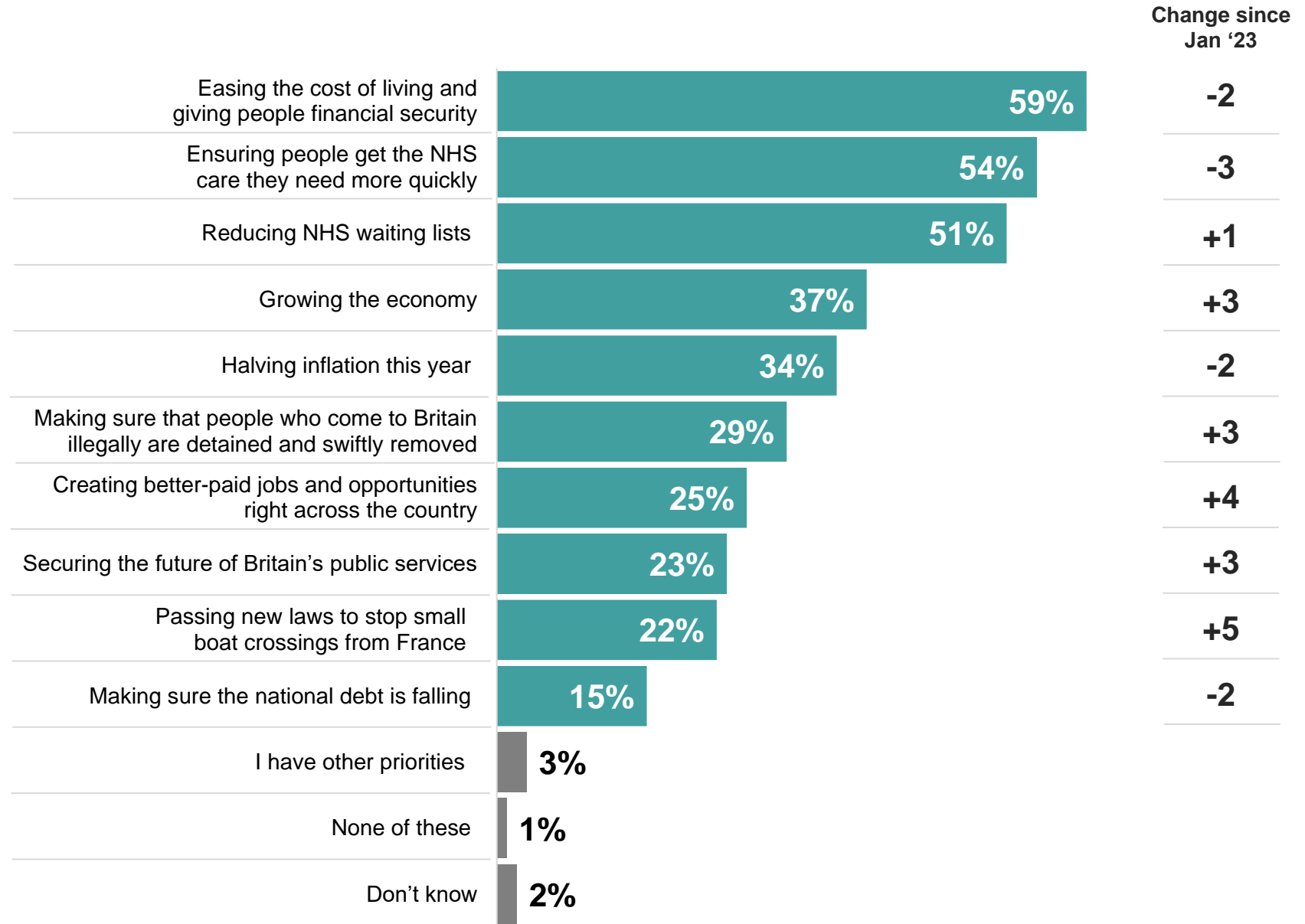


IPSOS UK POLITICAL PULSE

May 2023

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.



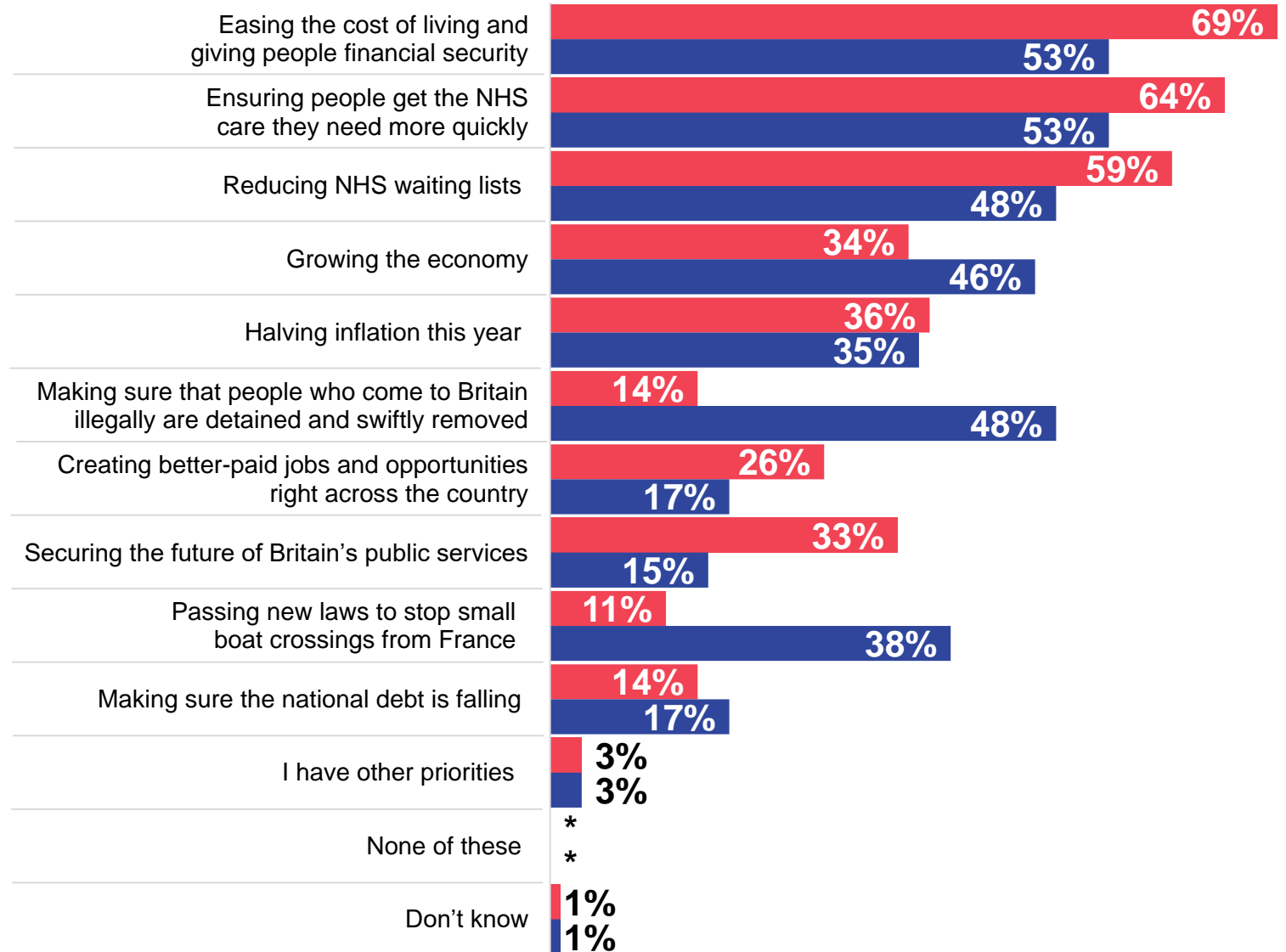
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

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

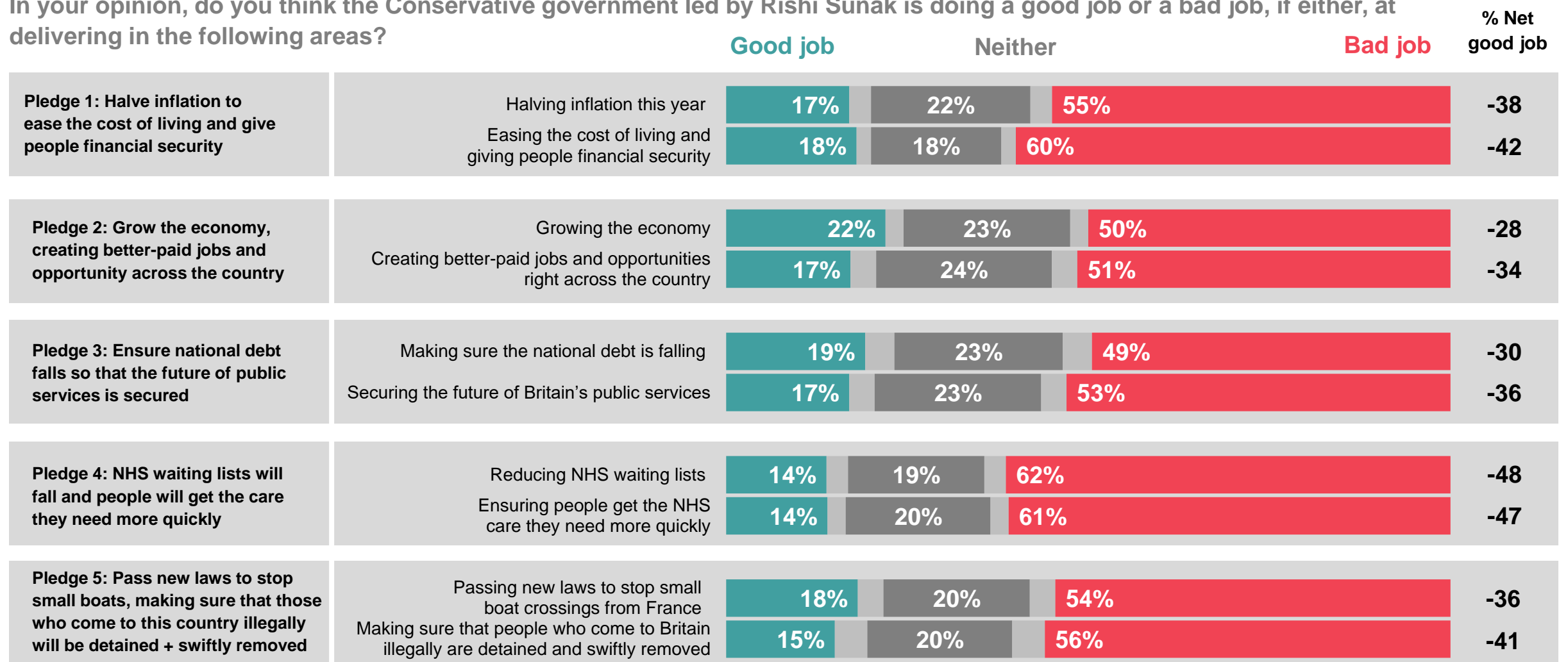


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023, including (655) 2019 Conservative voters and (563) 2019 Labour voters



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

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?



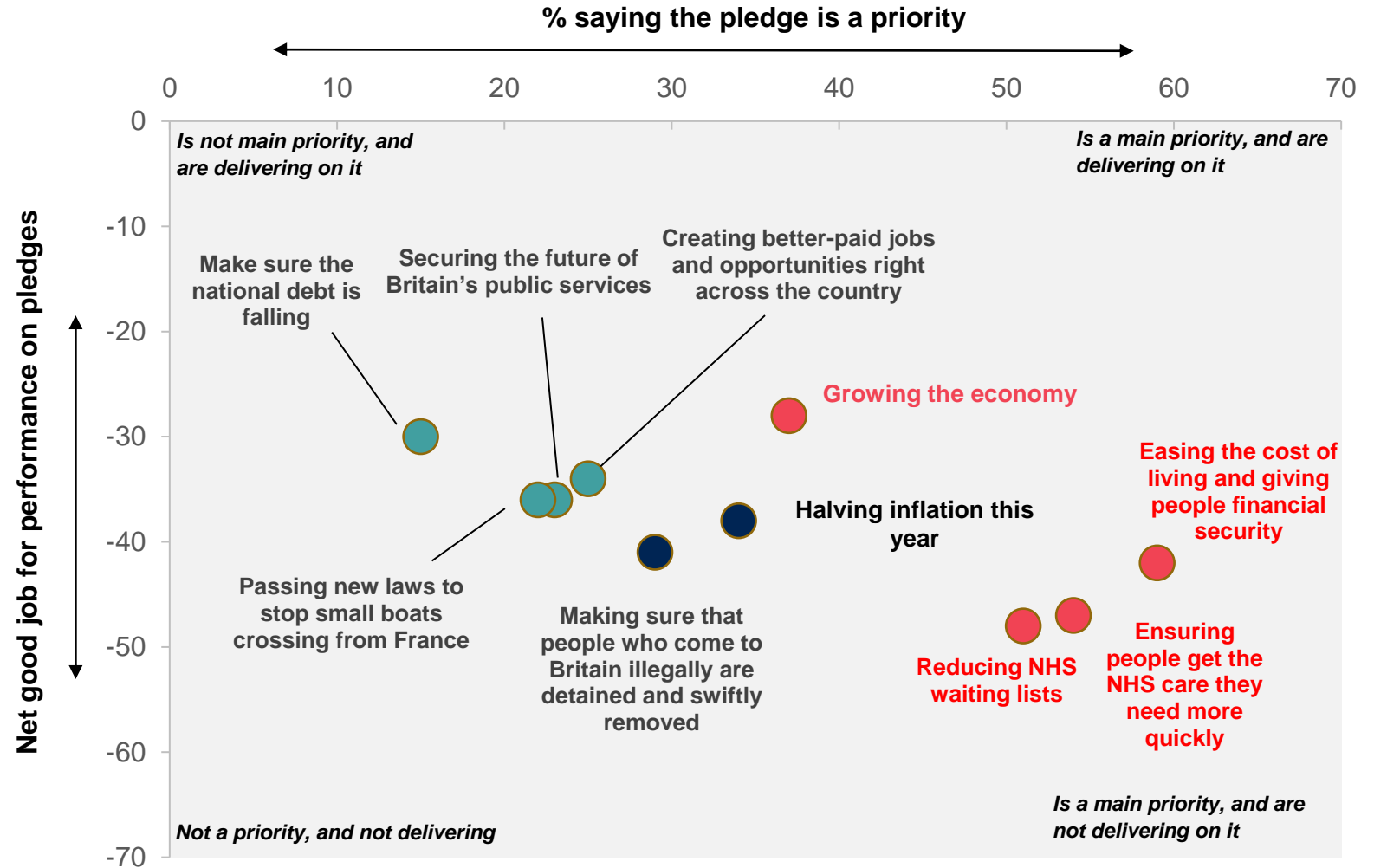
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

