IPSOS UK POLITICAL PULSE

May 2023

Change since Jan '23

Sunak pledges: Easing the cost of living remains 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.

		Jan 25
Easing the cost of living and giving people financial security	59%	-2
Ensuring people get the NHS care they need more quickly	54%	-3
Reducing NHS waiting lists	51%	+1
Growing the economy	37%	+3
Halving inflation this year	34%	-2
Making sure that people who come to Britain illegally are detained and swiftly removed	29%	+3
Creating better-paid jobs and opportunities right across the country	%	+4
Securing the future of Britain's public services 23%	6	+3
Passing new laws to stop small boat crossings from France 22%		+5
Making sure the national debt is falling 15%		-2
I have other priorities 3%		
None of these 1%		
Don't know 2%		

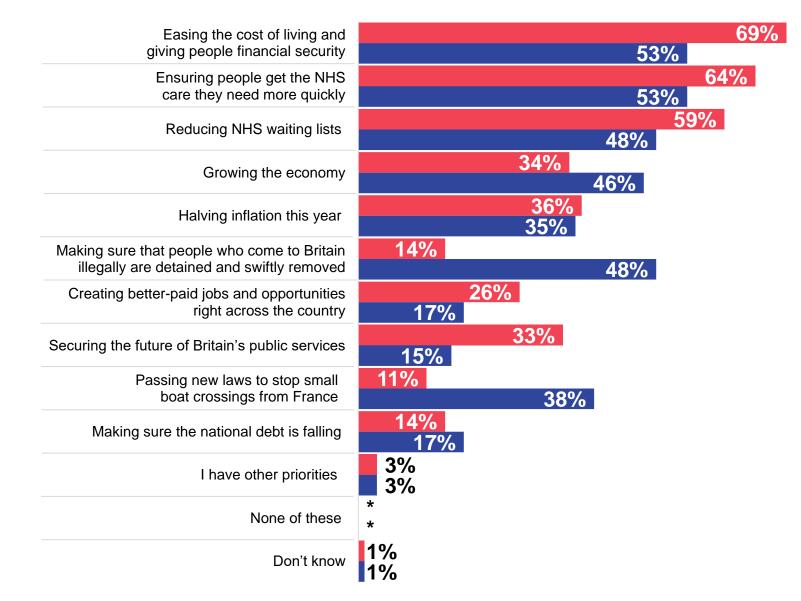


Sunak pledges: The cost of living and NHS are priorities for 2019 Labour voters. 2019 Conservatives also prioritise migration and growth pledges

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

Among Labour voters

Among Conservative voters



Base: 2,221 Online British adults aged 18+ , 26-30 May 2023, including (655) 2019 Conservative voters and (563) 2019 Labour voters



The public tend to think Rishi Sunak's government is doing a bad job at delivering on his pledges

	the Conservative government led	l by Rishi Suna	ak is doing a	a good job or a bad job	o, if either, at	% Net
elivering in the following ar	eas?	Good job	Ne	ither	Bad job	good jo
Pledge 1: Halve inflation to ease the cost of living and give	Halving inflation this year	17%	22%	55%		-38
people financial security	Easing the cost of living and giving people financial security		18%	60%		-42
Pledge 2: Grow the economy, creating better-paid jobs and	Growing the economy		23%	50%		-28
opportunity across the country	Creating better-paid jobs and opportunities right across the country		24%	51%		-34
Pledge 3: Ensure national debt falls so that the future of public	Making sure the national debt is falling	19%	23%	49%		-30
services is secured	Securing the future of Britain's public services	17%	23%	53%		-36
Pledge 4: NHS waiting lists will	Reducing NHS waiting lists	14%	19%	62%		-48
fall and people will get the care they need more quickly	Ensuring people get the NHS care they need more quickly	14%	20%	61%		-47
Pledge 5: Pass new laws to stop small boats, making sure that those	Passing new laws to stop small boat crossings from France	18%	20%	54%		-36
who come to this country illegally will be detained + swiftly removed	Making sure that people who come to Britain illegally are detained and swiftly removed		20%	56%		-41

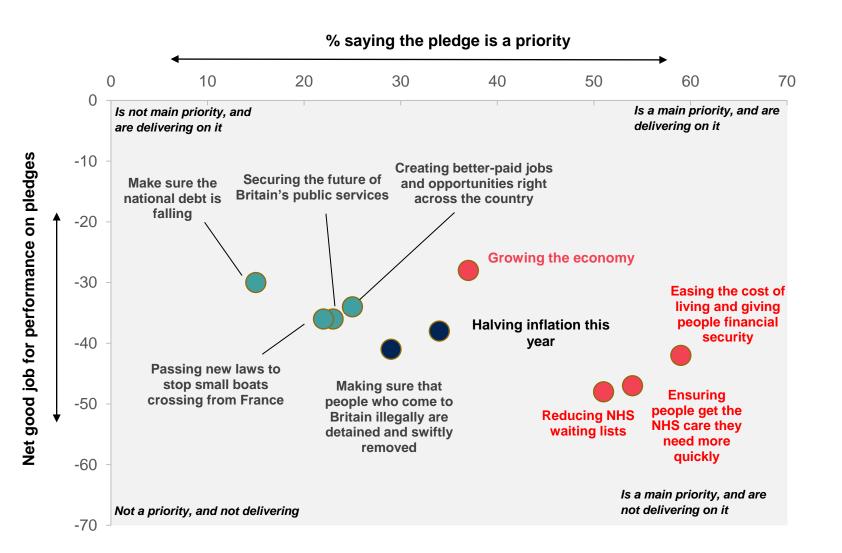
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The public's priorities vs Sunak govt performance

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

Y axis: In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? *Net good job

The public's top 4 priorities





How would a Labour government deliver on Sunak pledges?

