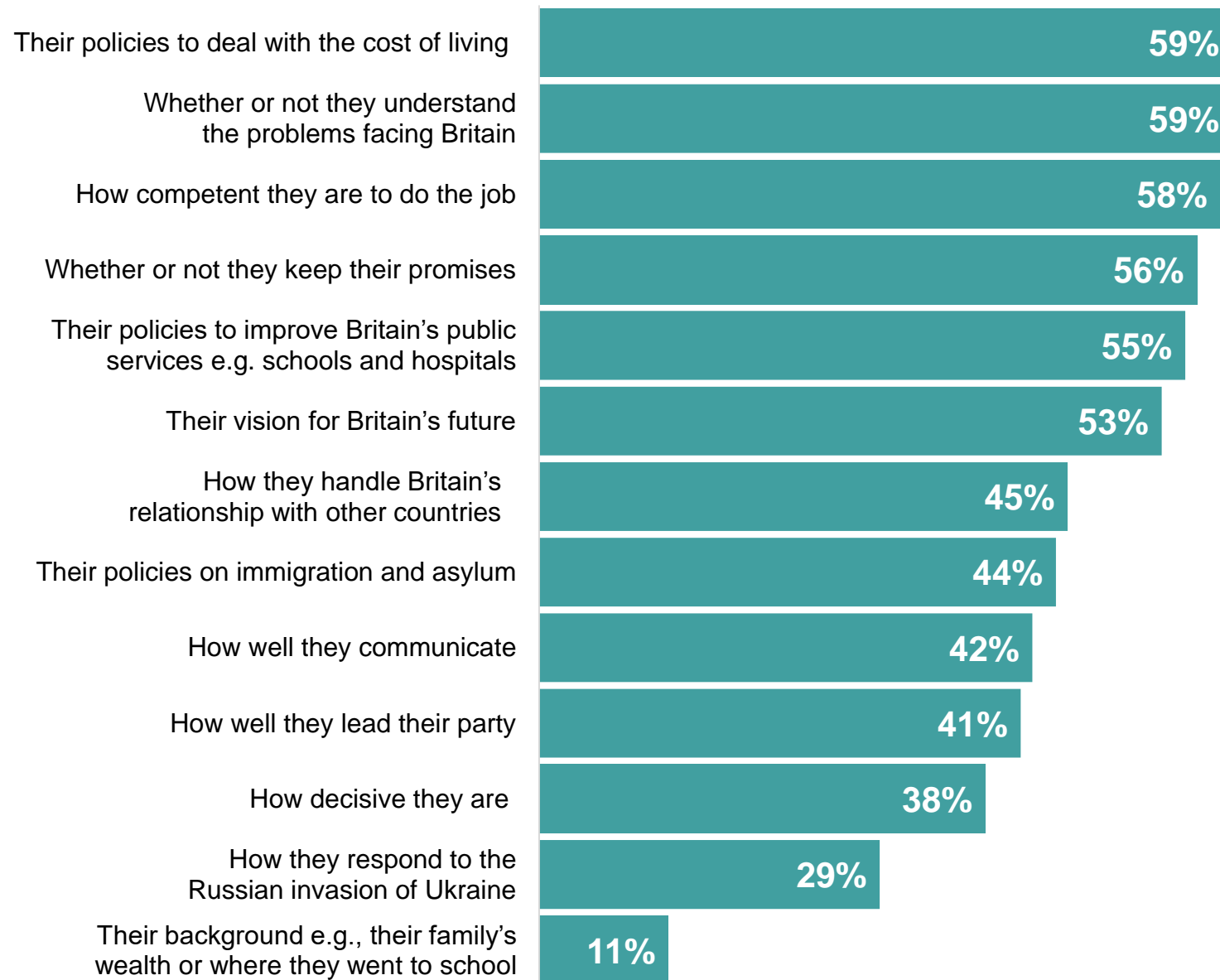


# IPSOS UK POLITICAL PULSE

June - July 2023

## Policies on the cost of living, whether they understand the problems facing Britain, and their competence, are most important in informing opinions on a potential Prime Minister