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**

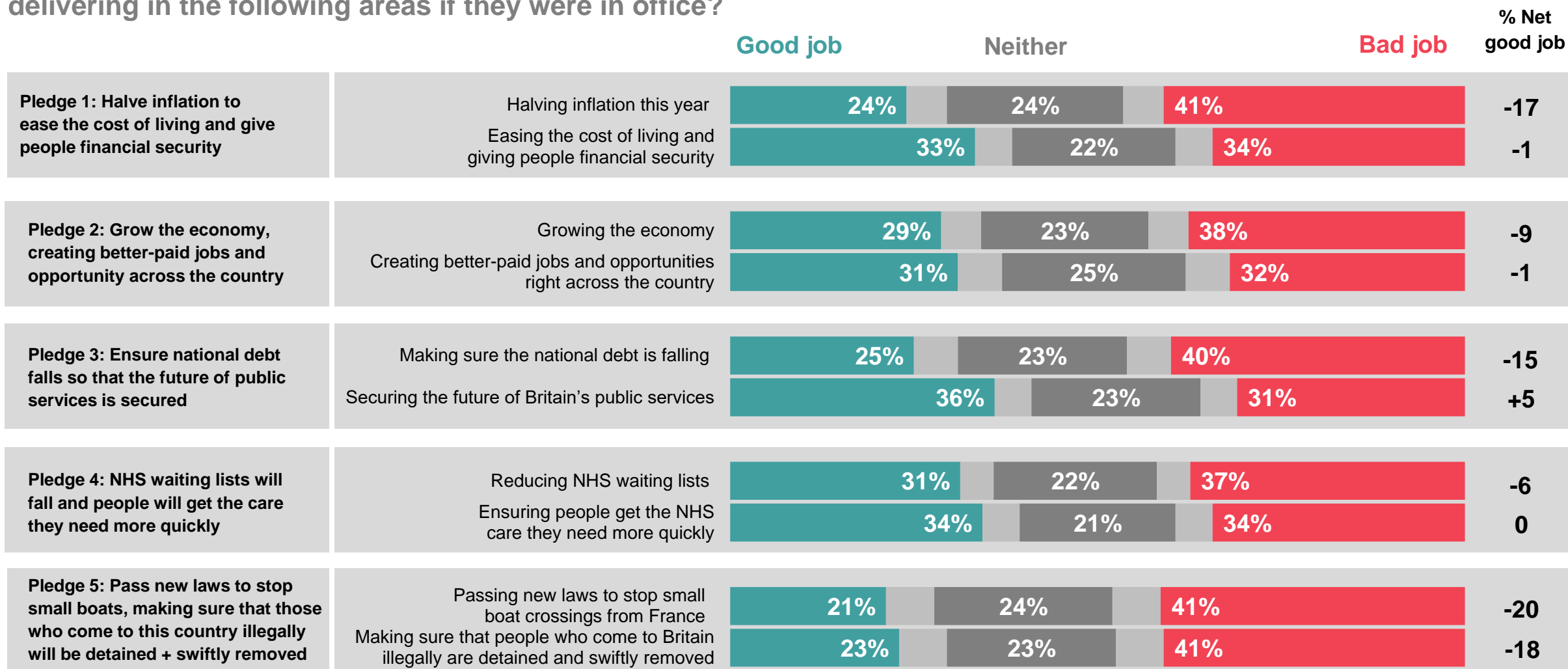
The public's top 4 priorities



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

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?



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

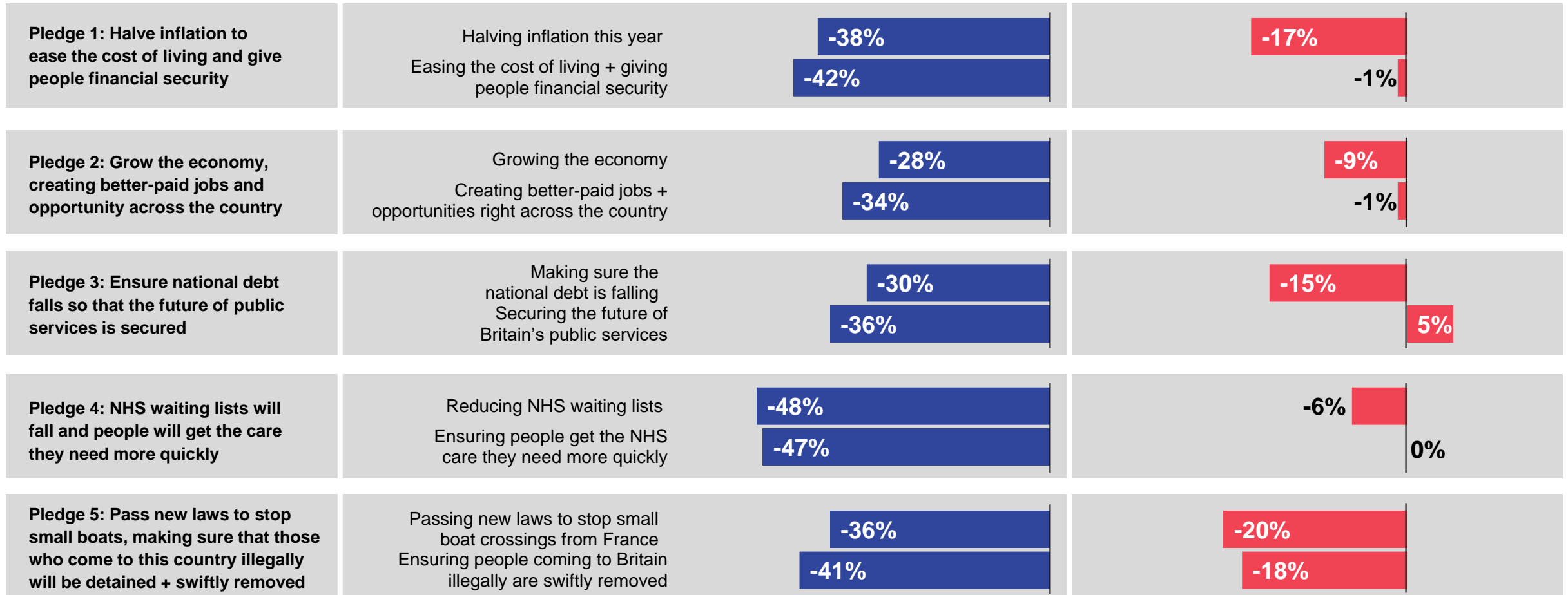
Expectations for Rishi Sunak's five pledges: Conservatives vs. Labour

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...

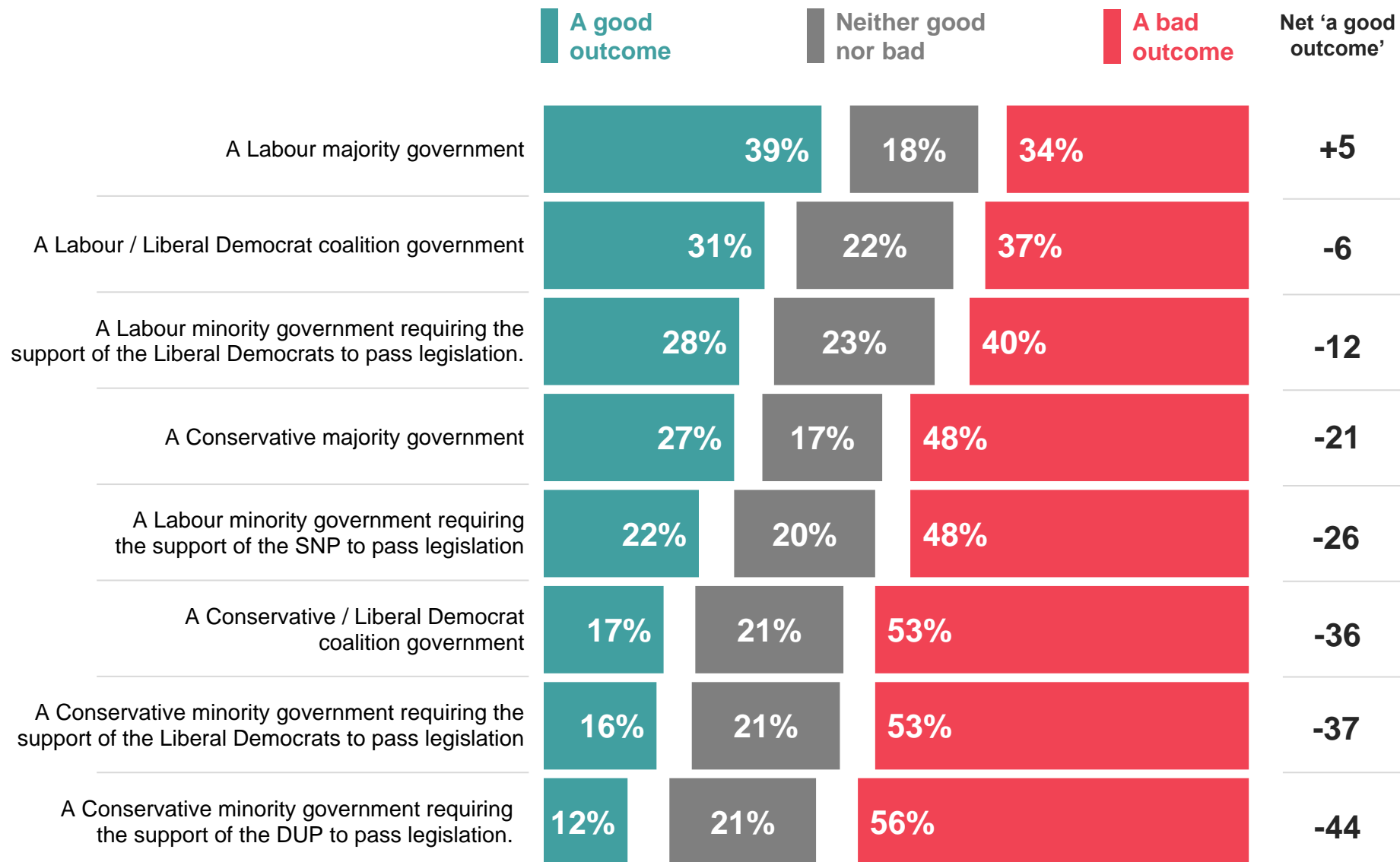
Labour Government led by Keir Starmer would...



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

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?

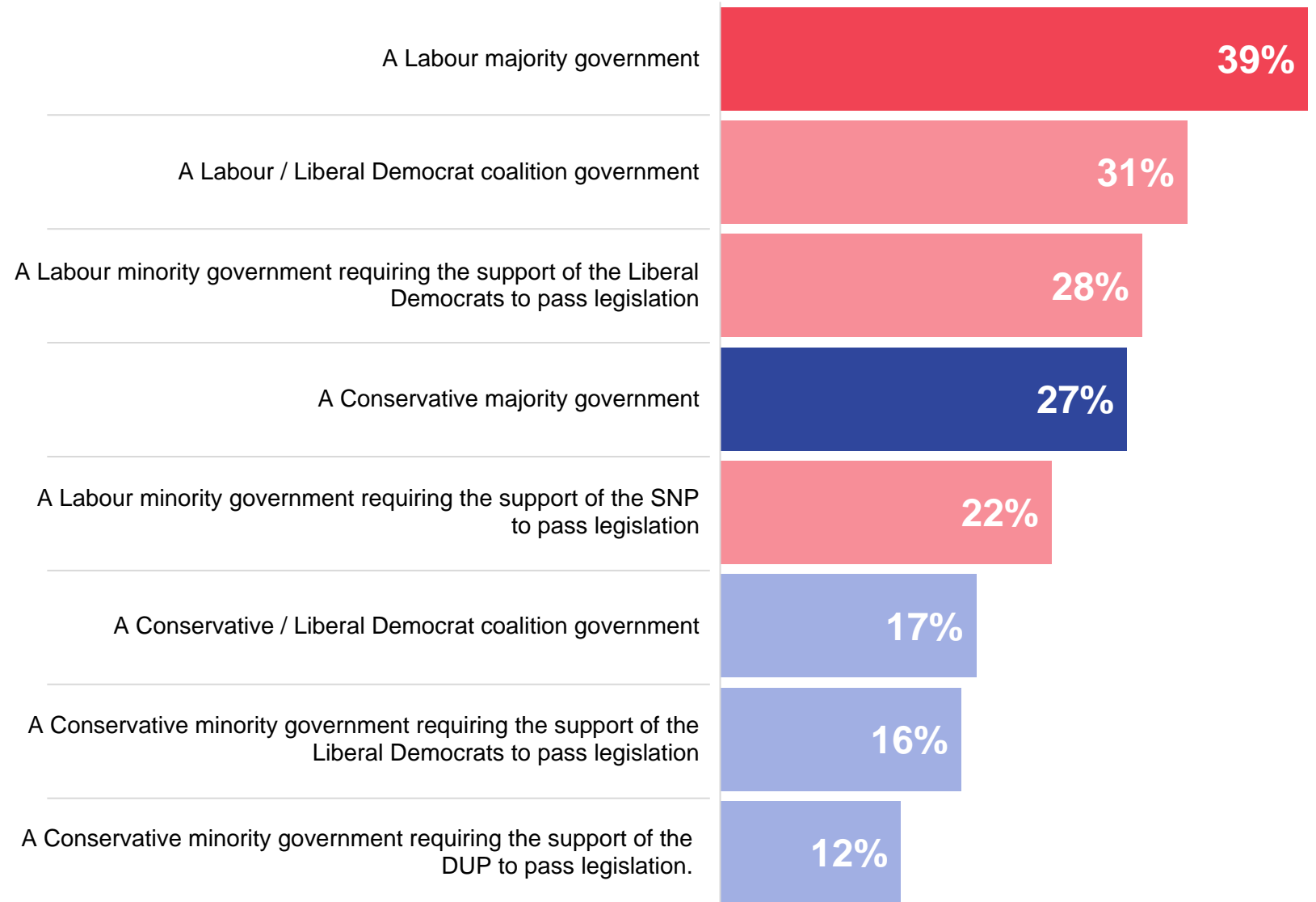


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

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

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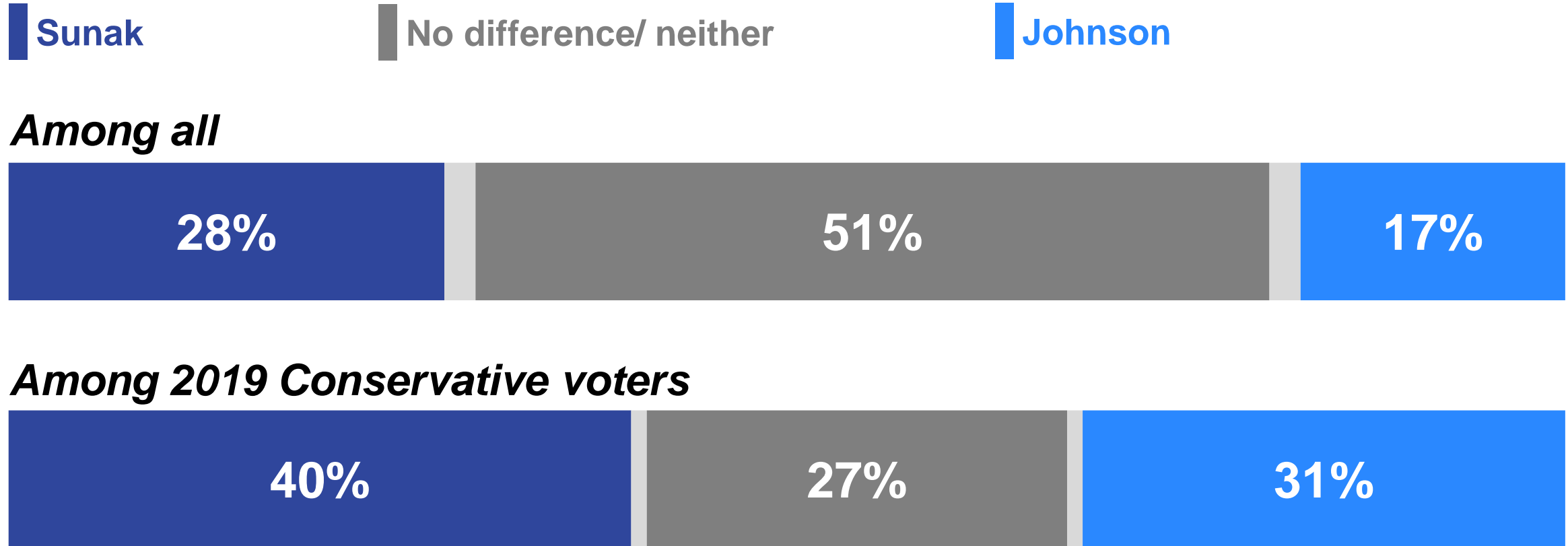
% saying would be a good outcome at the next General Election



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

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?