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?

		Good job	Neither		Bad job	good job
Pledge 1: Halve inflation to ease the cost of living and give people financial security	Halving inflation this year Easing the cost of living and giving people financial security	24% 33%	24% 22%	41% 34%		-17 -1
Pledge 2: Grow the economy, creating better-paid jobs and opportunity across the country	Growing the economy Creating better-paid jobs and opportunities right across the country	29% 31%	23% 25%	38% 32%		-9 -1
Pledge 3: Ensure national debt falls so that the future of public services is secured	Making sure the national debt is falling Securing the future of Britain's public services	25% 369	23% 23%	40% 31%		-15 +5
Pledge 4: NHS waiting lists will fall and people will get the care they need more quickly	Reducing NHS waiting lists Ensuring people get the NHS care they need more quickly	31% 34%	22% 21%	37% 34%		-6 0
Pledge 5: Pass new laws to stop small boats, making sure that those who come to this country illegally will be detained + swiftly removed	Passing new laws to stop small boat crossings from France Making sure that people who come to Britain illegally are detained and swiftly removed	21% 23%	24% 23%	41% 41%		-20 -18

Base: 2,221 Online British adults aged 18+ , 26-30 May 2023



% Net

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

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

Pledge 1: Halve inflation to Halving inflation this year -38% -17% ease the cost of living and give Easing the cost of living + giving -1% -42% people financial security people financial security -28% -9% Growing the economy Pledge 2: Grow the economy, creating better-paid jobs and Creating better-paid jobs + -34% -1% opportunity across the country opportunities right across the country Making sure the Pledge 3: Ensure national debt -30% -15% national debt is falling falls so that the future of public Securing the future of -36% 5% services is secured Britain's public services -6% Reducing NHS waiting lists -48% Pledge 4: NHS waiting lists will fall and people will get the care Ensuring people get the NHS -47% 0% they need more quickly care they need more quickly Pledge 5: Pass new laws to stop Passing new laws to stop small -36% -20% small boats, making sure that those boat crossings from France Ensuring people coming to Britain who come to this country illegally -41% -18% illegally are swiftly removed will be detained + swiftly removed

Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

7



Britons tend to think outcomes resulting in a Labour government after the next General Election are better than those resulting in a Conservative one

Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either?

	A good outcome	•		Neith nor b	er goo ad	d	A bad outcome	Net 'a good outcome'
A Labour majority government			39%	1	8%	34%		+5
A Labour / Liberal Democrat coalition government		31%	6	22%	, D	37%		-6
A Labour minority government requiring the support of the Liberal Democrats to pass legislation.		28%		23%		40%		-12
A Conservative majority government	2	27%	17	′%	48%	6		-21
A Labour minority government requiring the support of the SNP to pass legislation	229	%	20%	6	48%	6		-26
A Conservative / Liberal Democrat coalition government	17%		21%	5	53%			-36
A Conservative minority government requiring the support of the Liberal Democrats to pass legislation	16%		21%	5	53%			-37
A Conservative minority government requiring the support of the DUP to pass legislation.	12%	21	%	56	6%			-44



Britons tend to think outcomes resulting in a Labour government after the next General Election are better than those resulting in a Conservative one

Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either?

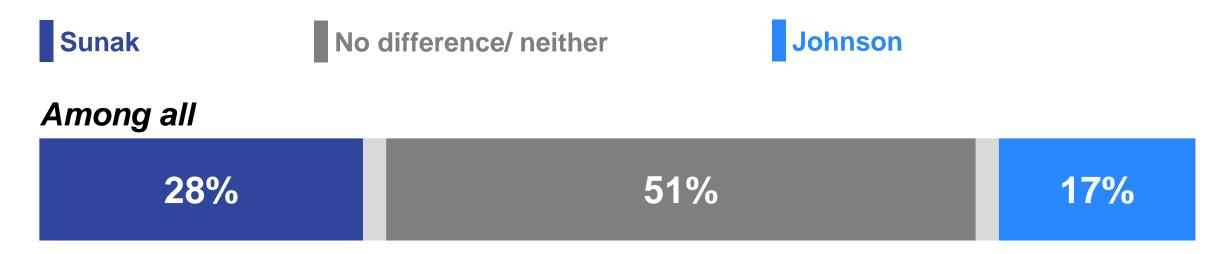
A Labour majority government			39%
A Labour / Liberal Democrat coalition government		31%	
A Labour minority government requiring the support of the Liberal Democrats to pass legislation		28%	
A Conservative majority government		27%	
A Labour minority government requiring the support of the SNP to pass legislation	2	2%	
A Conservative / Liberal Democrat coalition government	17%		
A Conservative minority government requiring the support of the Liberal Democrats to pass legislation	16%		
A Conservative minority government requiring the support of the DUP to pass legislation.	12%		

% saying would be a good outcome at the next General Election



Britons think Rishi Sunak would make a better Prime Minister than Boris Johnson, including those who voted Conservative in 2019

Which of the following, if either, do you think would make a better Prime Minister?