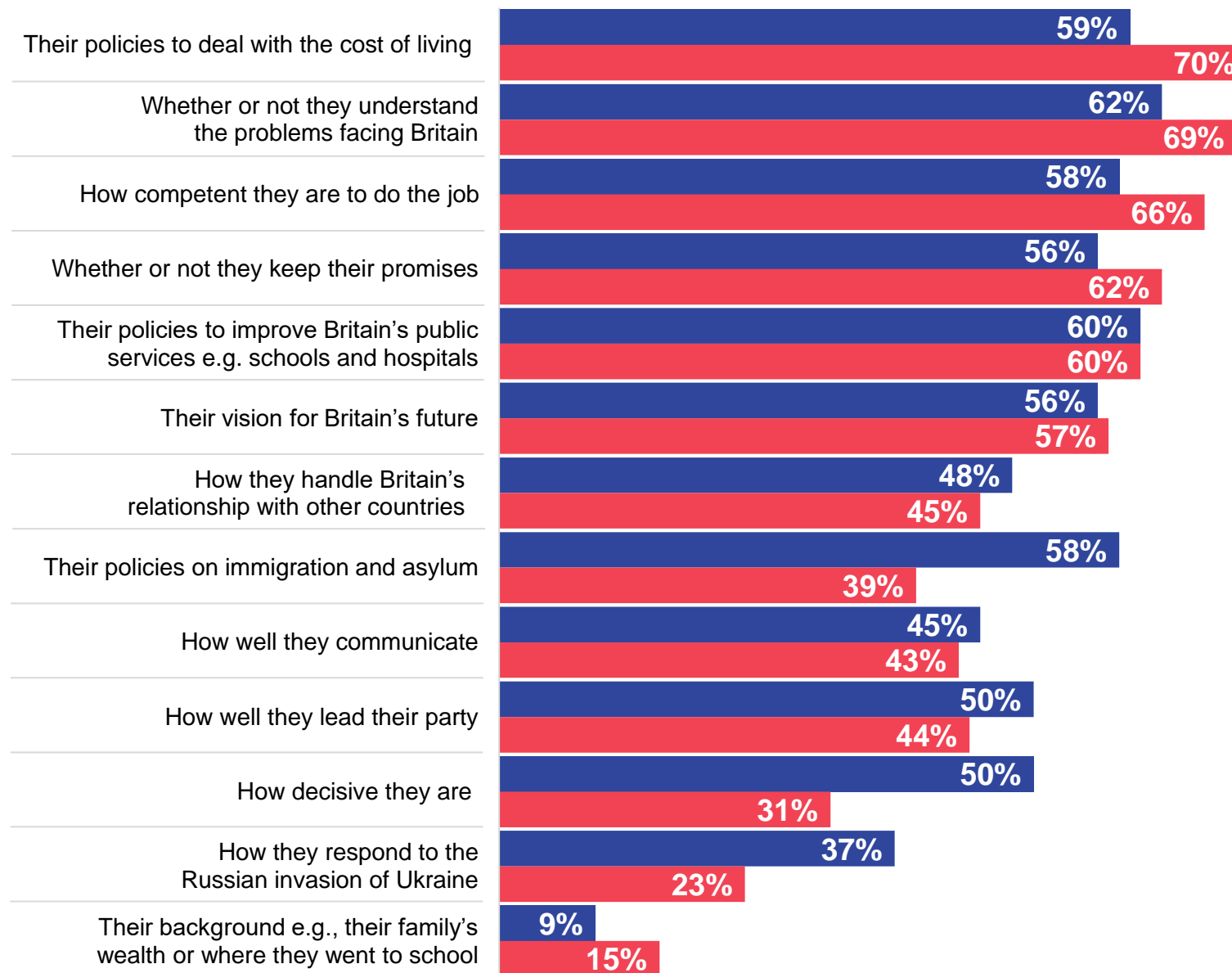
Which of the following, if any, are very important in informing your opinion of a potential Prime Minister? Please pick all that apply.



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# What informs opinions on a potential Prime Minister? *By party vote*