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

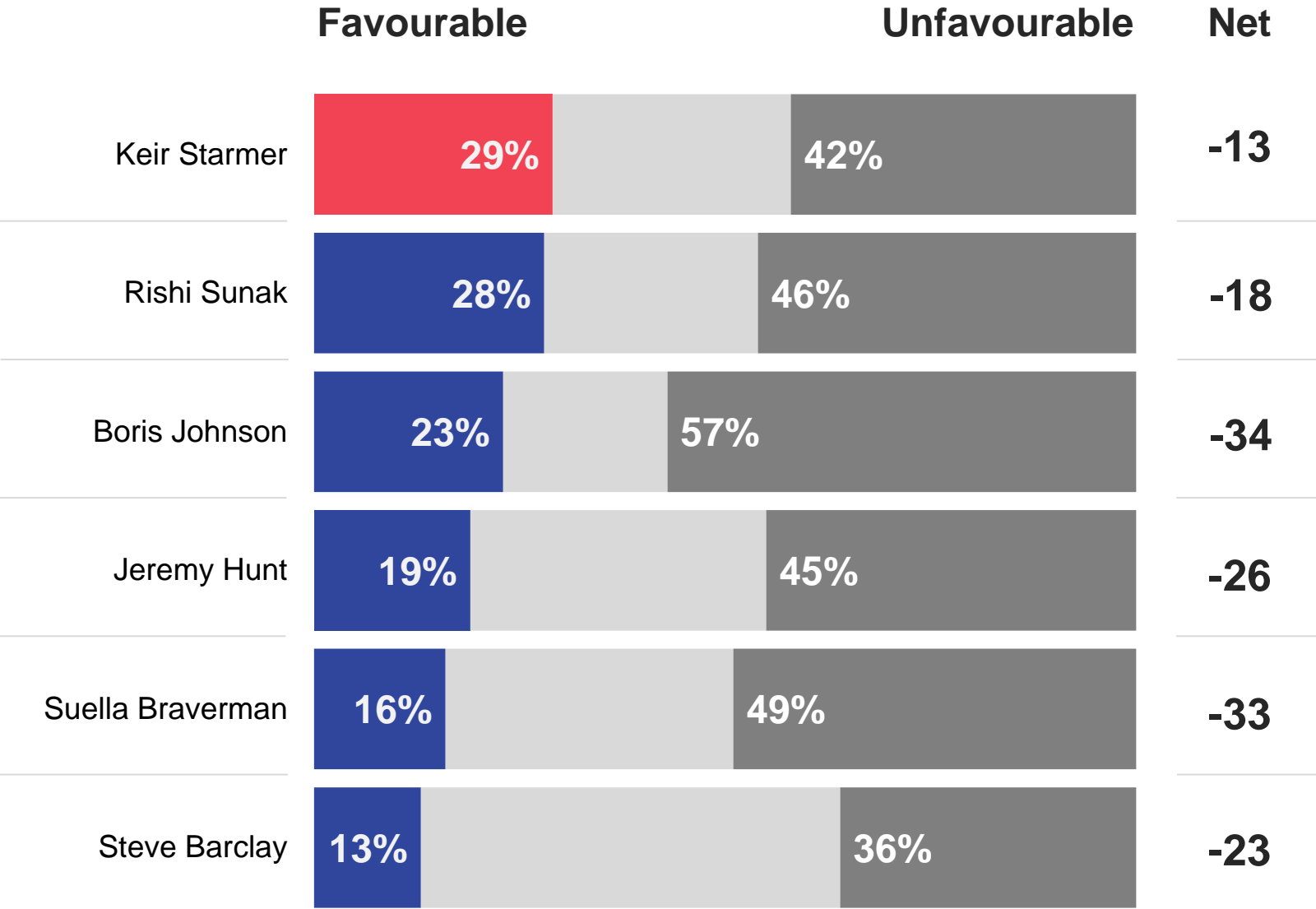


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

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?



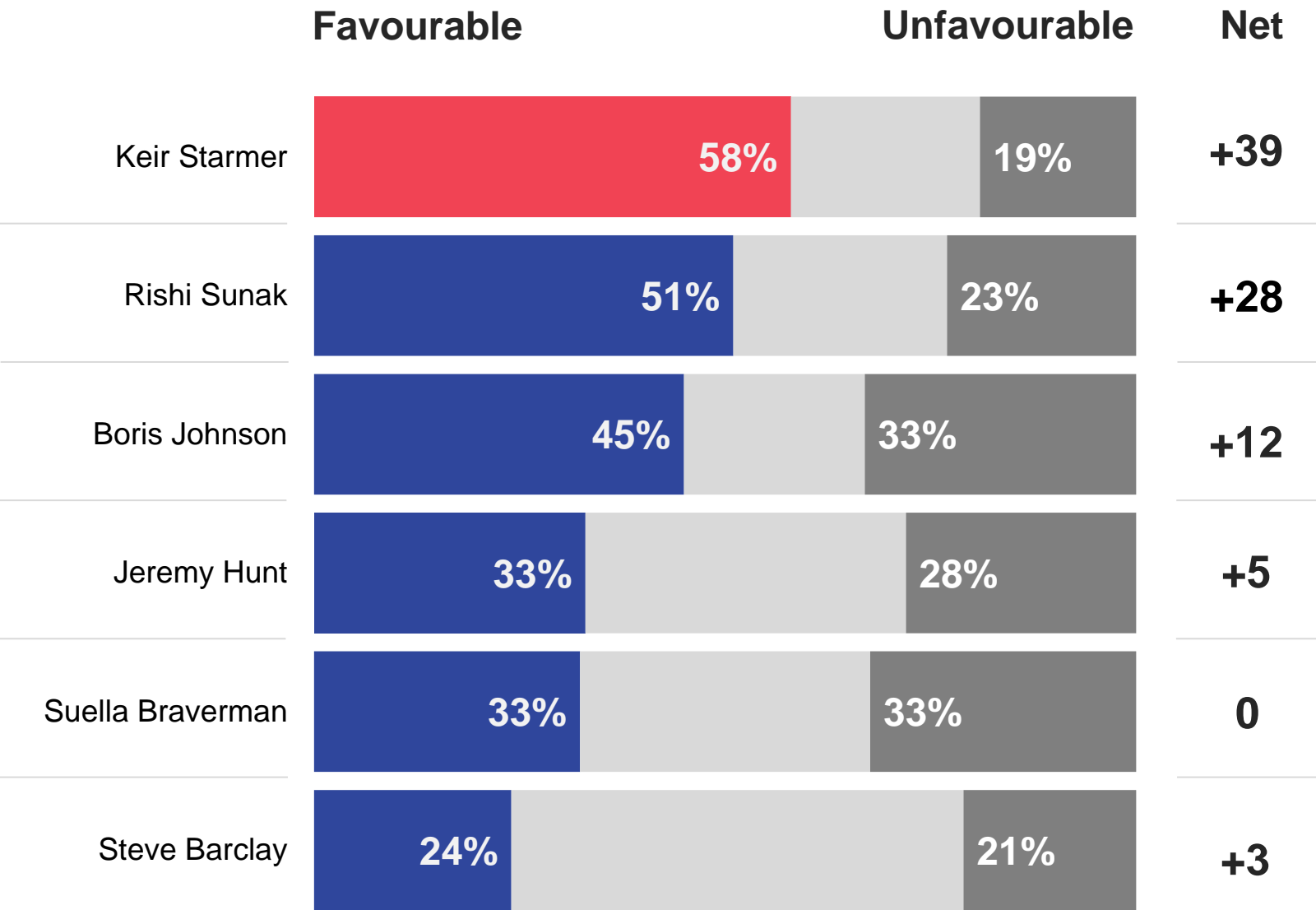
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023



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?



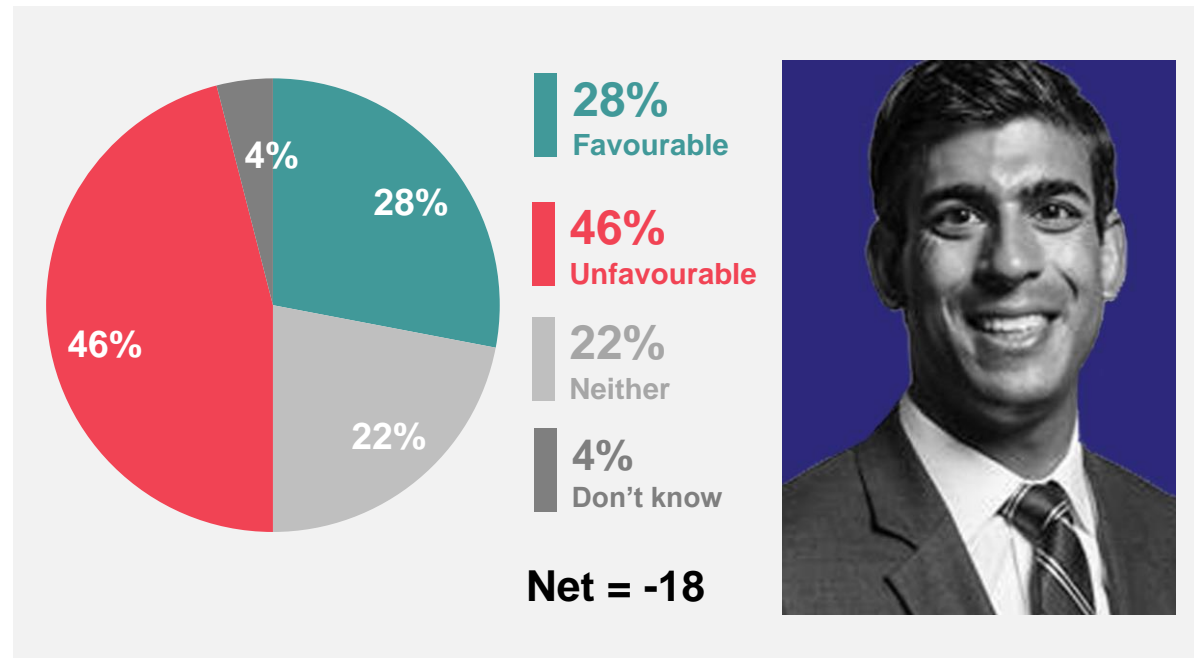
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023, including (655) 2019 Conservative party voters and (563) 2019 Labour party voters



Rishi Sunak: Favourability

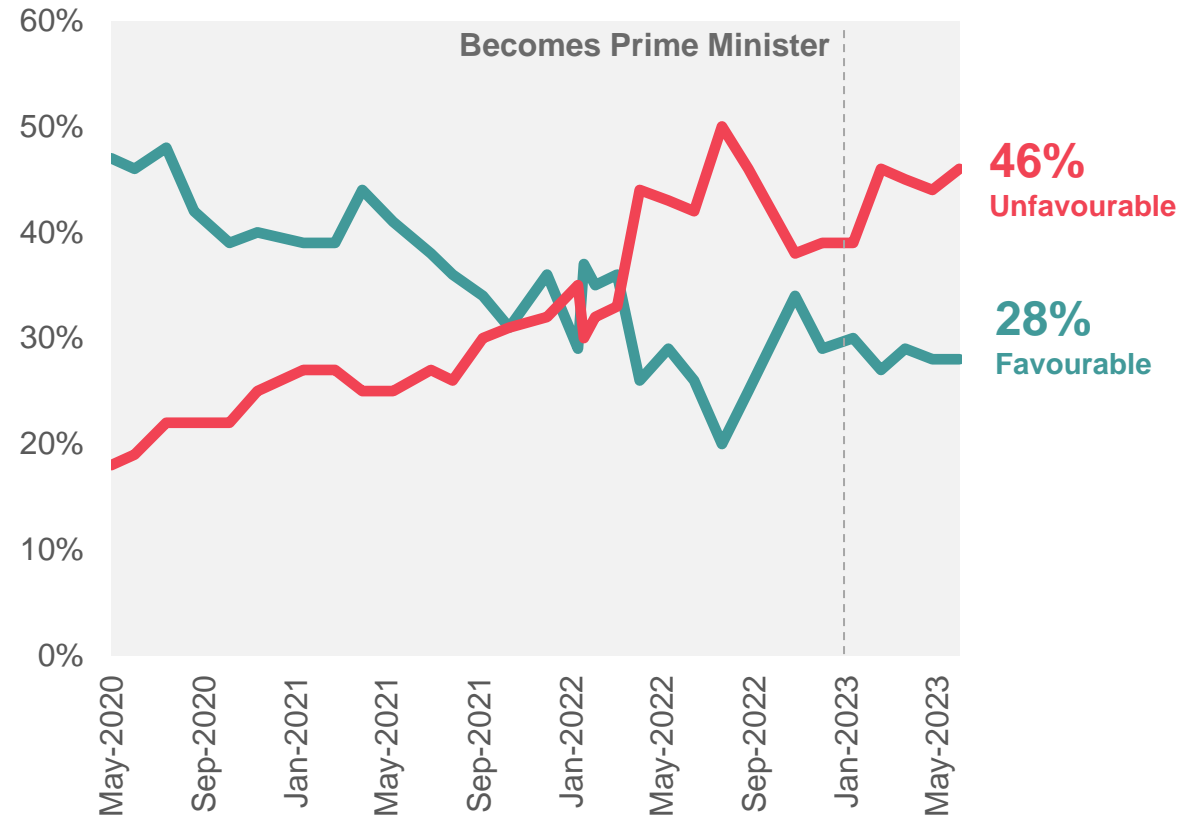
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