Among 2019 Conservative voters

40%	27%	31%
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Base: 2,221 Online British adults aged 18+ , 26-30 May 2023, including (655) 2019 Conservative voters



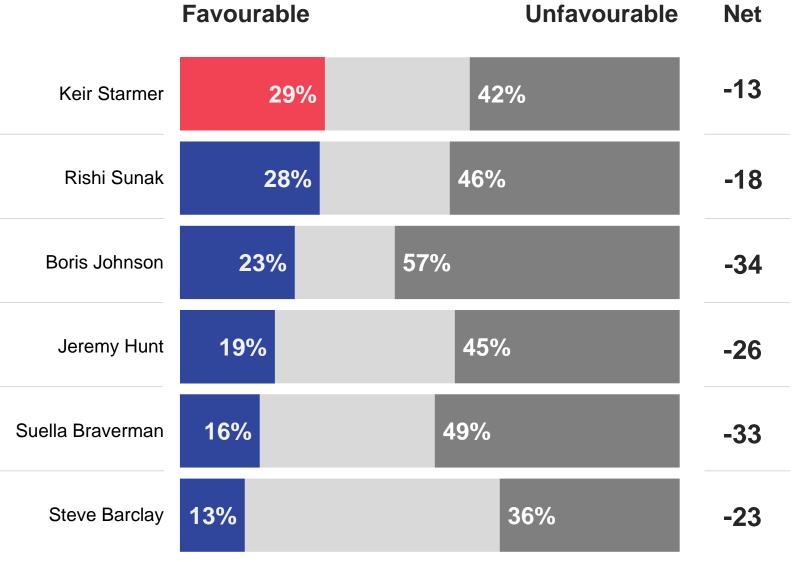
FAVOUR ABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

May 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?

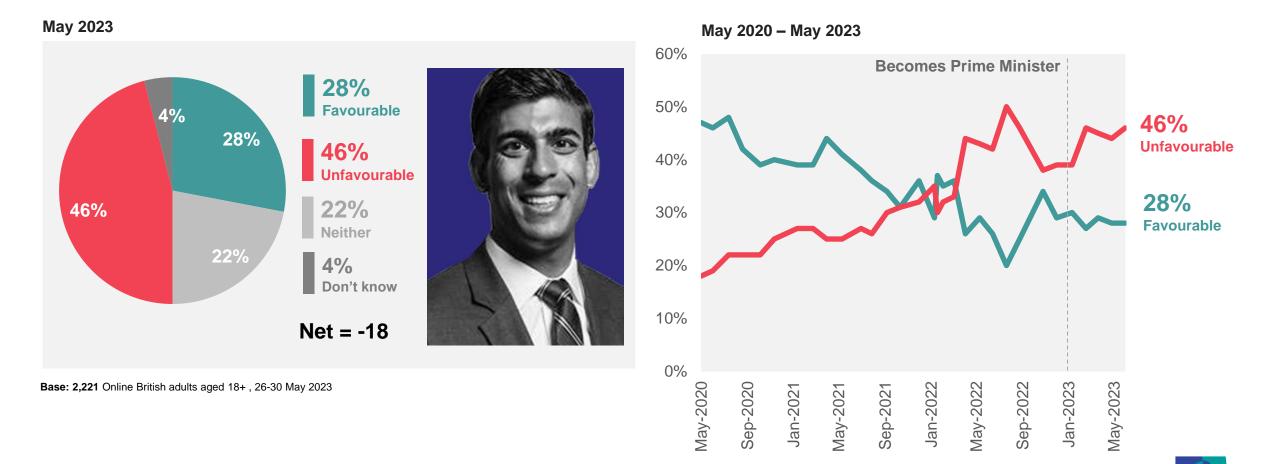
	Favourable		Unfavourable	Net
Keir Starmer		58%	19%	+39
Rishi Sunak		51%	23%	+28
Boris Johnson		45%	33%	+12
Jeremy Hunt	33%		28%	+5
Suella Braverman	33%		33%	0
Steve Barclay	24%		21%	+3

Base: 2,221 Online British adults aged 18+ , 26-30 May 2023, including (655) 2019 Conservative party voters and (563) 2019 Labour party voters