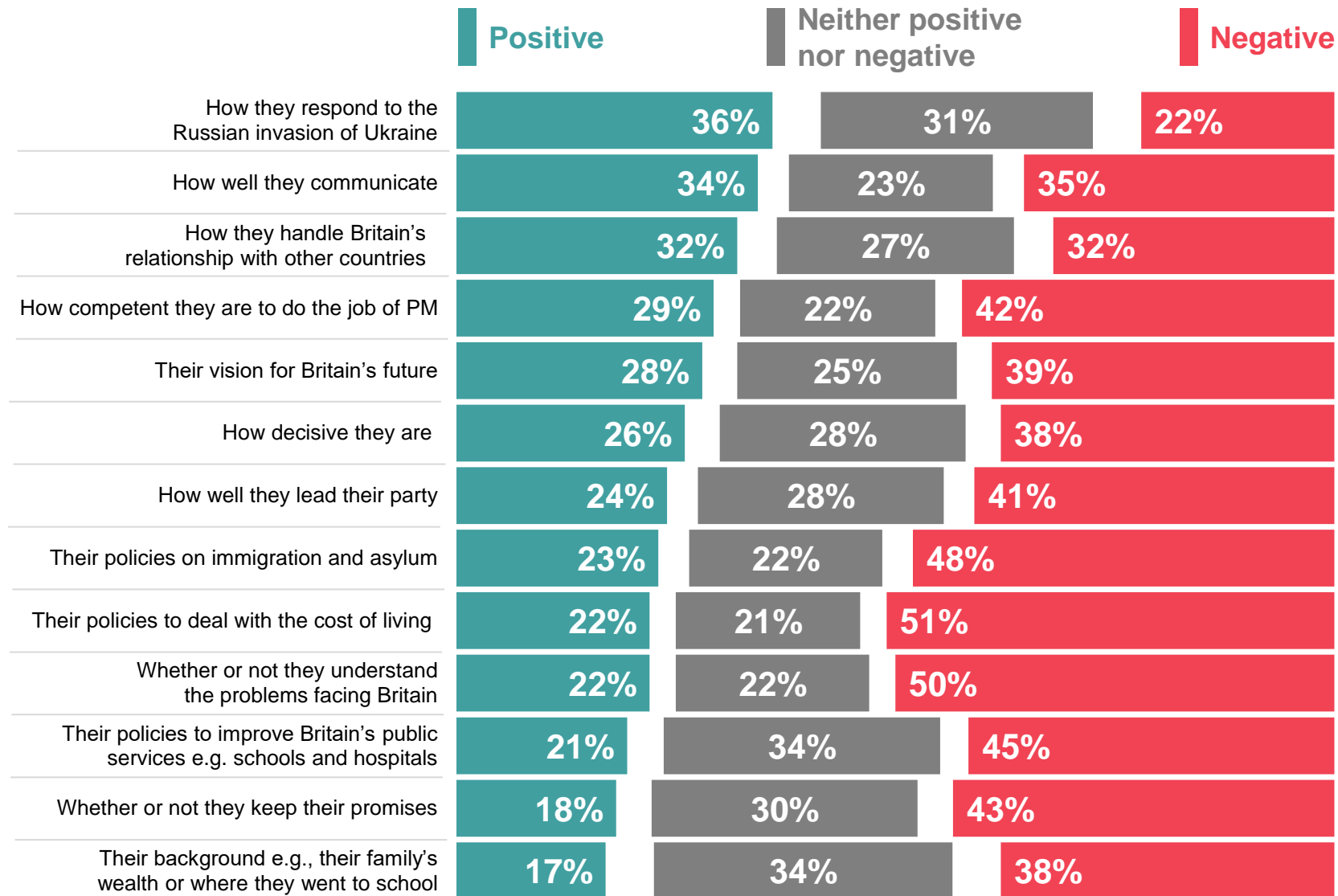
Which of the following, if any, are very important in informing your opinion of a potential Prime Minister? Please pick all that apply.



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023, including (305) Conservative voters and (284) Labour voters

# Half have a negative impression of Rishi Sunak's policies on the cost of living, immigration/asylum, and whether he understands the problems facing Britain