May 2023



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

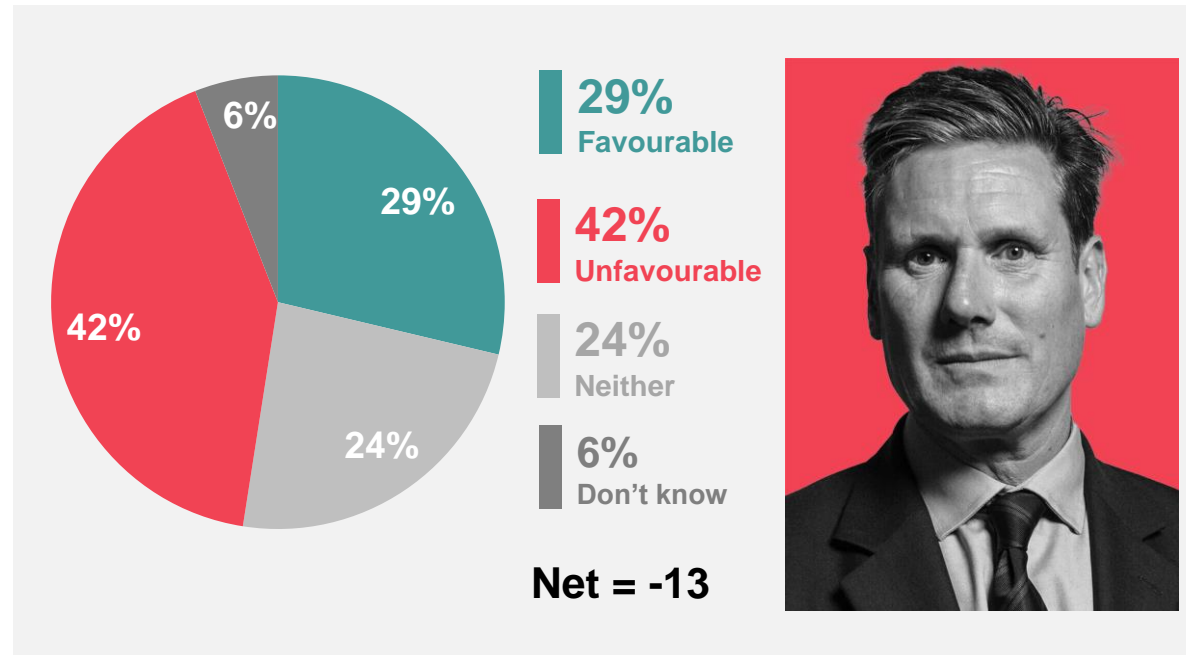
May 2020 – May 2023



Keir Starmer: Favourability

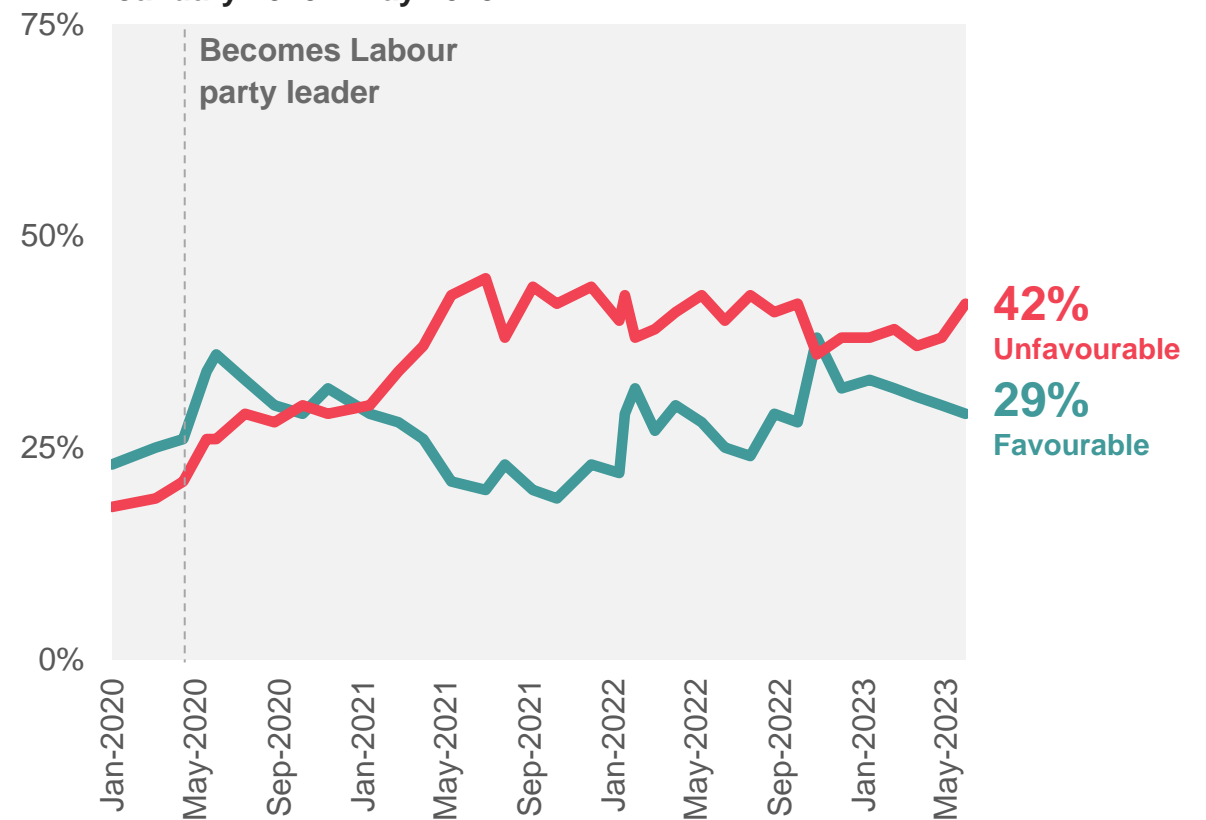
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

May 2023



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

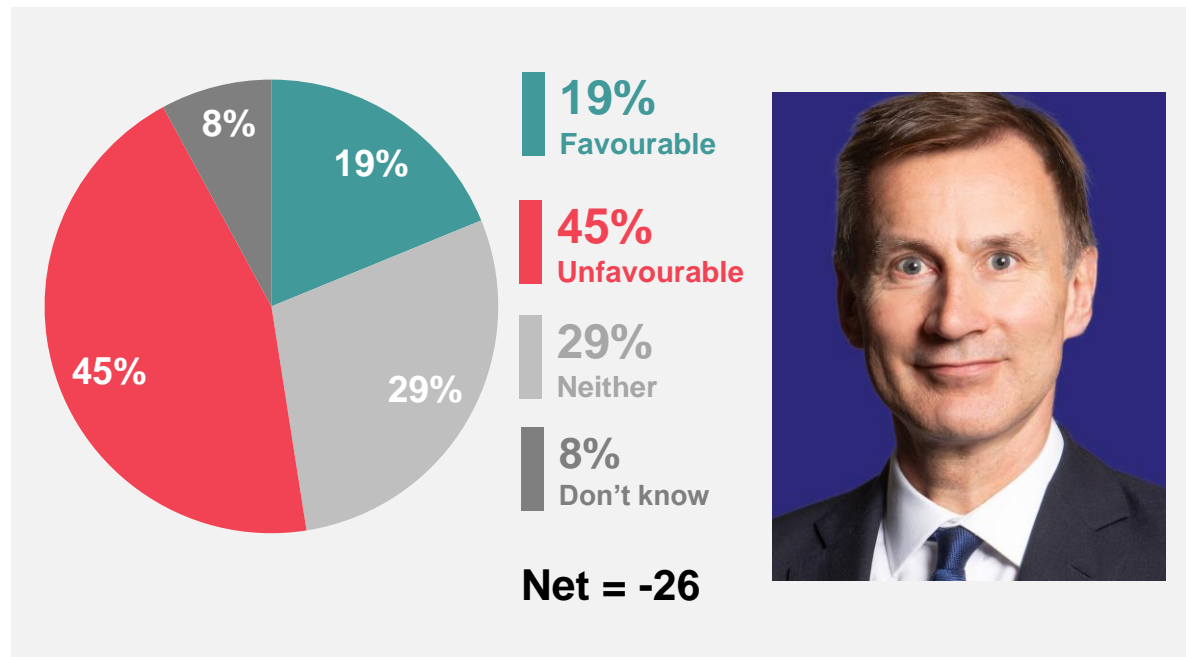
January 2020 – May 2023



Jeremy Hunt: Favourability

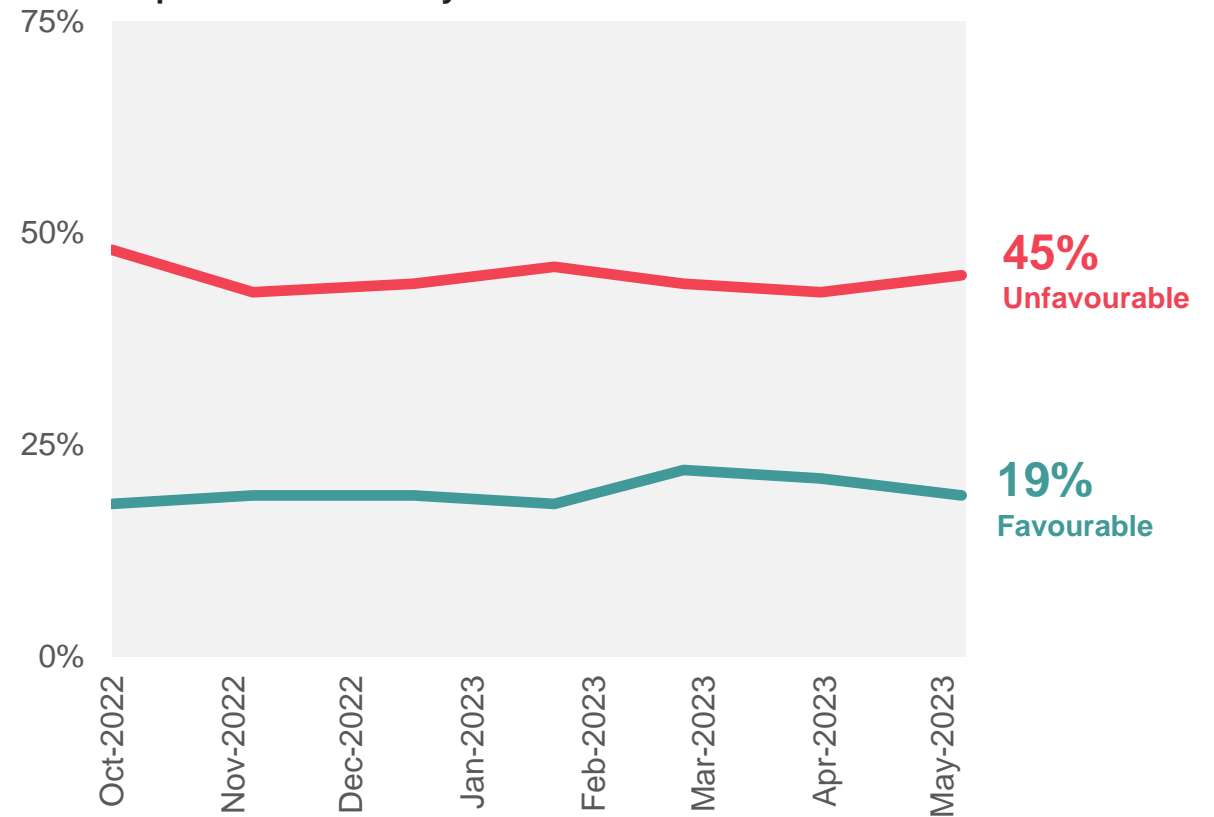
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