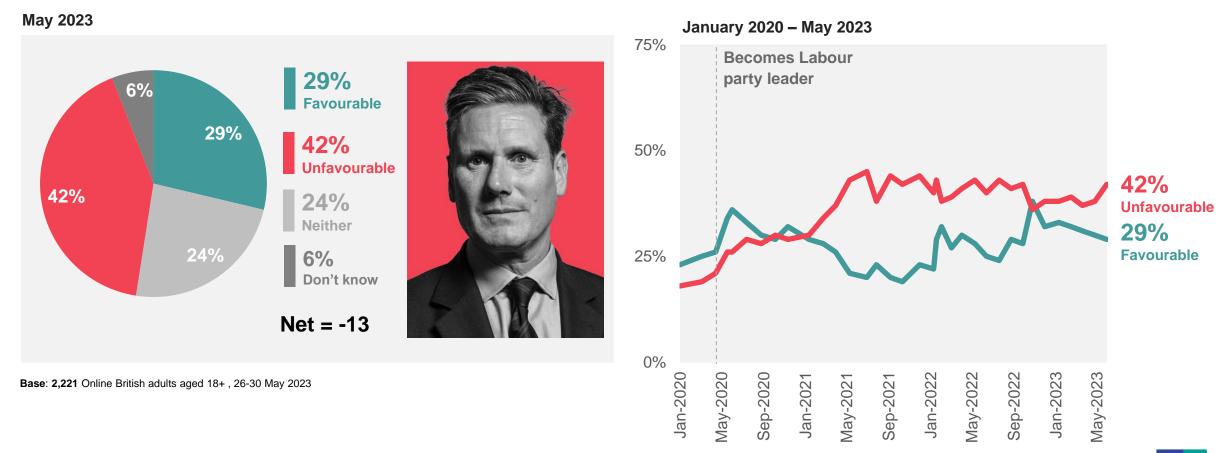
Rishi Sunak: Favourability

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



Keir Starmer: Favourability

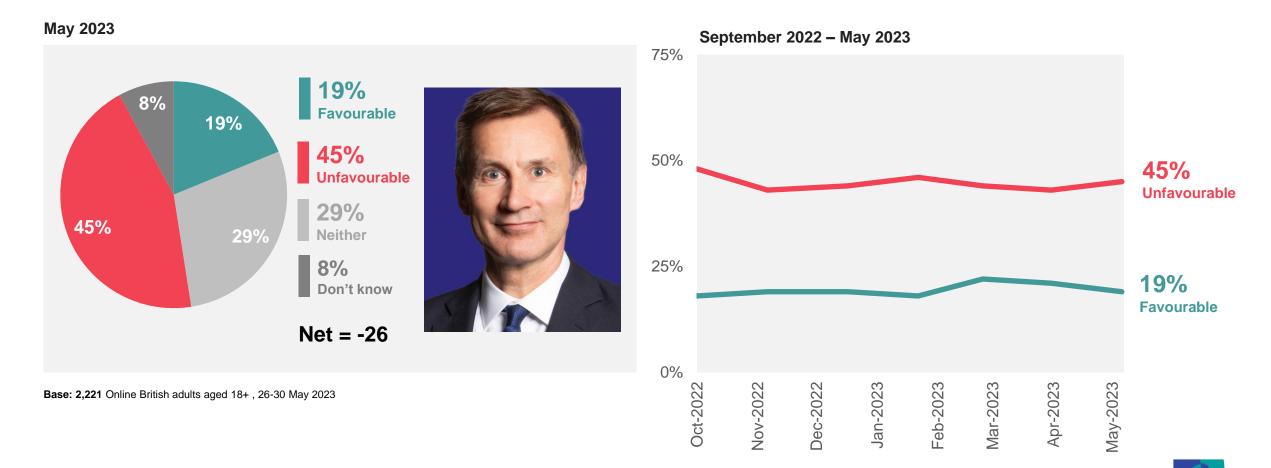
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer