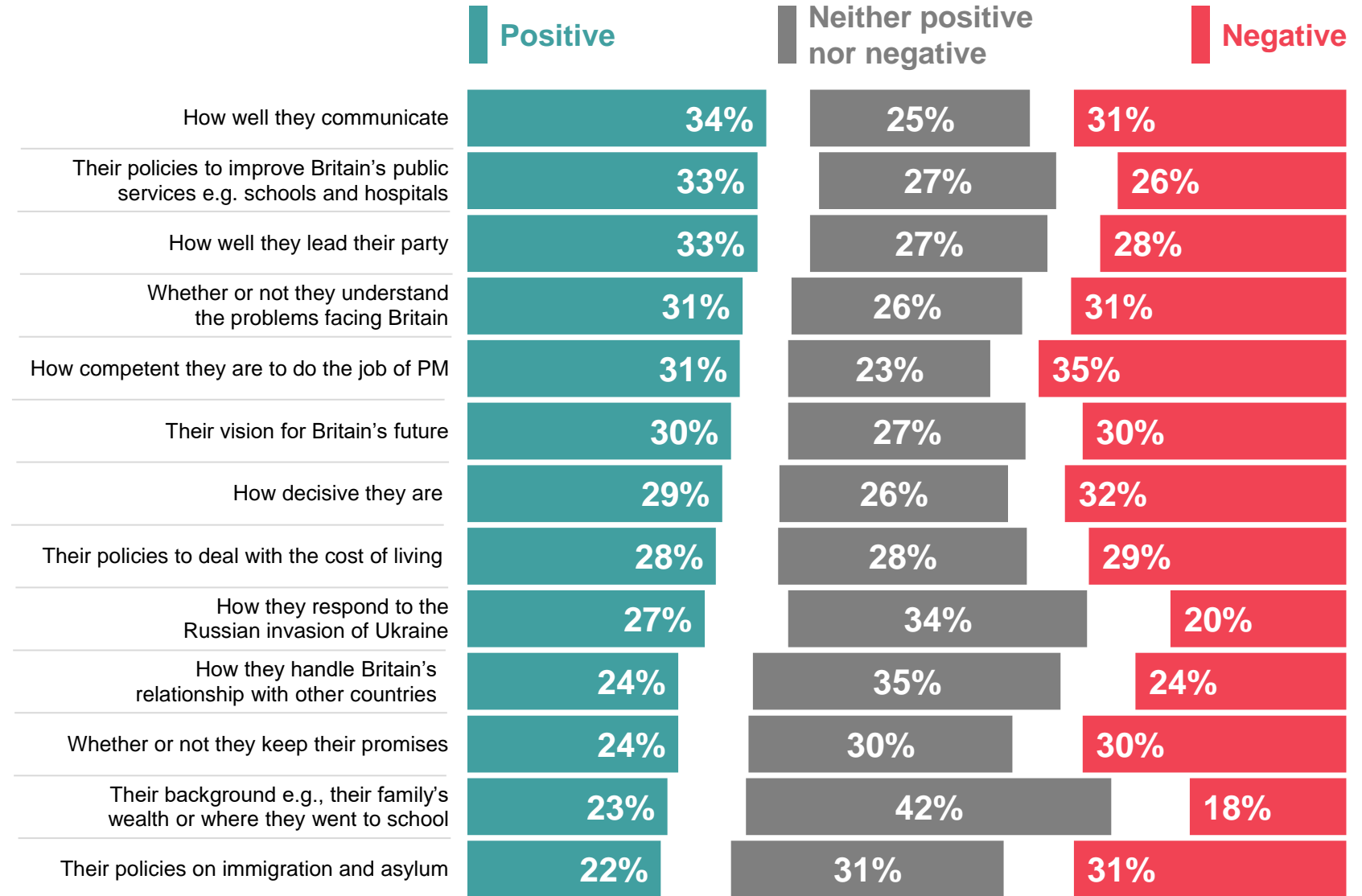
Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following?



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# Impressions of Keir Starmer are mixed – more positive on policies for public services, more negative on immigration/asylum and keeping promises.

Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following?