May 2023



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

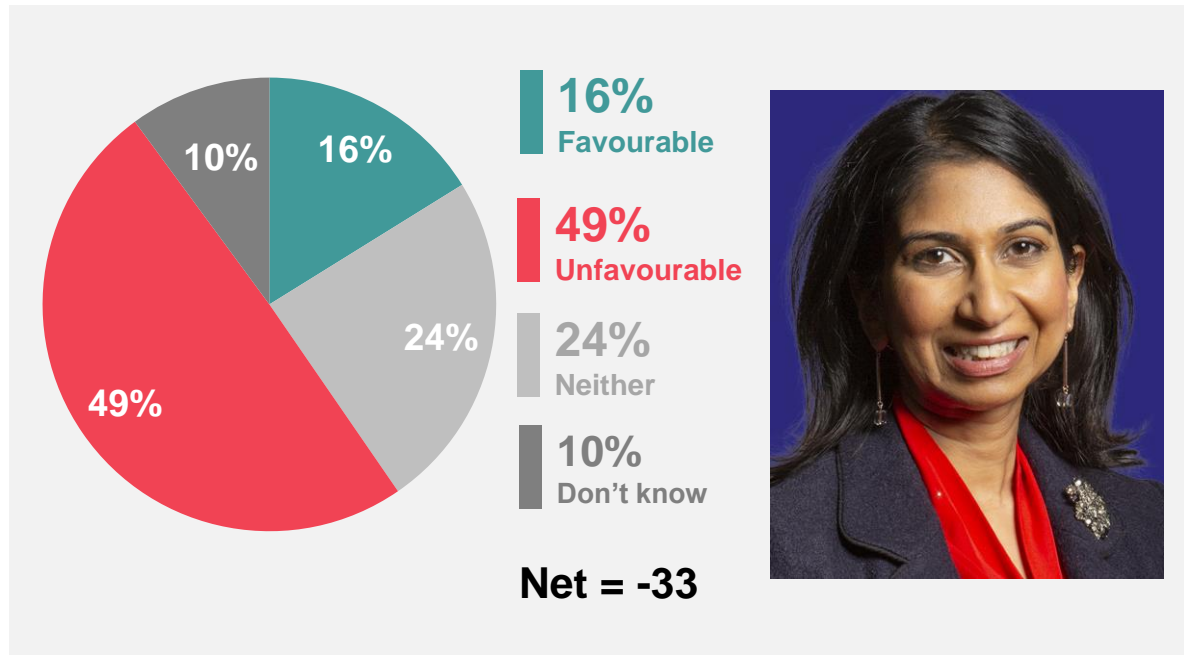
September 2022 – May 2023



Suella Braverman: Favourability

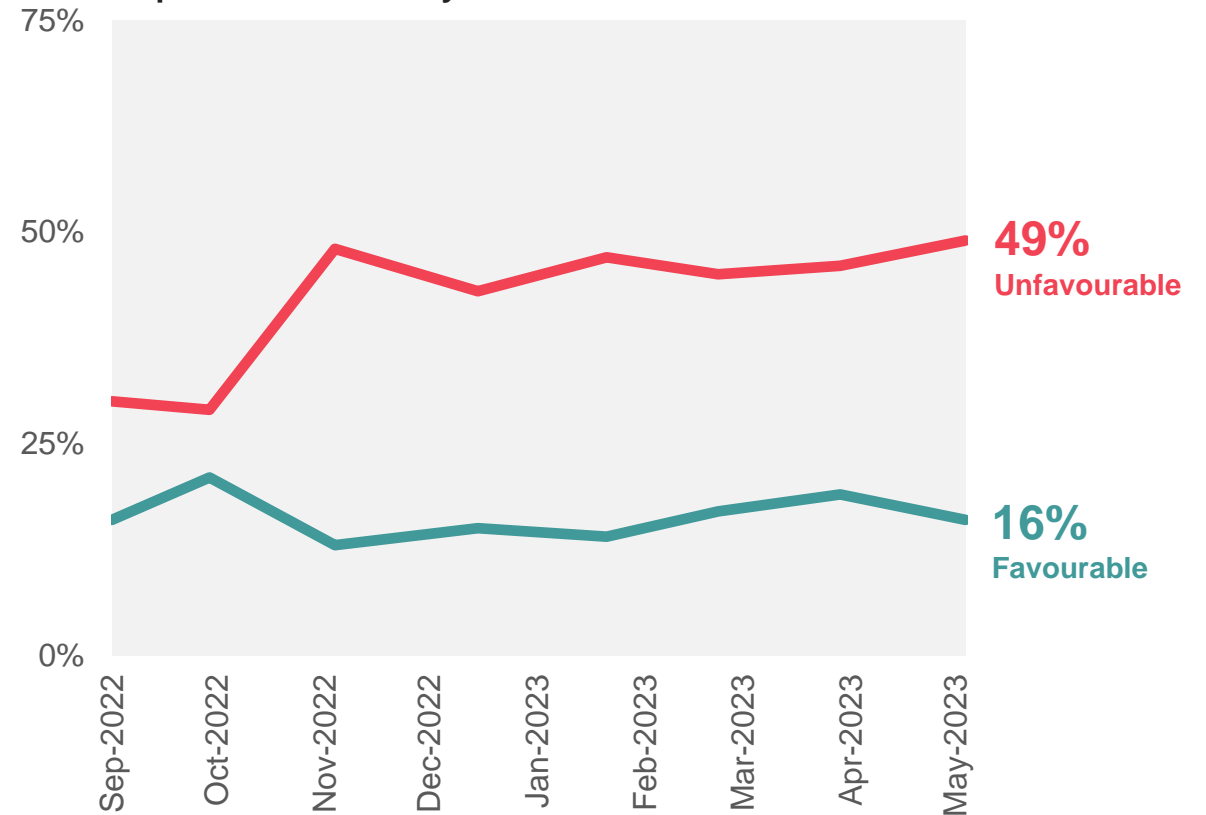
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

May 2023



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

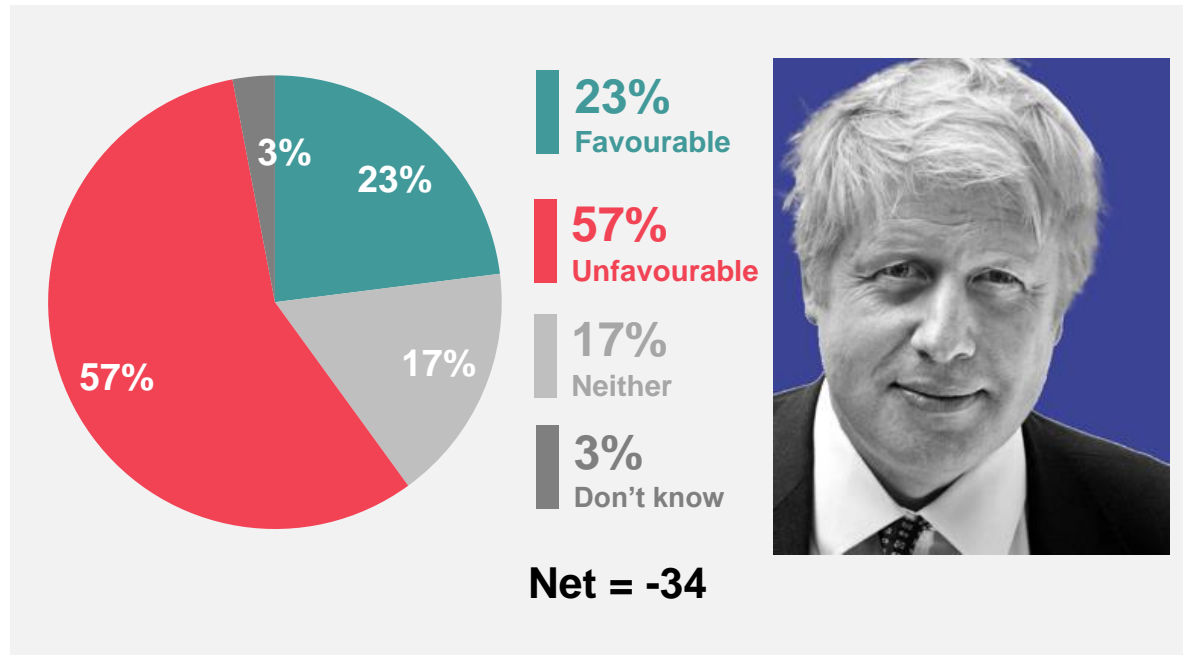
September 2022 – May 2023



Boris Johnson: Favourability

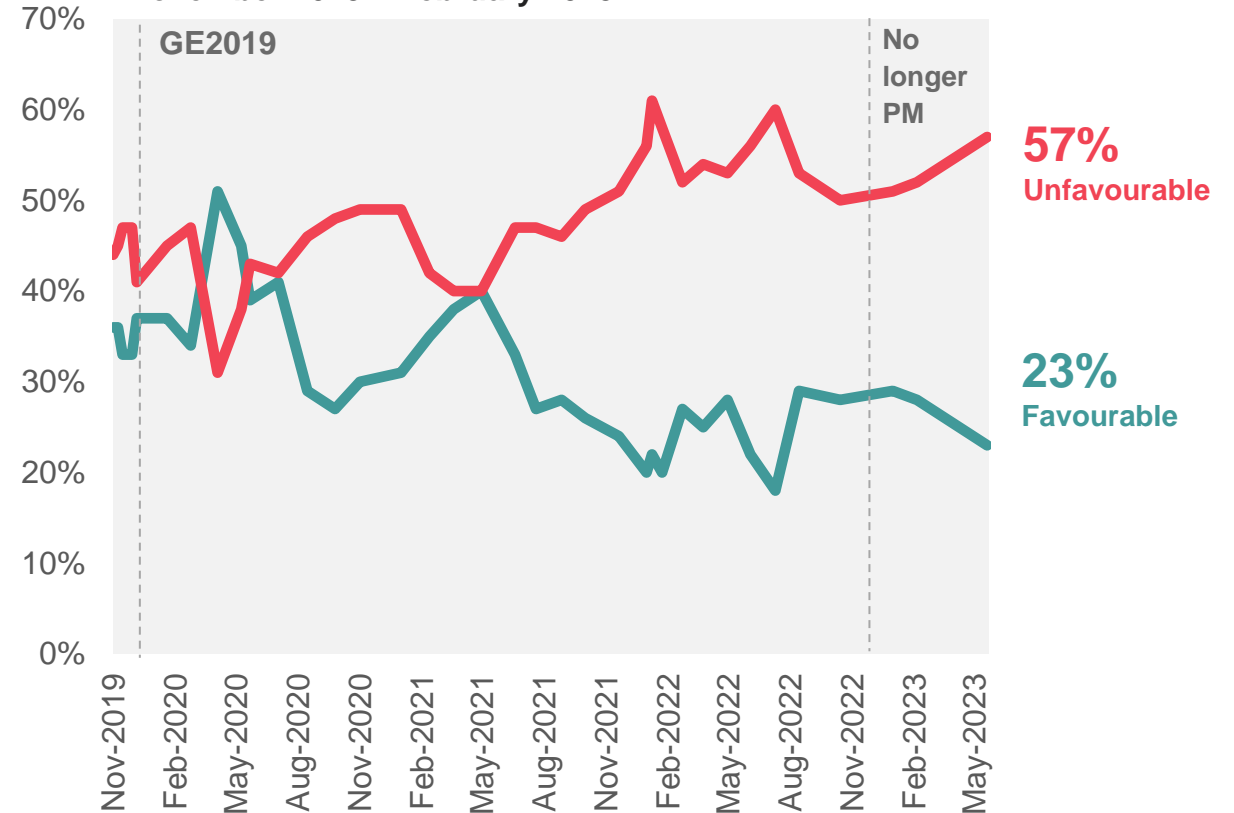
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

February 2023



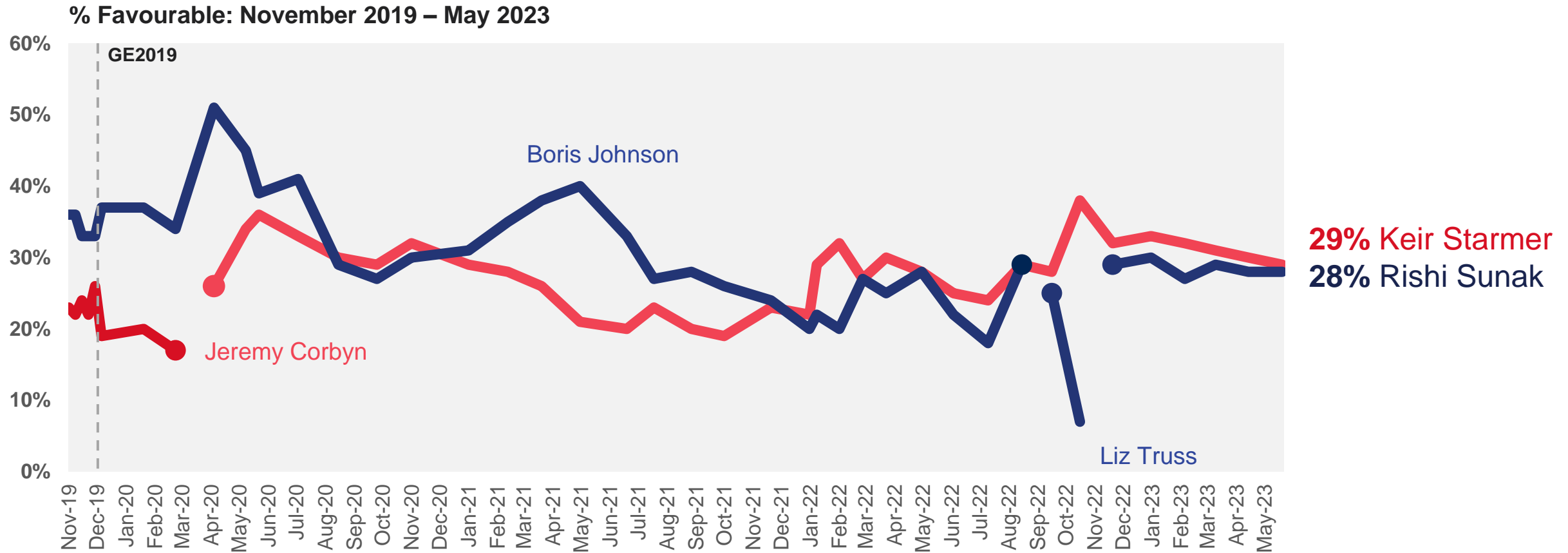
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

November 2019 – February 2023



Favourability: Rishi Sunak vs Keir Starmer

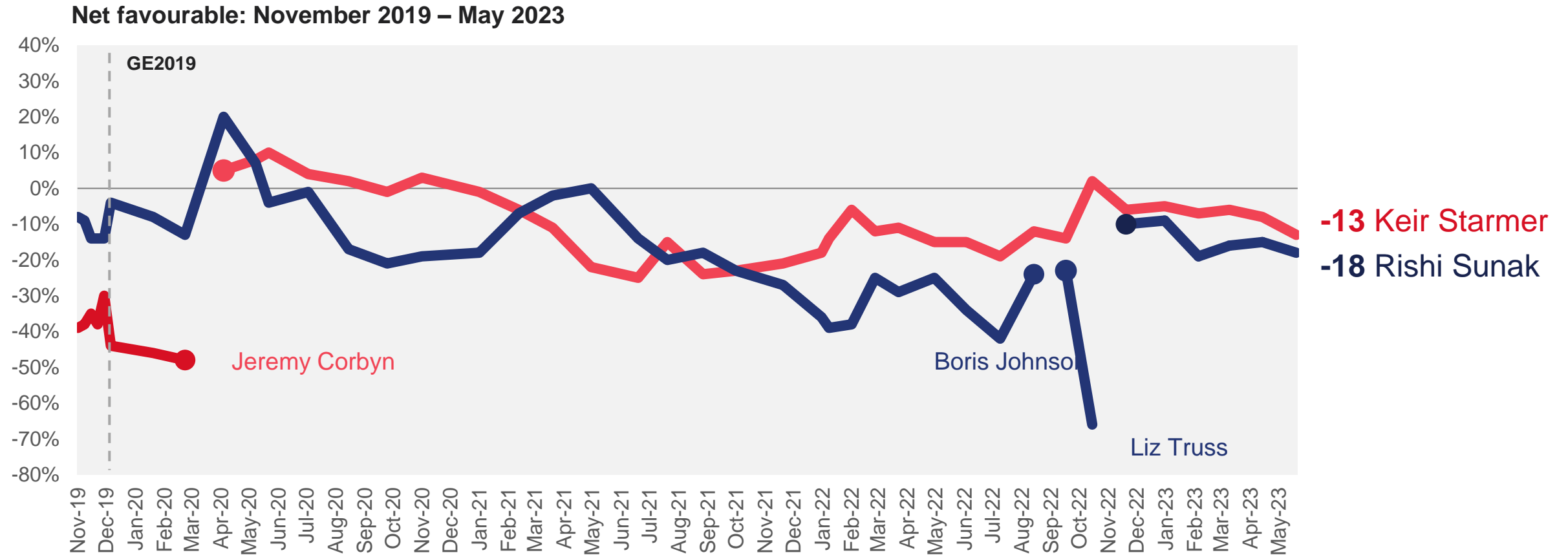
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