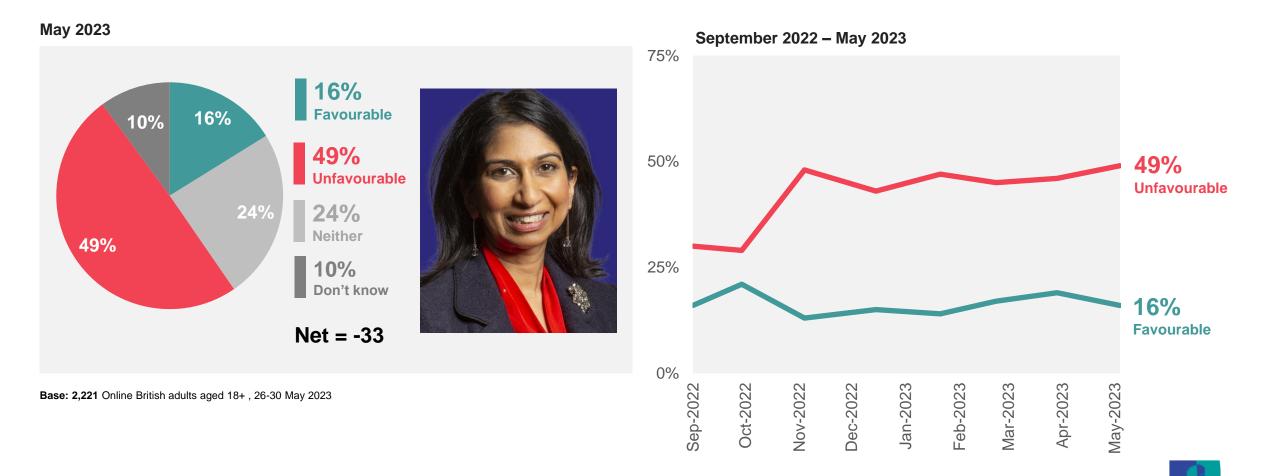
Jeremy Hunt: Favourability

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



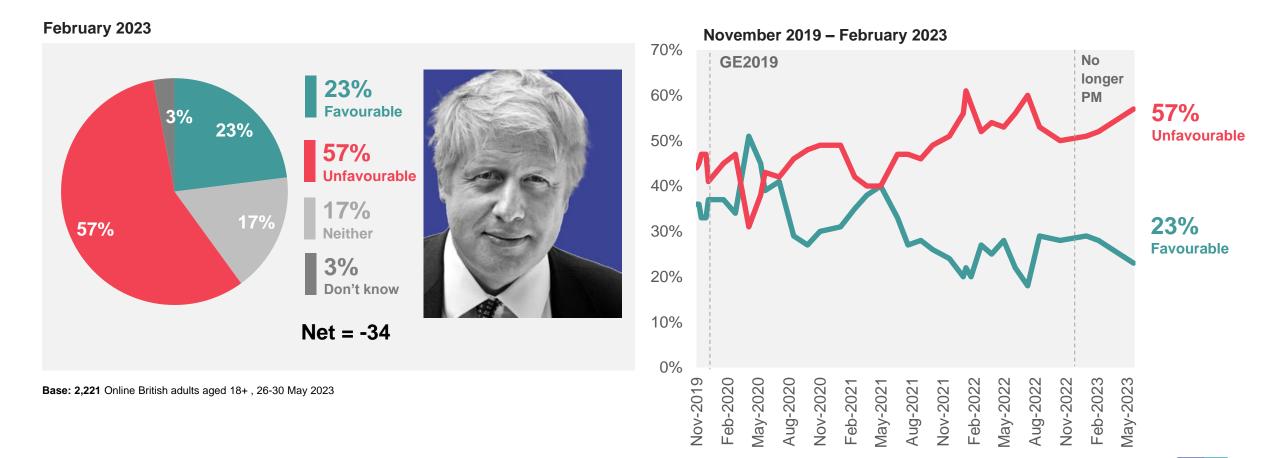
Suella Braverman: Favourability

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



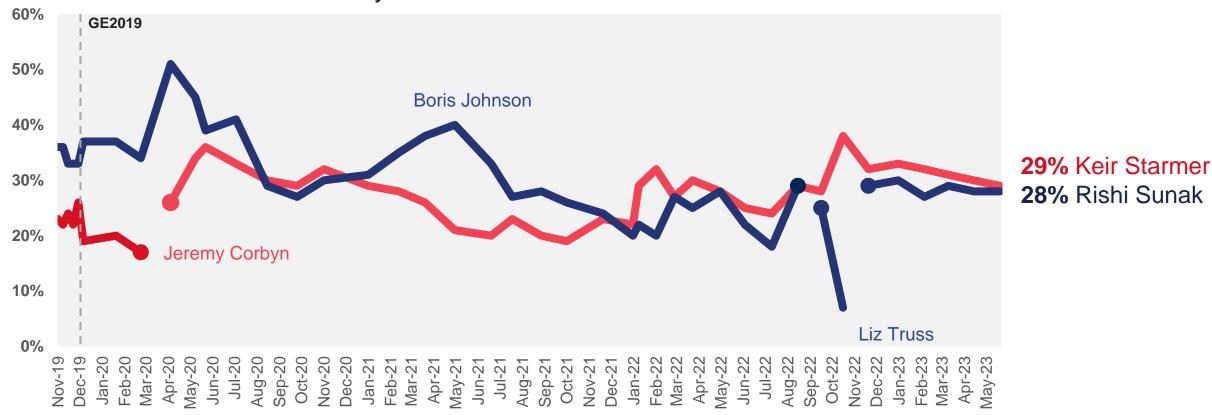
Boris Johnson: Favourability

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



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?

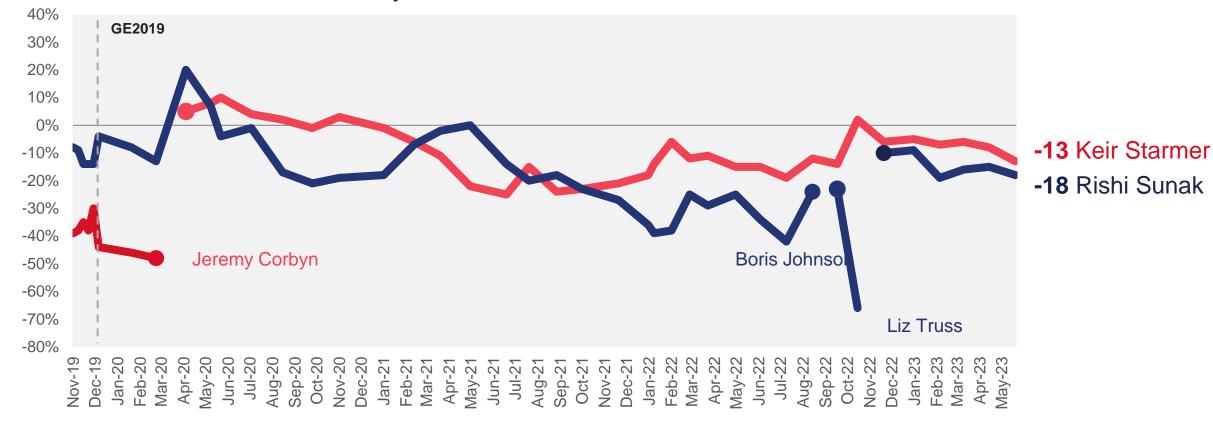


% Favourable: November 2019 – May 2023



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?



