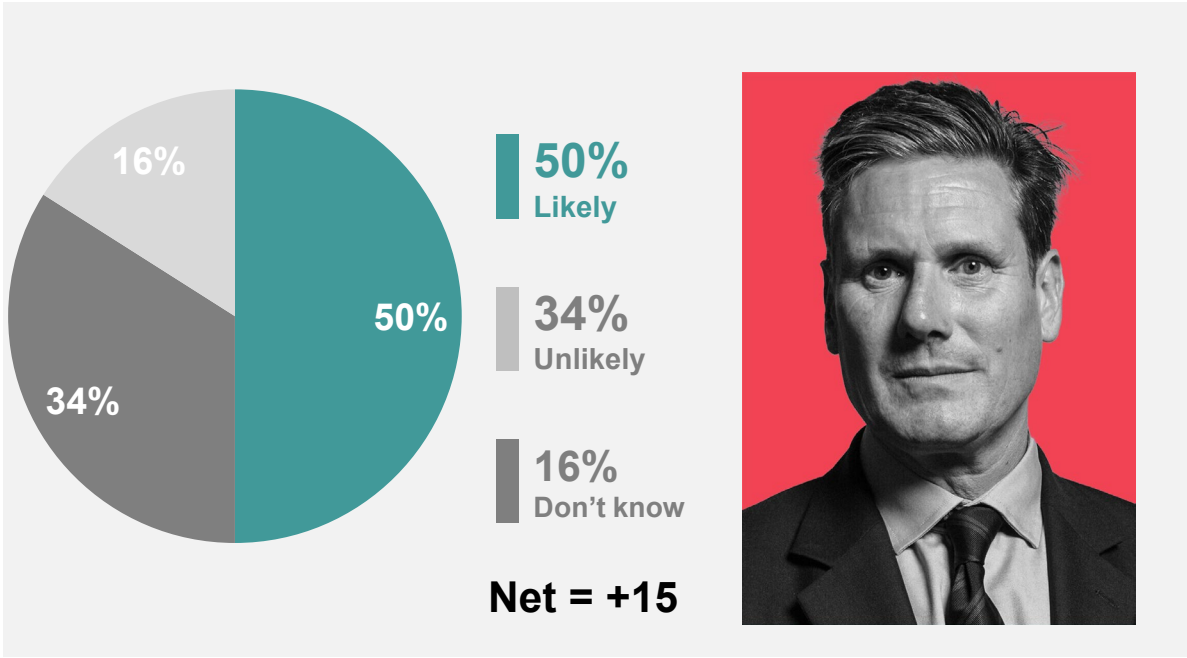
Base: 2243 Online British adults aged 18+ , 21-24 April 2023



# Keir Starmer: The next Prime Minister?

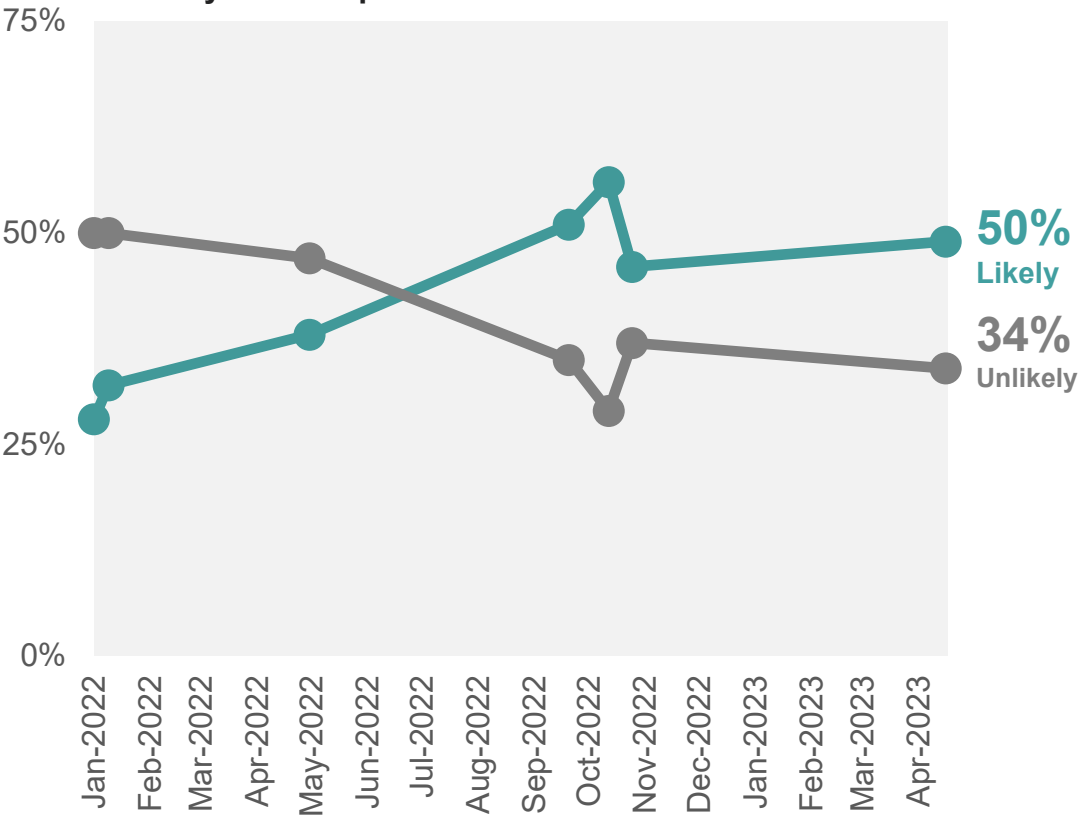
In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

April 2023



Base: 2143 Online British adults aged 18-75 21-24 April 2023

January 2022 – April 2023





## Political Pulse April 2023

### For more information

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Ben Roff  
Research Executive  
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