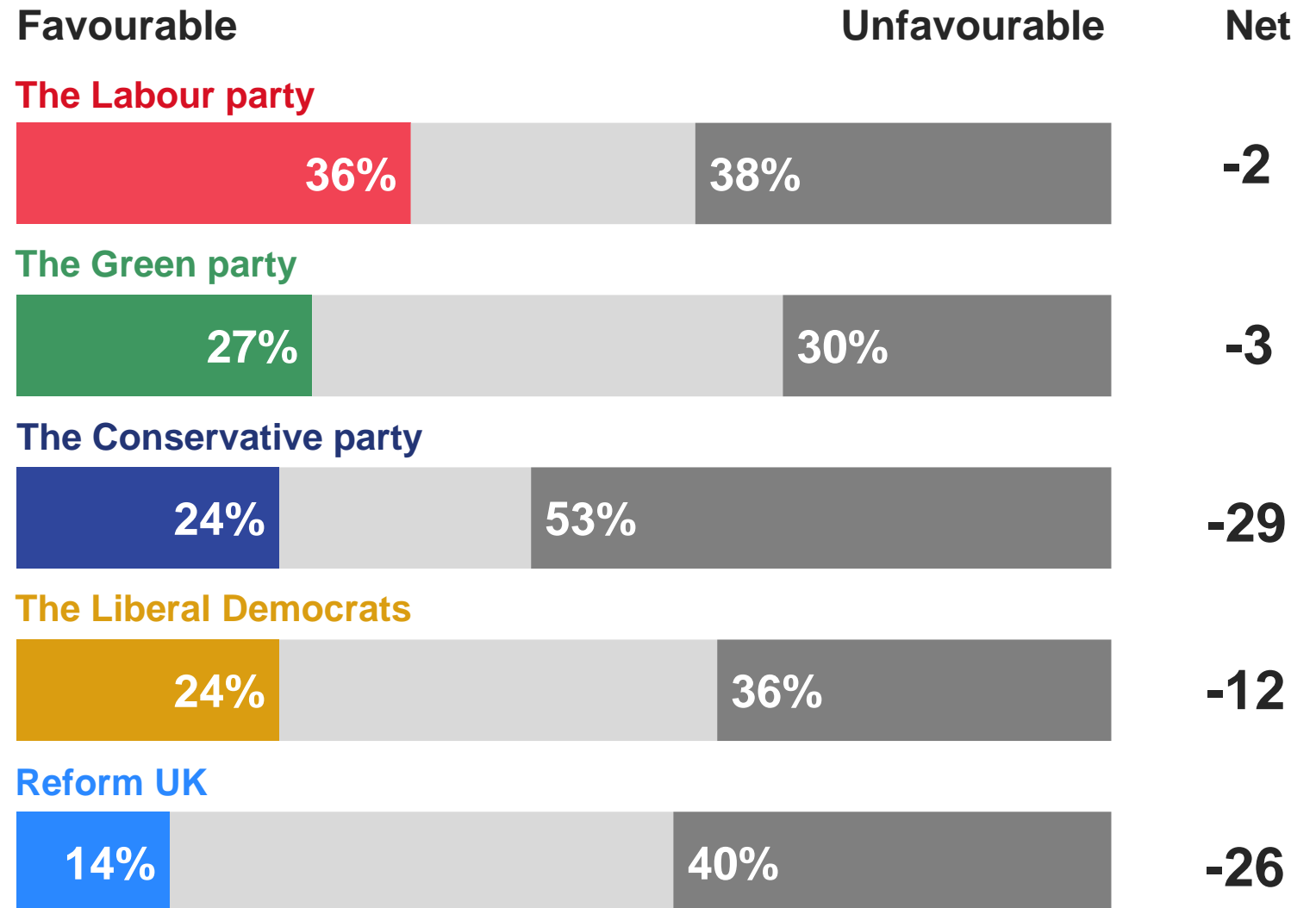


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023



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?

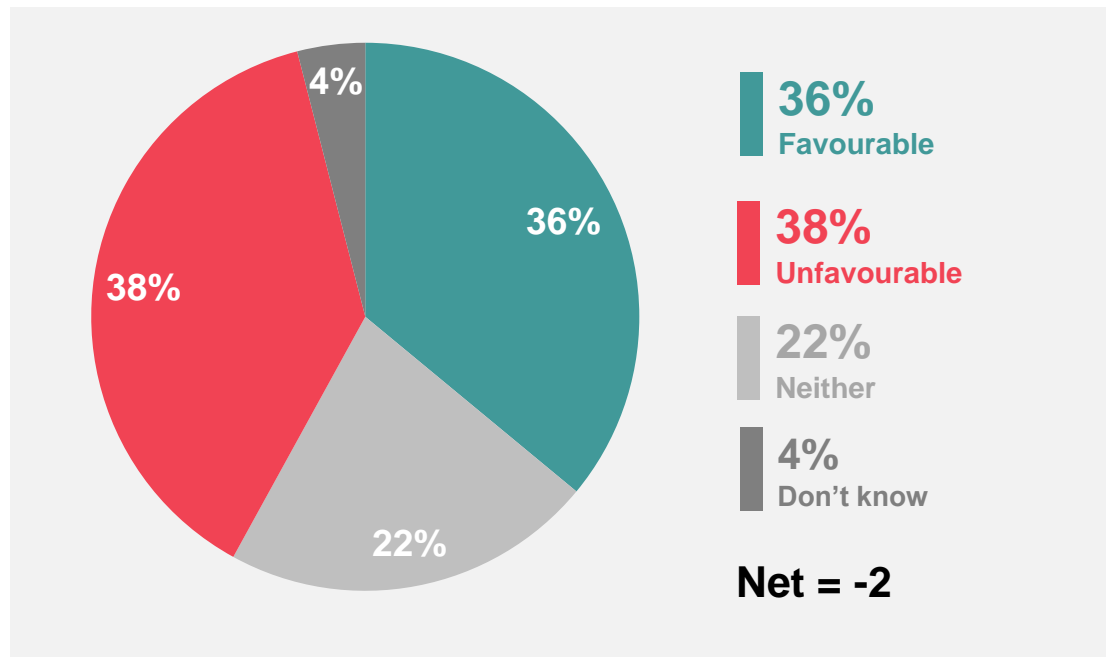


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

The Labour party: Favourability

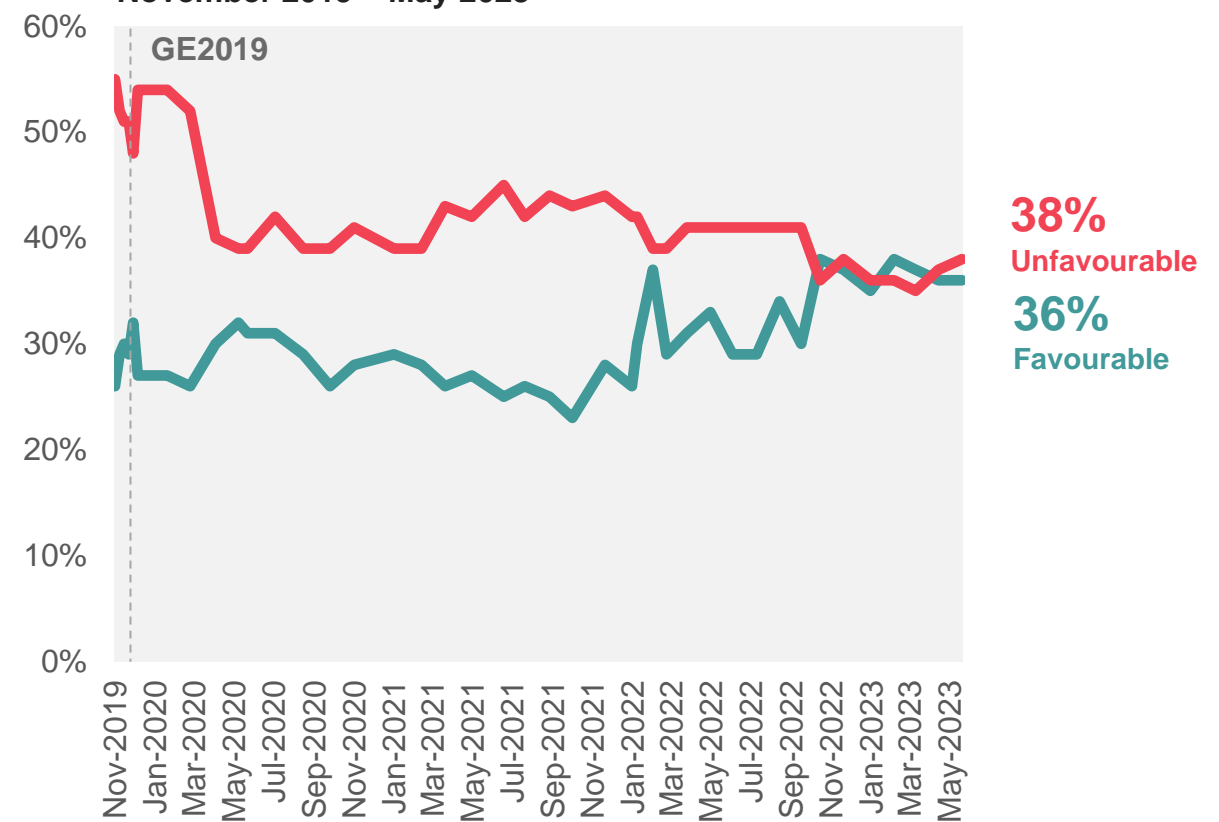
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

May 2023



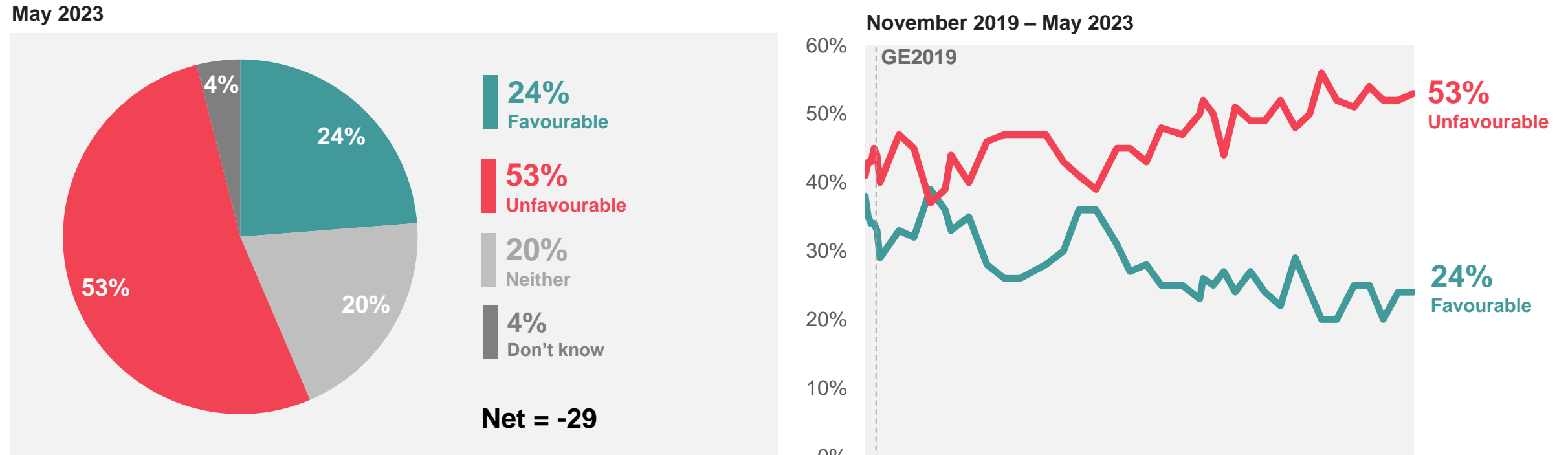
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

November 2019 – May 2023



The Conservative party: Favourability

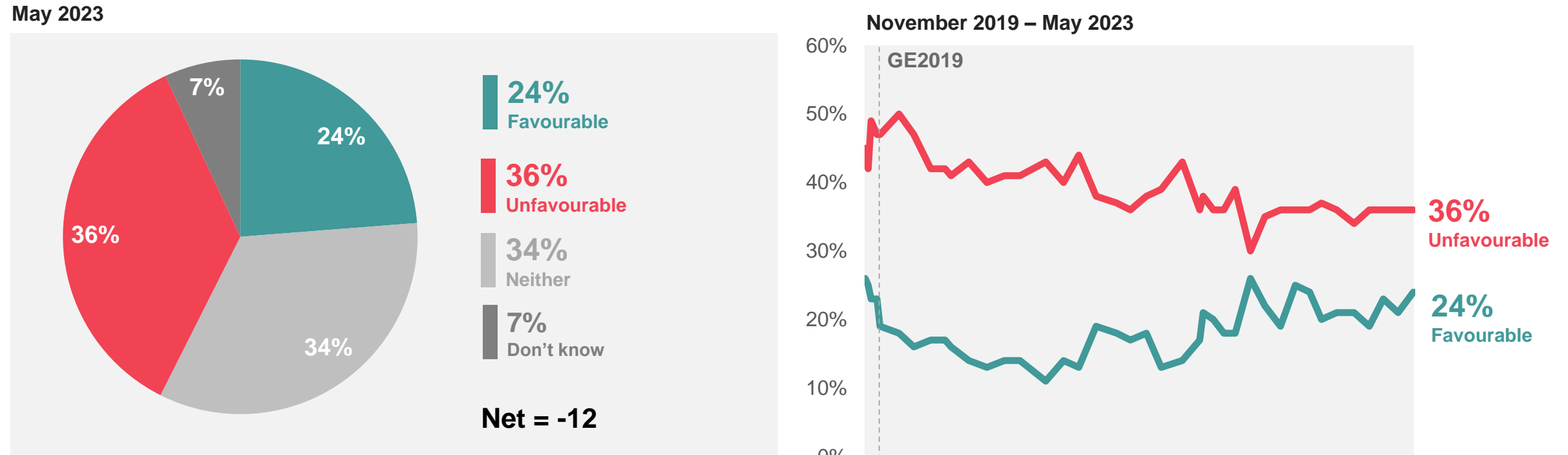
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party