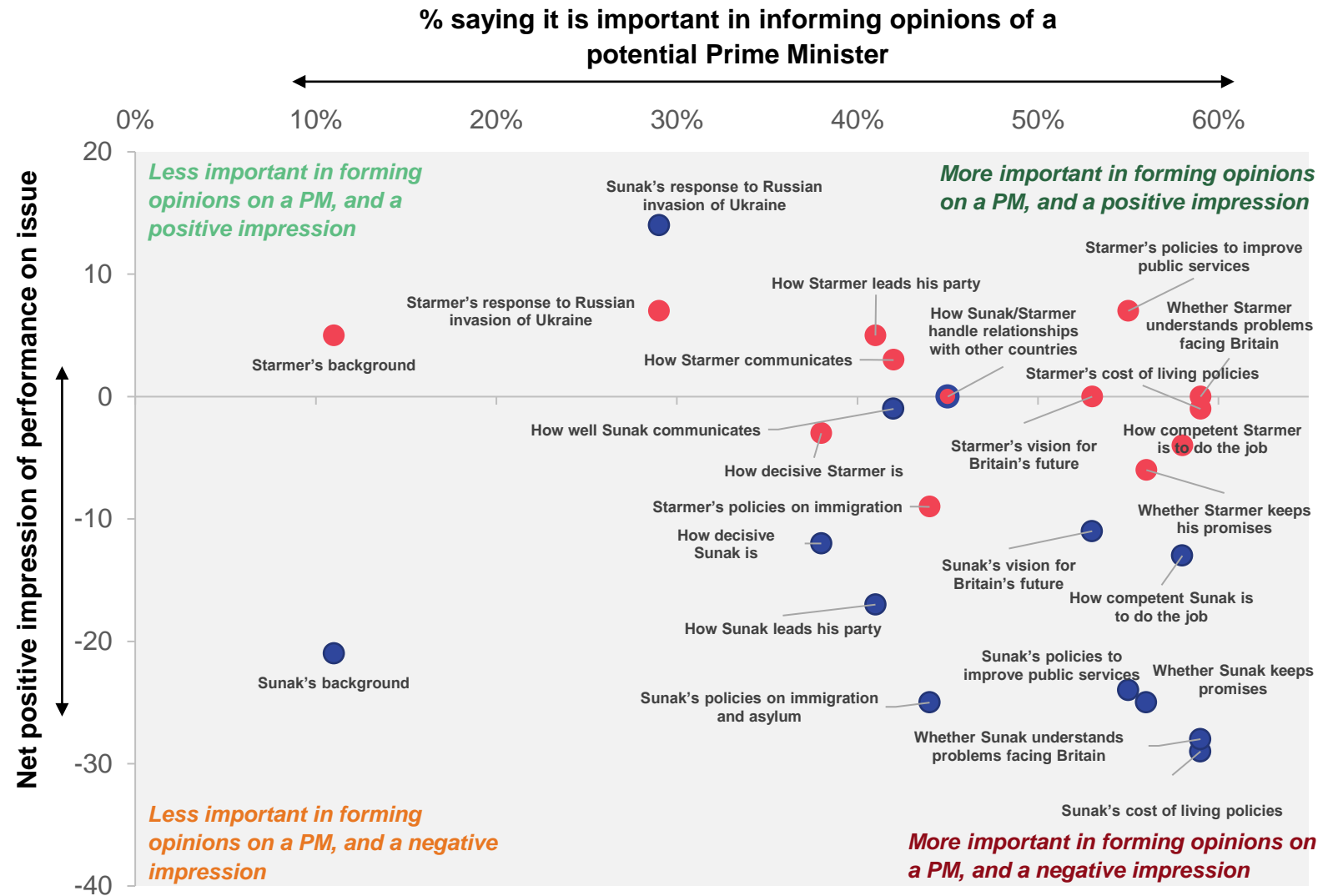


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# Sunak receives negative impressions on the most important factors – Starmer's main strength is on public services.

**X axis:** Which of the following, if any, are very important in informing your opinion of a potential Prime Minister? Please pick all that apply.

**Y axis:** Do you have a positive or negative impression, if either, of Keir Starmer /Rishi Sunak when it comes to the following? \*Net positive impression