Net favourable: November 2019 – May 2023



Favourability towards political parties

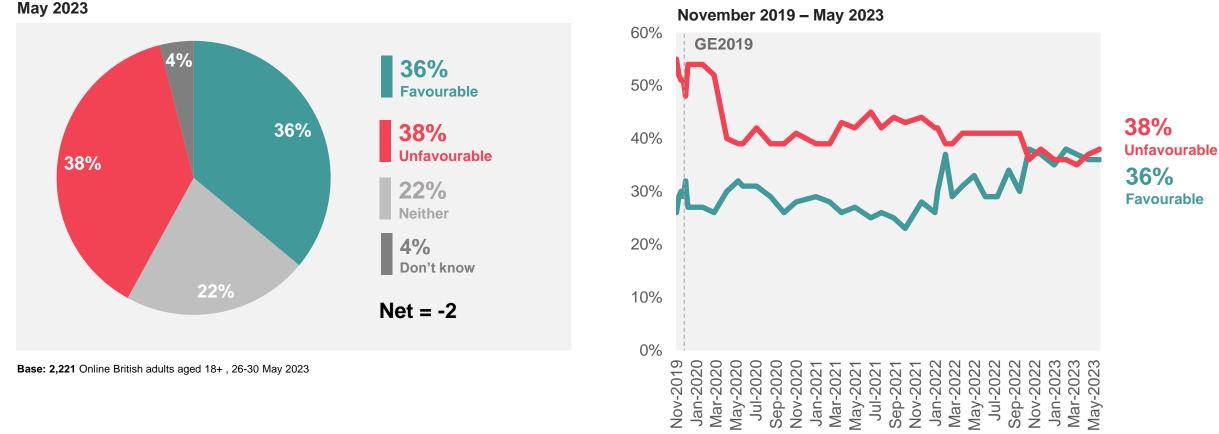
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Favourable		Unfavourable	Net
The Labour party			
36%		38%	-2
The Green party			
27%		30%	-3
The Conservative party			
24%	53%		-29
The Liberal Democrats			
24%		36%	-12
Reform UK			
14%		40%	-26
Research 0.004 Online Dettick adults aread 40.0000	Mar. 0000		



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



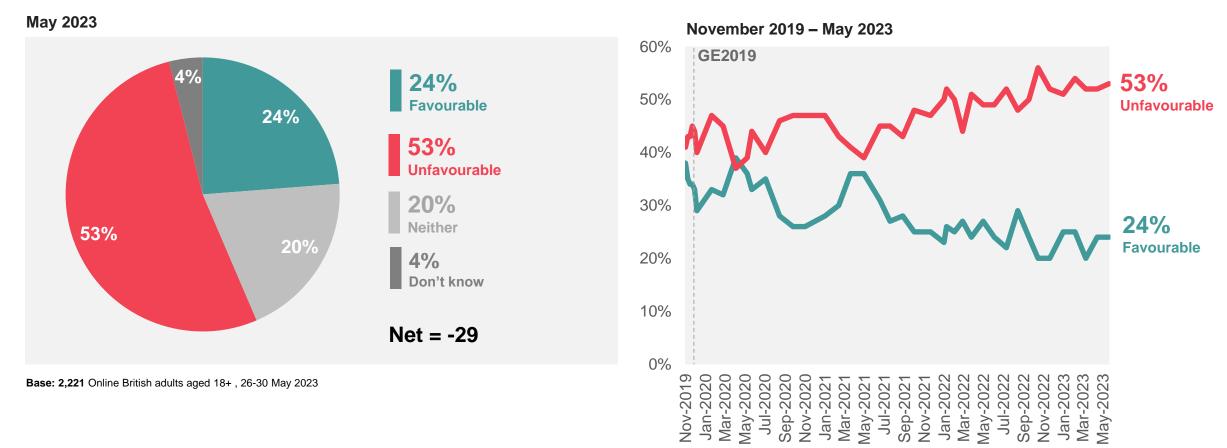
Base: 2,221 Online British adults aged 18+, 26-30 May 2023