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

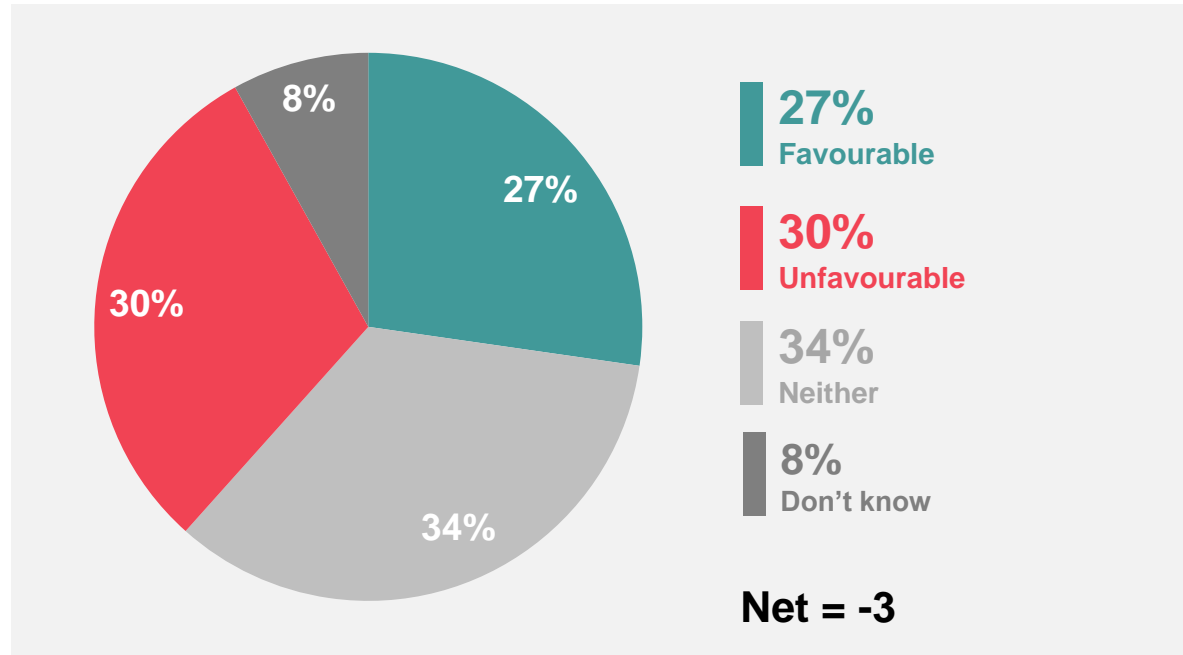


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

The Green Party: Favourability

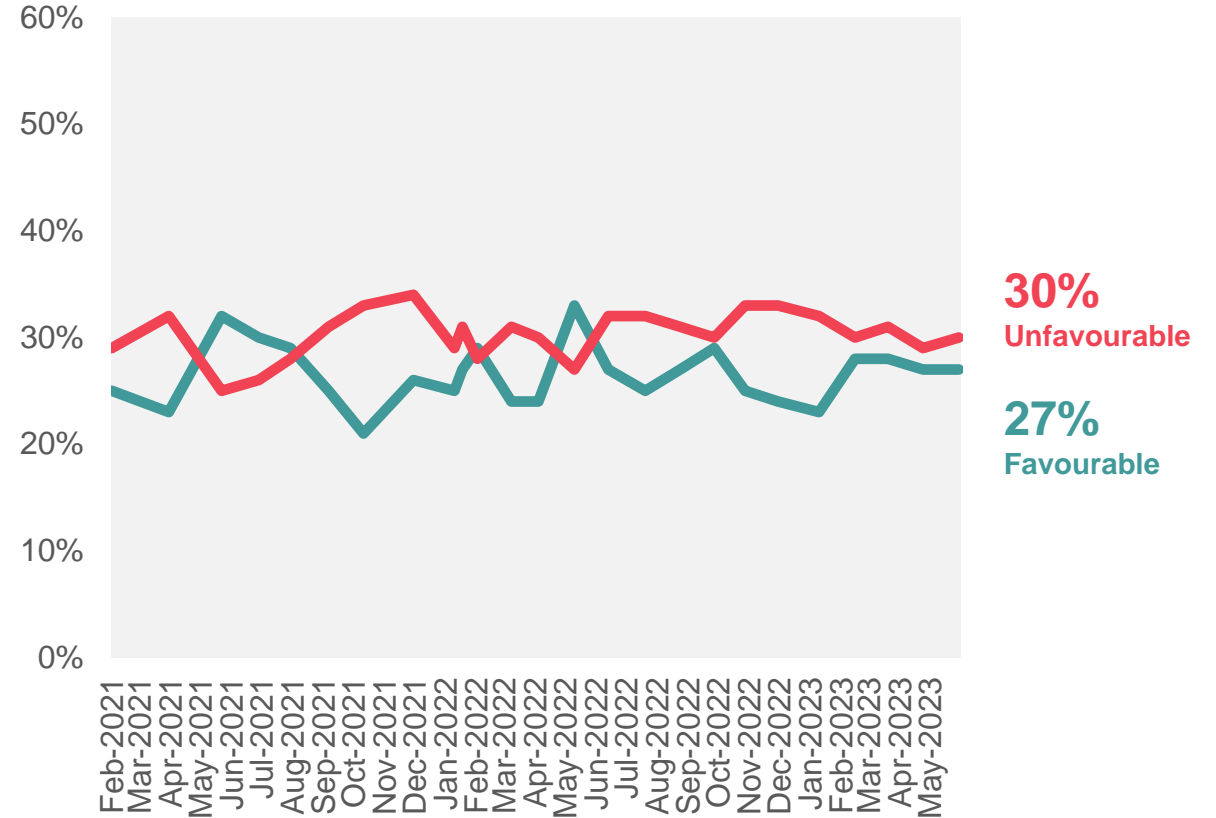
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

May 2023



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

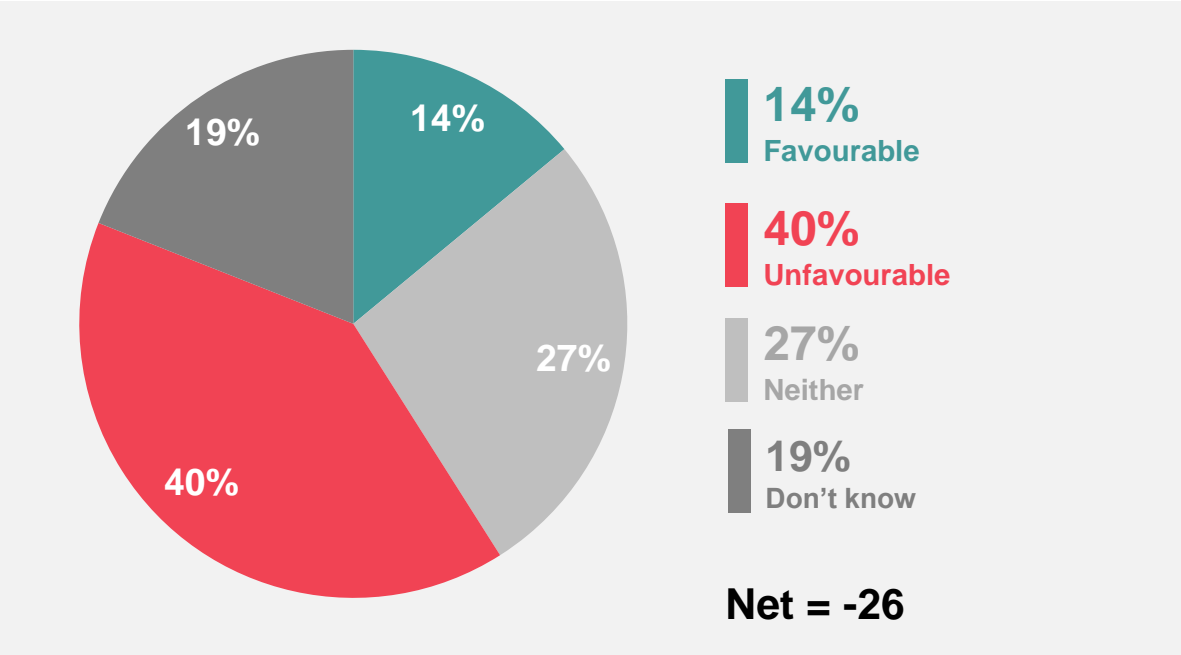
February 2021 – May 2023



Reform UK: Favourability

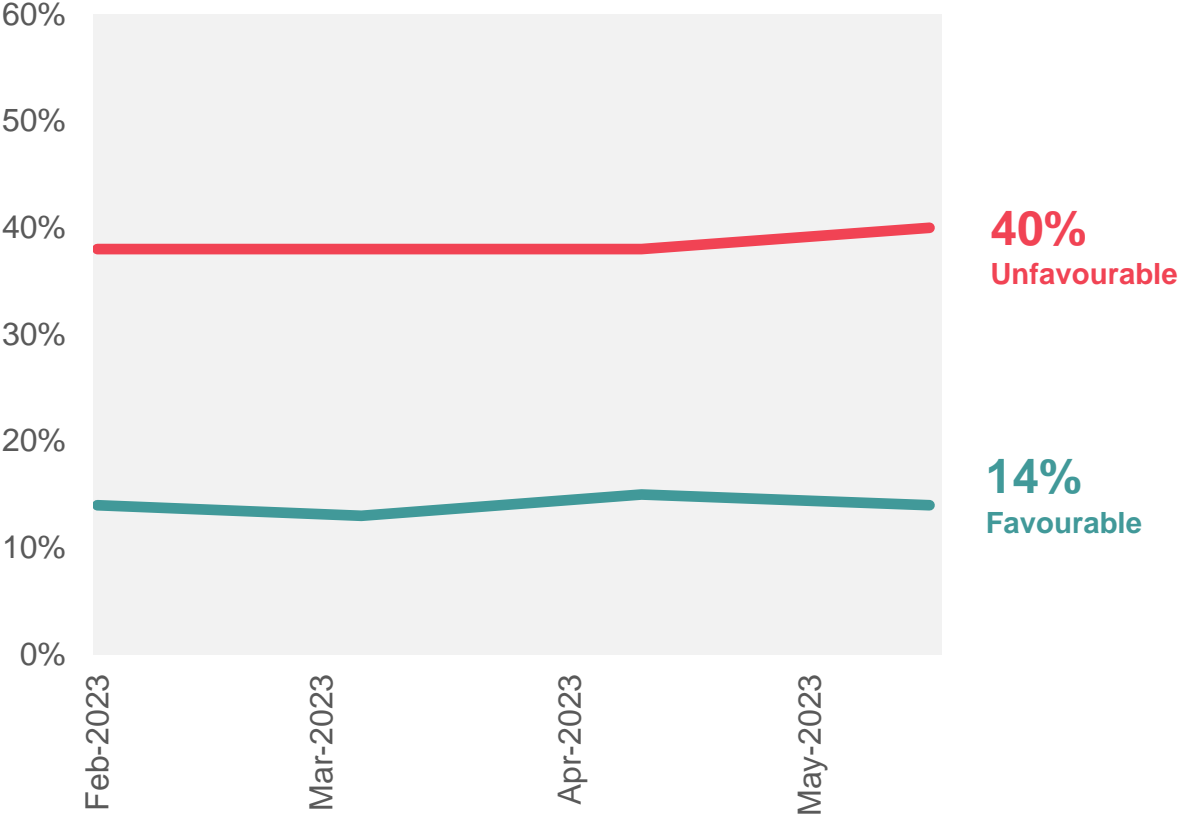
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

May 2023



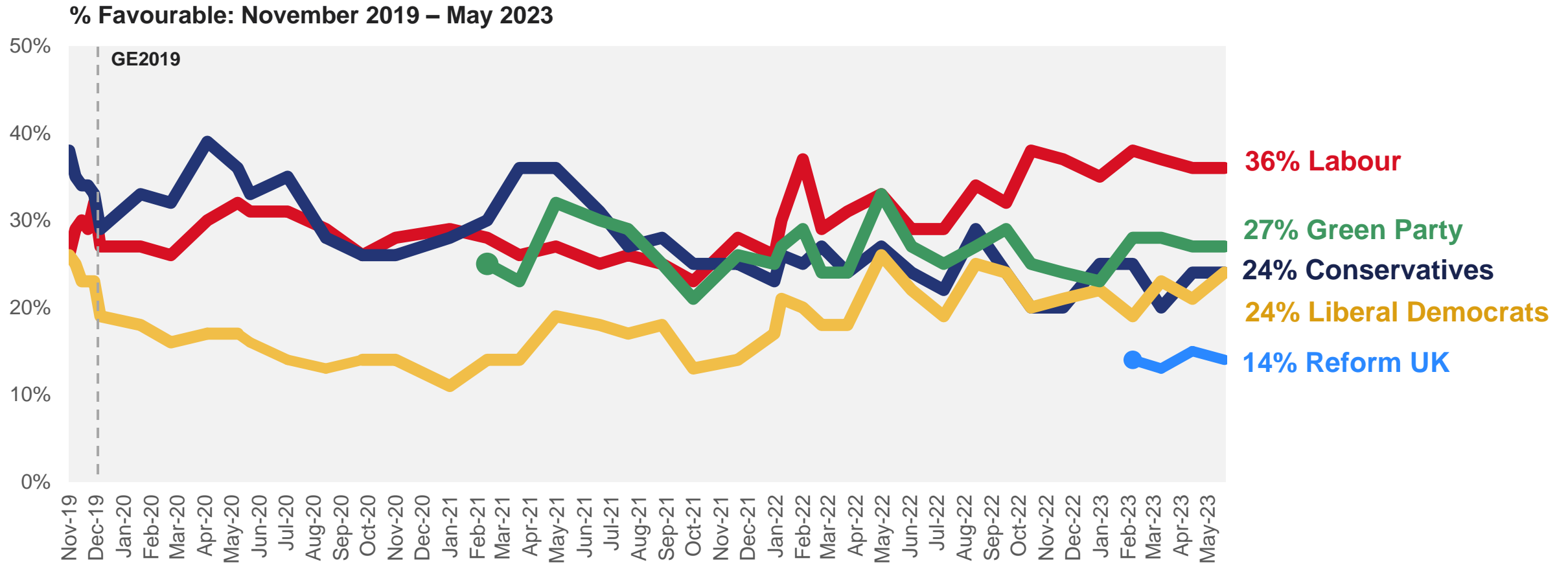
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

February 2021 – May 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?