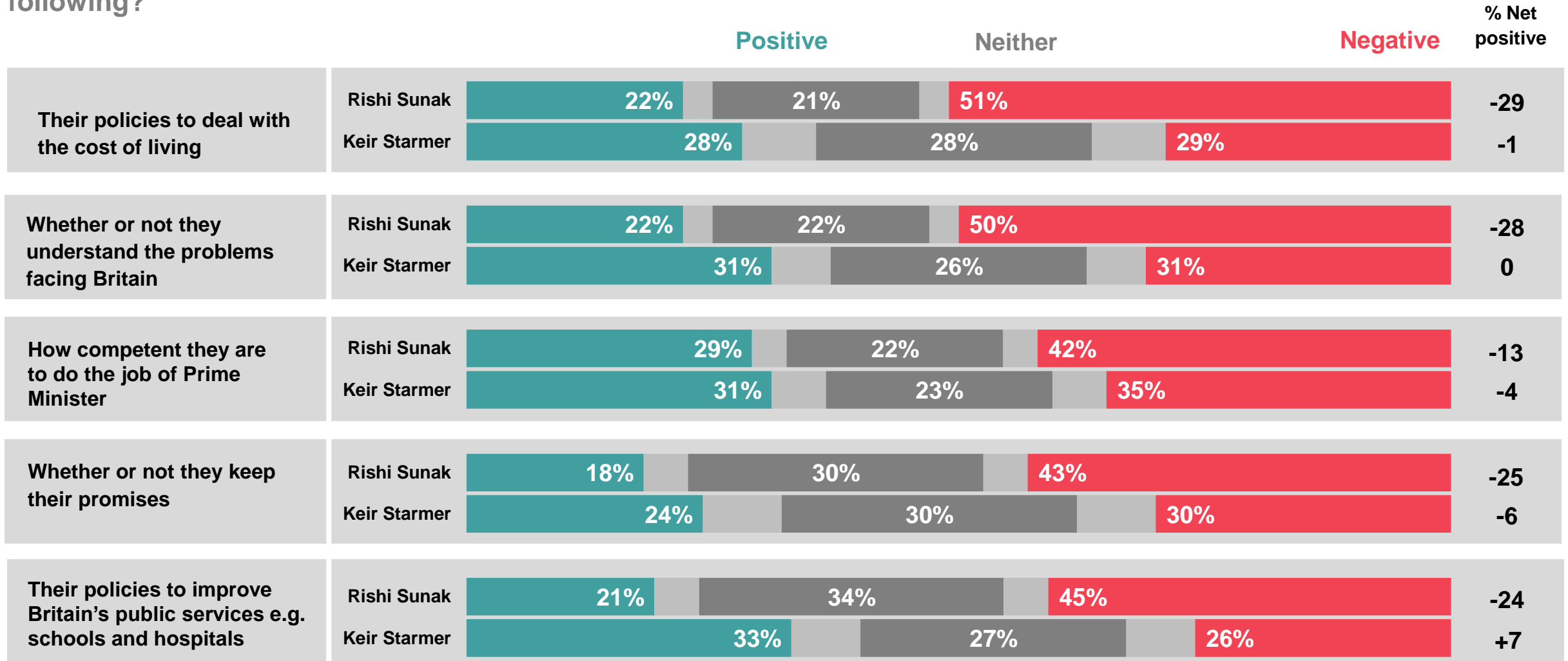


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023



# Impressions of Sunak and Starmer on the most important factors

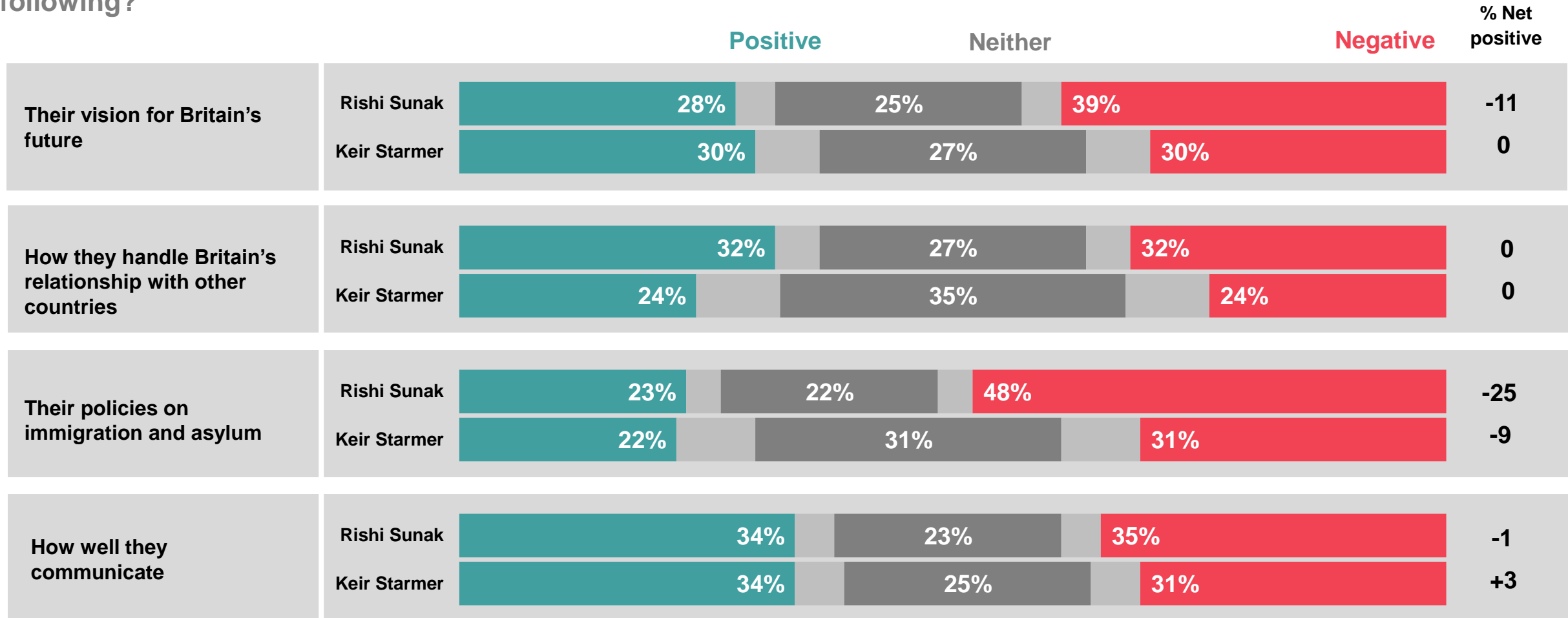
Do you have a positive or negative impression, if either, of Rishi Sunak/Keir Starmer when it comes to the following?