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May-2023

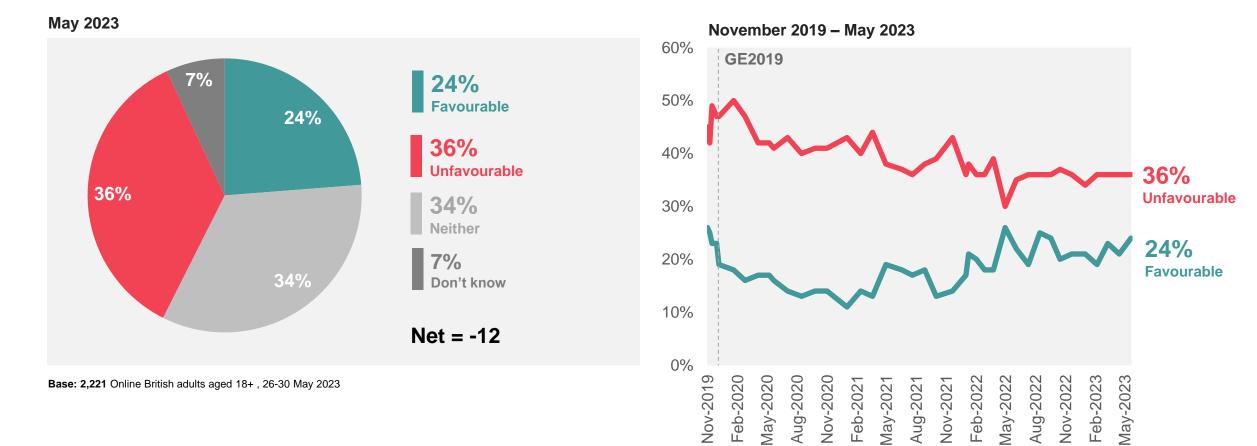
The Conservative party: Favourability

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



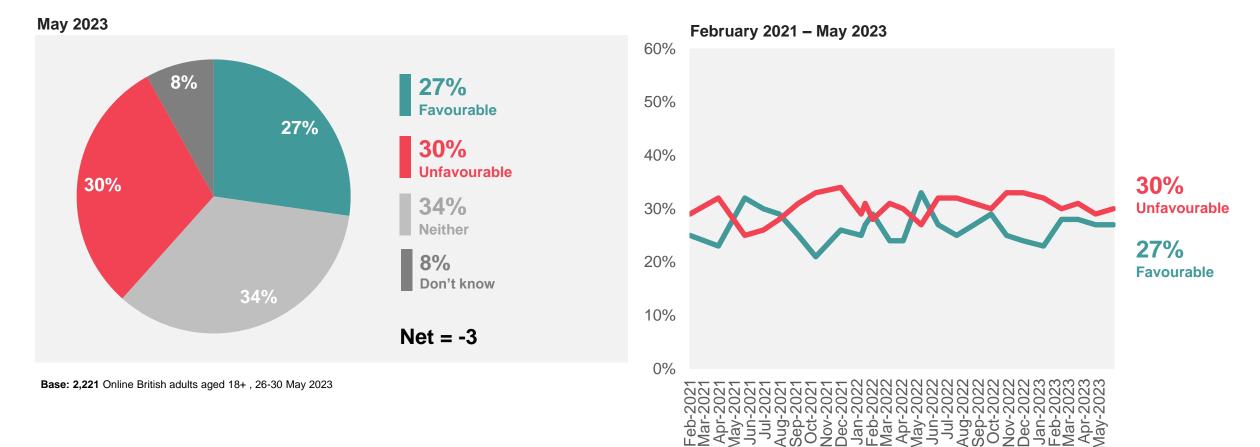
The Liberal Democrats: Favourability

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



The Green Party: Favourability

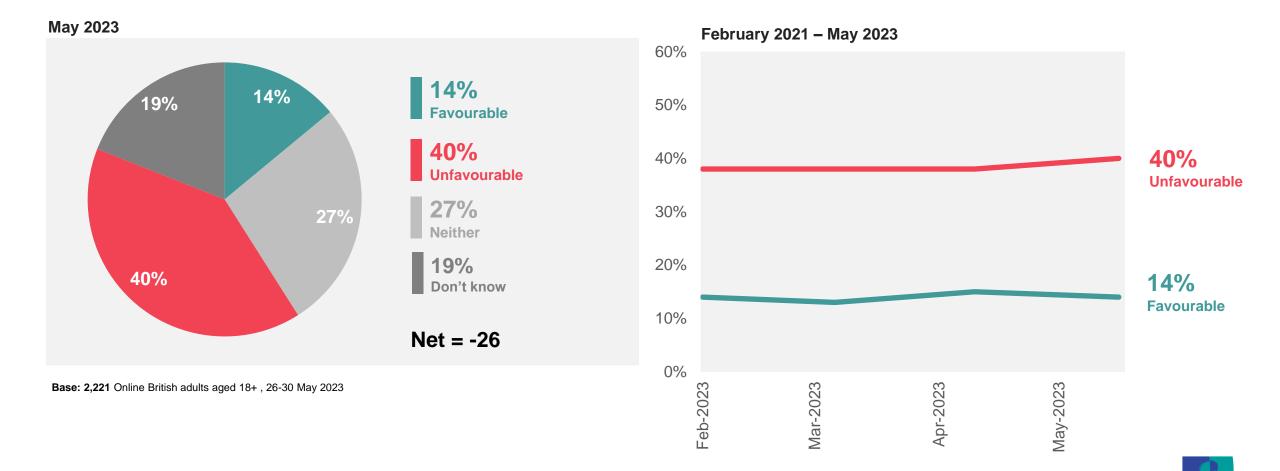
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party





Reform UK: 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



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Political parties: Favourability

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

50% **GE2019** 40% 36% Labour 30% **27% Green Party** 24% Conservatives 20% 24% Liberal Democrats 14% Reform UK 10% 0% Feb-20 Mar-20 Apr-20 Nov-19 Jan-20 May-20 Aug-22 Sep-22 Oct-22 Dec-22 Jan-23 Feb-23 Mar-23 Dec-19 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20 Dec-20 Jan-21 Feb-21 Mar-21 Apr-21 Jun-21 Jun-21 Aug-21 Sep-21 Oct-21 Jan-22 Feb-22 Feb-22 Apr-22 May-22 Jun-22 Jul-22 Nov-22 Apr-23 May-23

% Favourable: November 2019 – May 2023



Political parties: Net favourability

Net favourable: November 2019 – May 2023

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

GE2019 10% 0% -2 Labour -3 Green Party -10% **12 Liberal Democrats** -20% -26 Reform UK 29 Conservatives -30% -40% Feb-20 Mar-20 Apr-20 Dec-19 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20 Jan-21 Jun-21 Jun-21 Jun-21 Sep-21 Sep-21 Sep-21 Jan-22 Feb-22 Mar-22 Mar-22 Jan-22 Ja Nov-19 Jan-20 Aug-22 Sep-22 Oct-22 Nov-22 Dec-22 Jan-23 Feb-23 Mar-23 Apr-23 May-23 Base: 2,221 Online British adults aged 18+, 26-30 May 2023