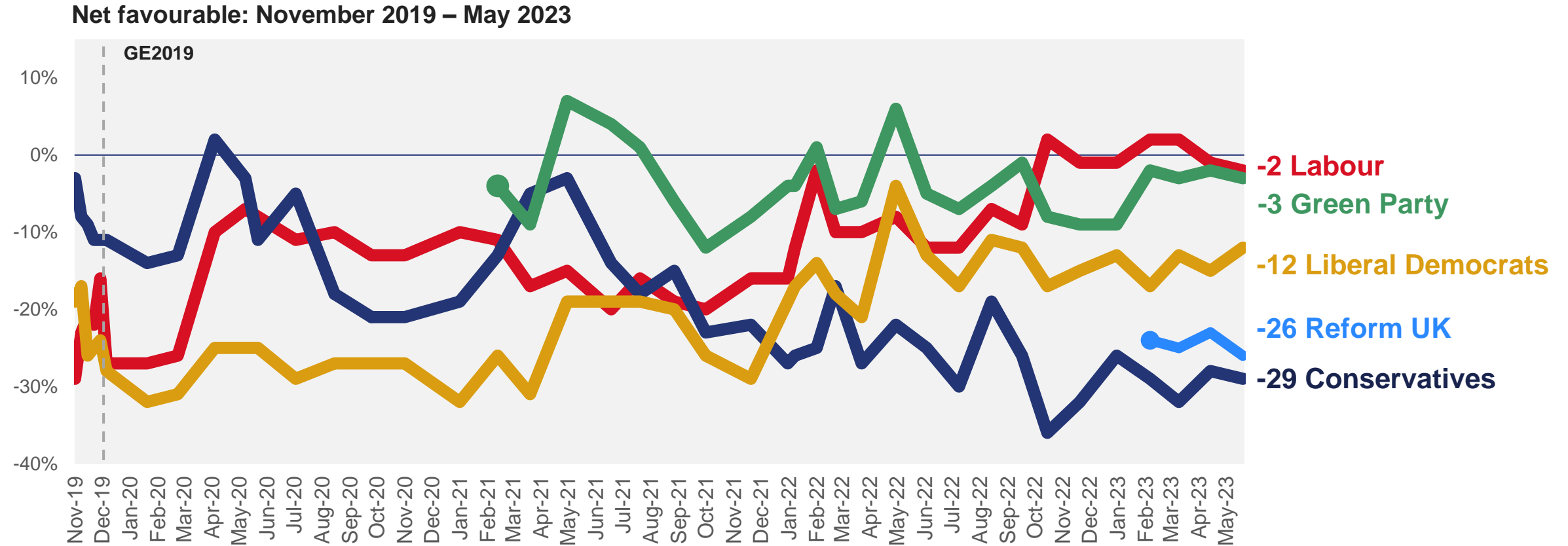


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023



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

DIRECTION OF THE COUNTRY

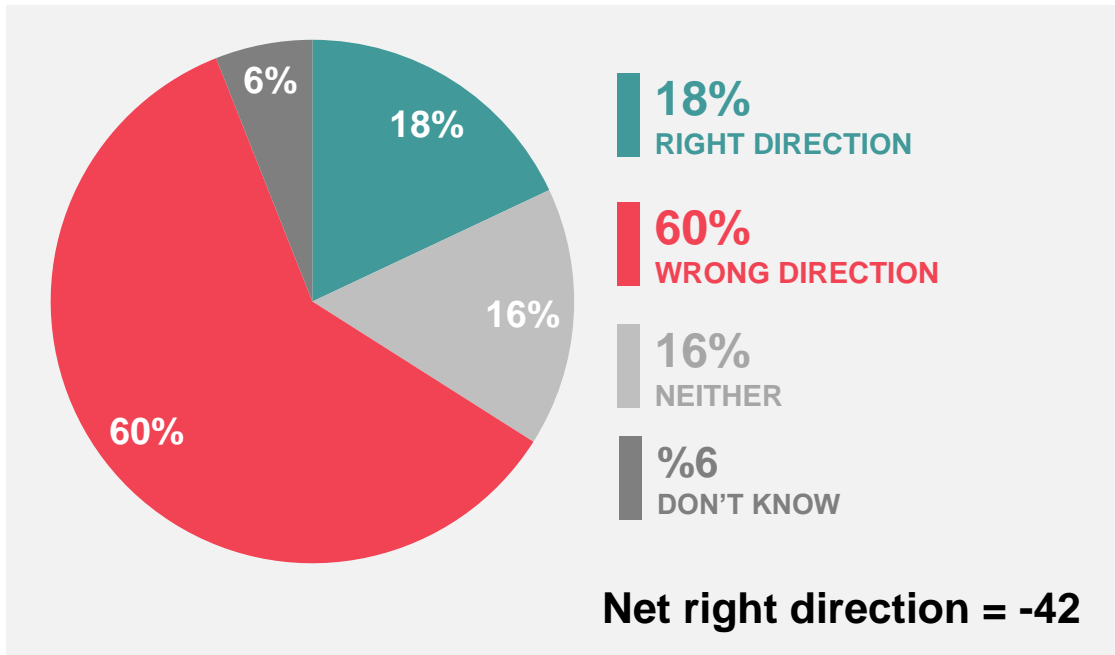
May 2023



Direction of the country

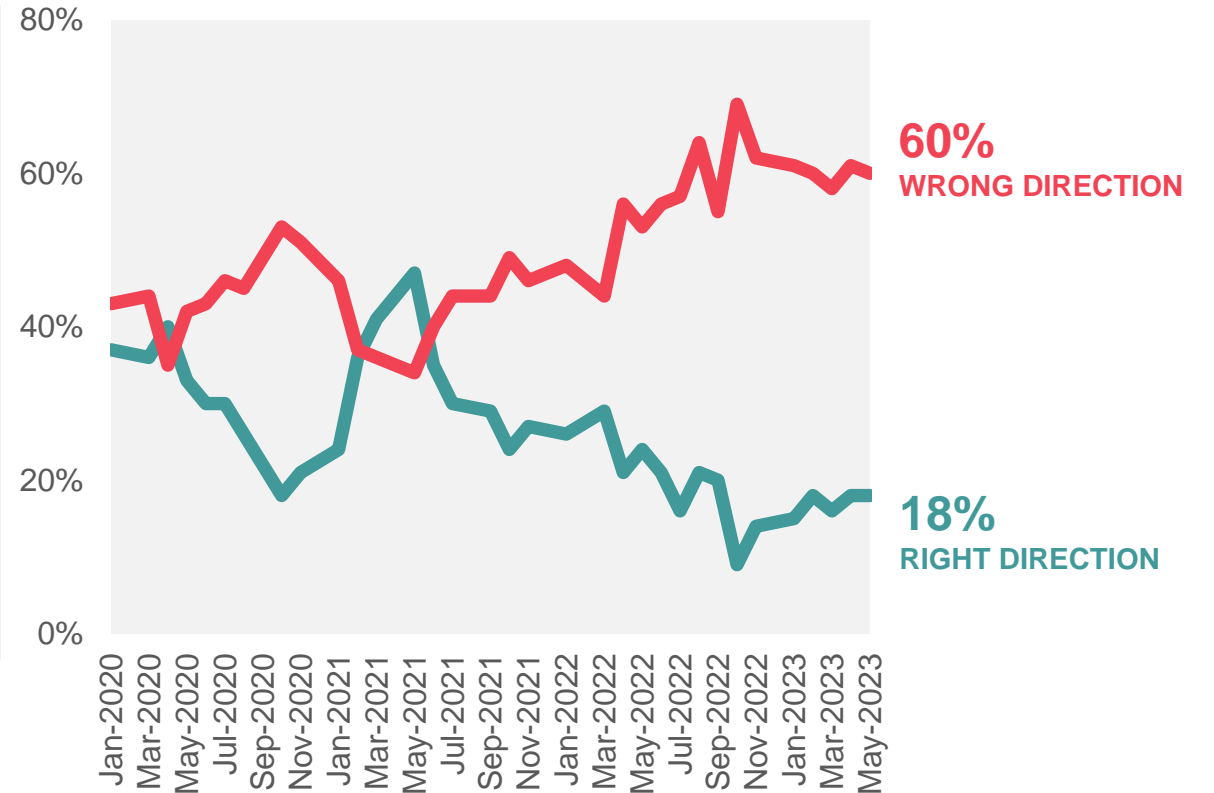
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

May 2023



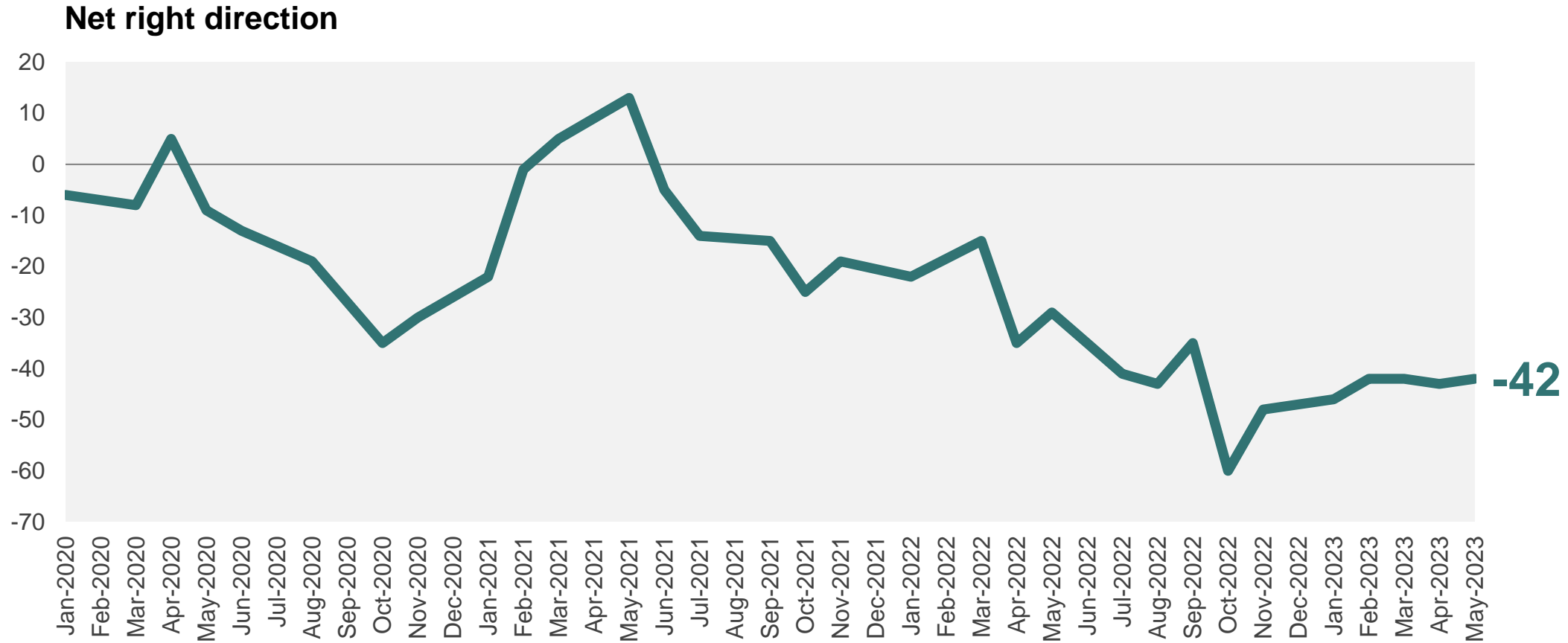
Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

January 2020 - May 2023



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?

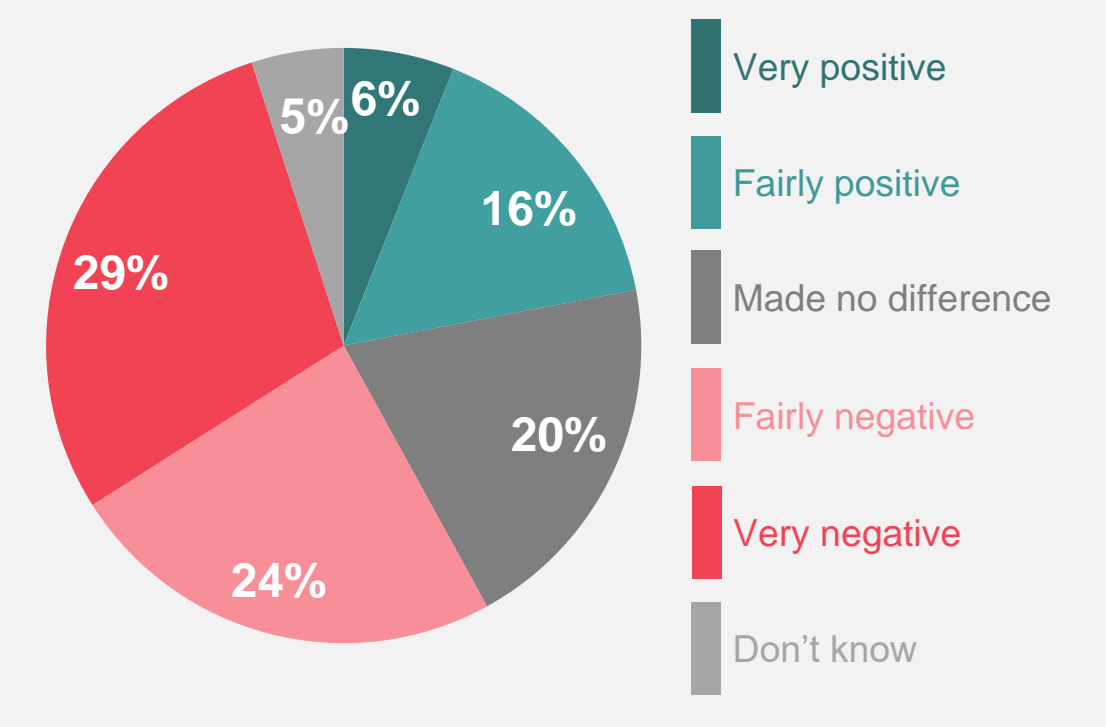


Base: 2,221 Online British adults aged 18+ , 26-30 May 2023

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

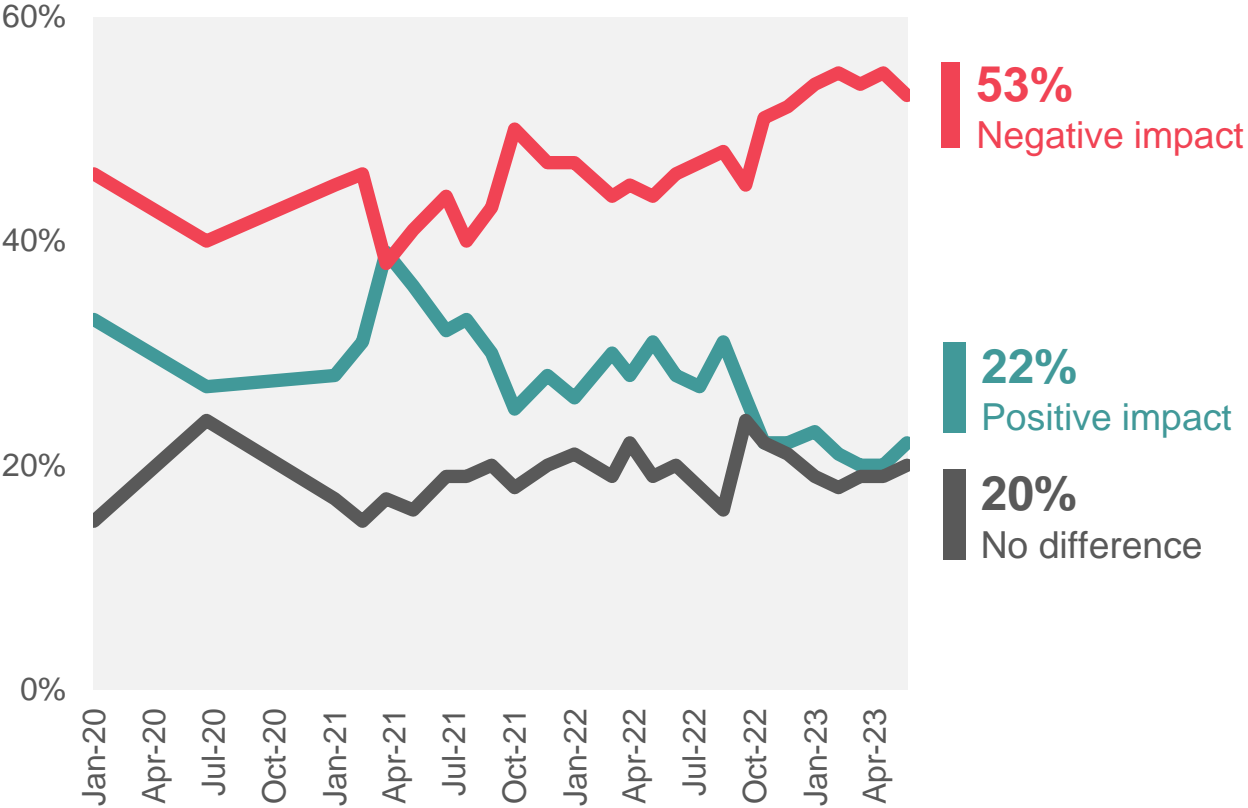
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

May 2023



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

January 2020 – May 2023





Political Pulse May 2023

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com