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# Impressions of Sunak and Starmer on factors of medium importance

Do you have a positive or negative impression, if either, of Rishi Sunak/Keir Starmer when it comes to the following?

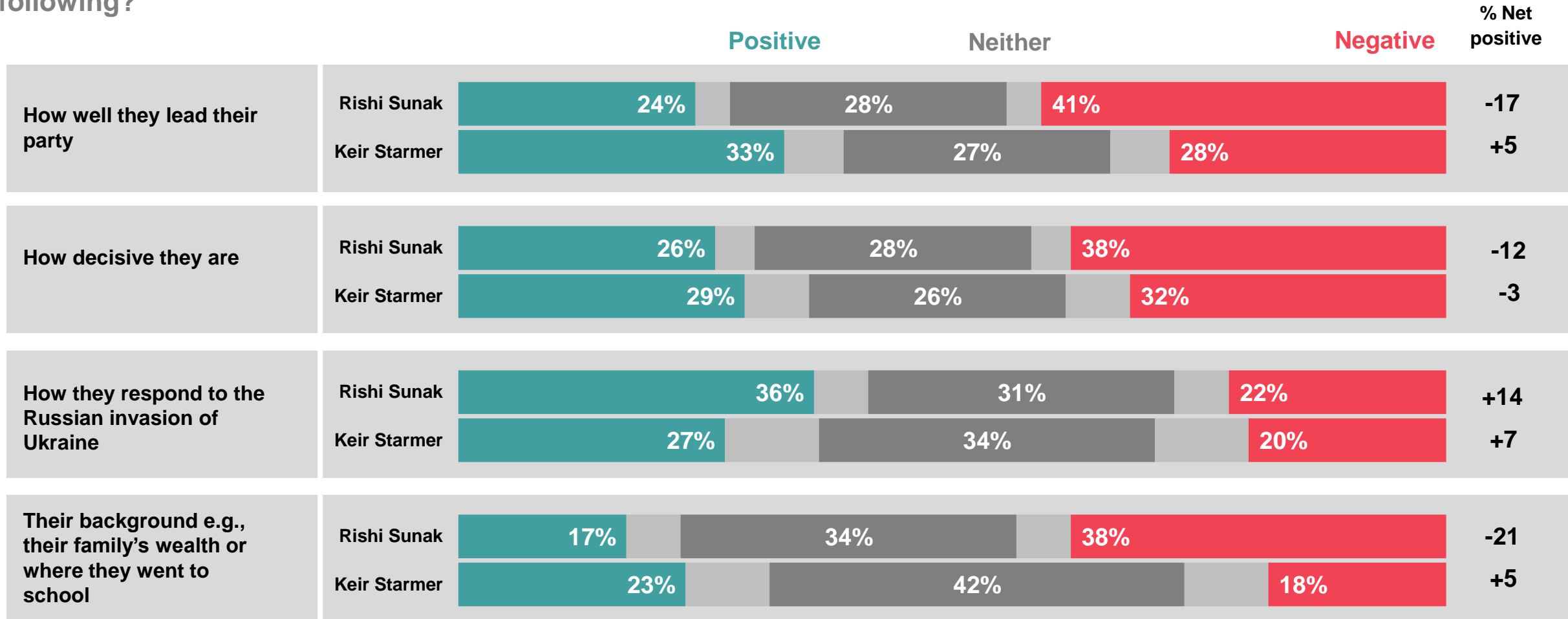


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023



# Impressions of Sunak and Starmer on less important factors

Do you have a positive or negative impression, if either, of Rishi Sunak/Keir Starmer when it comes to the following?