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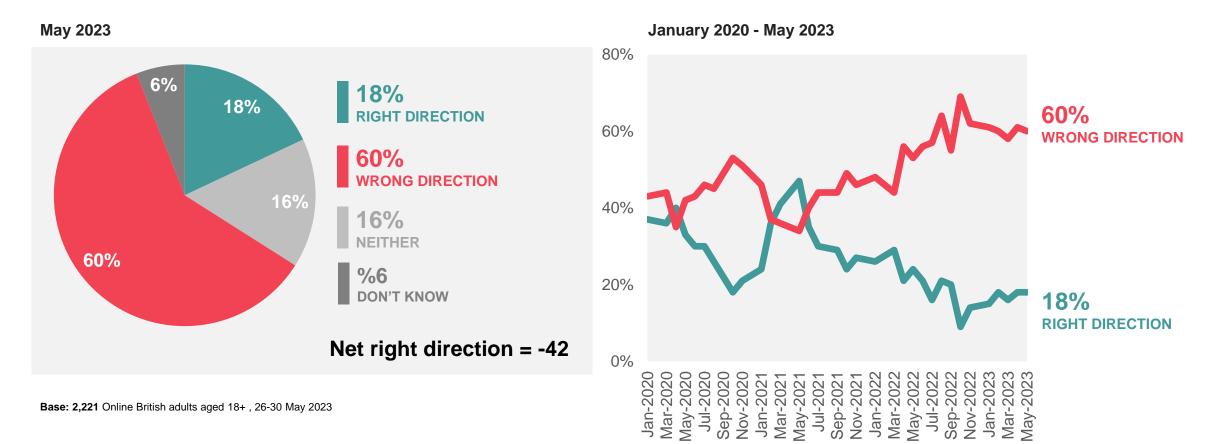
DIRECTION OF THE COUNTRY

May 2023

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Direction of the country

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

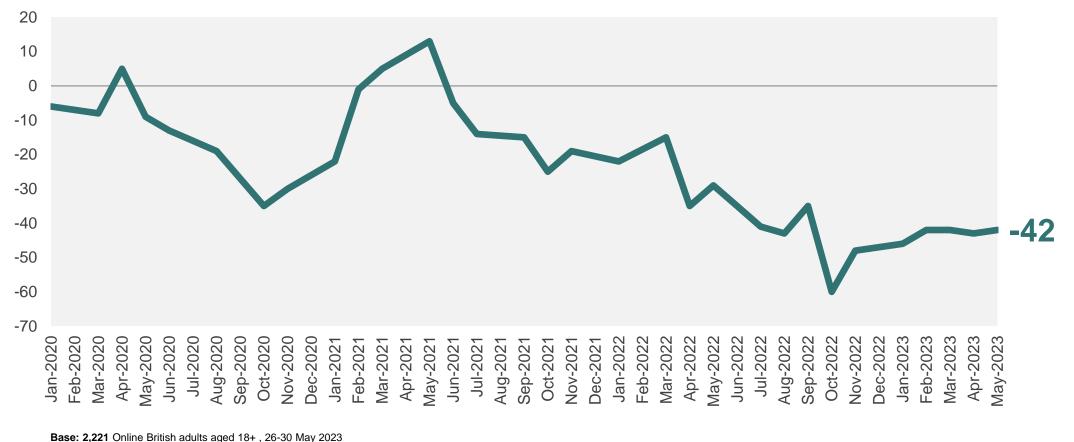




Direction of the country: January 2020 – May 2023

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

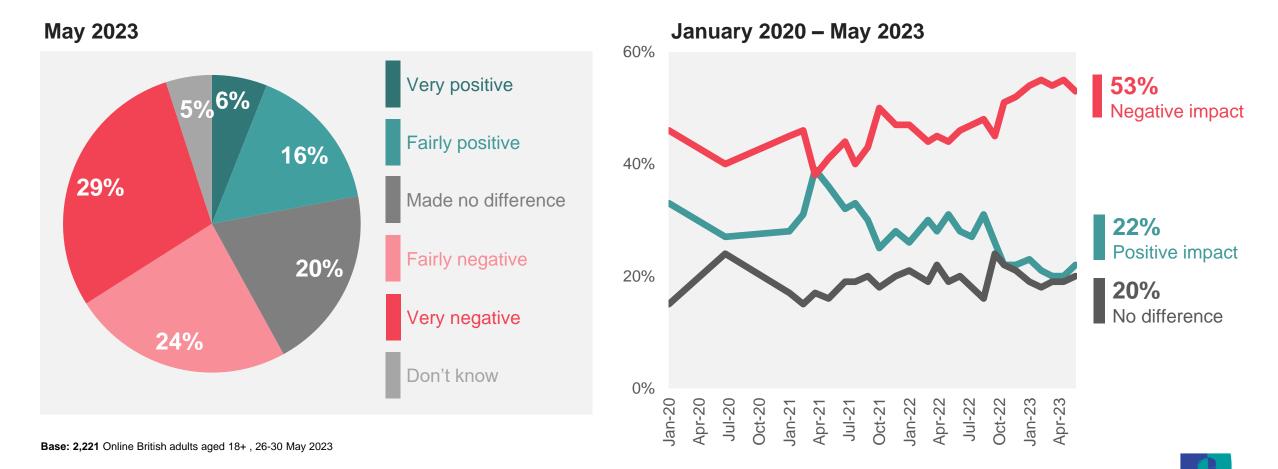
Net right direction





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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Political Pulse May 2023

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