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

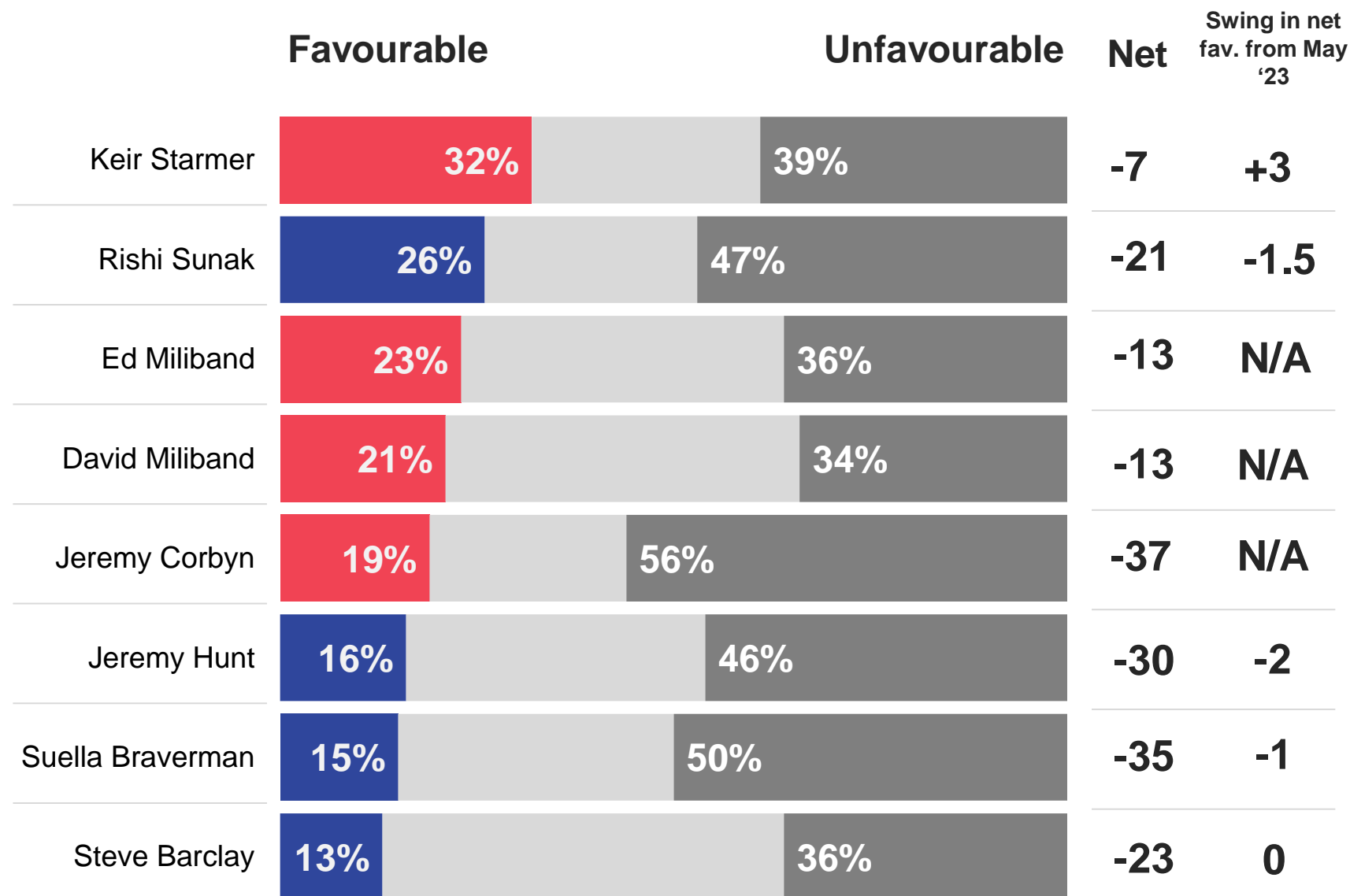


# FAVOURABILITY TOWARDS POLITICIANS

June - July 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?



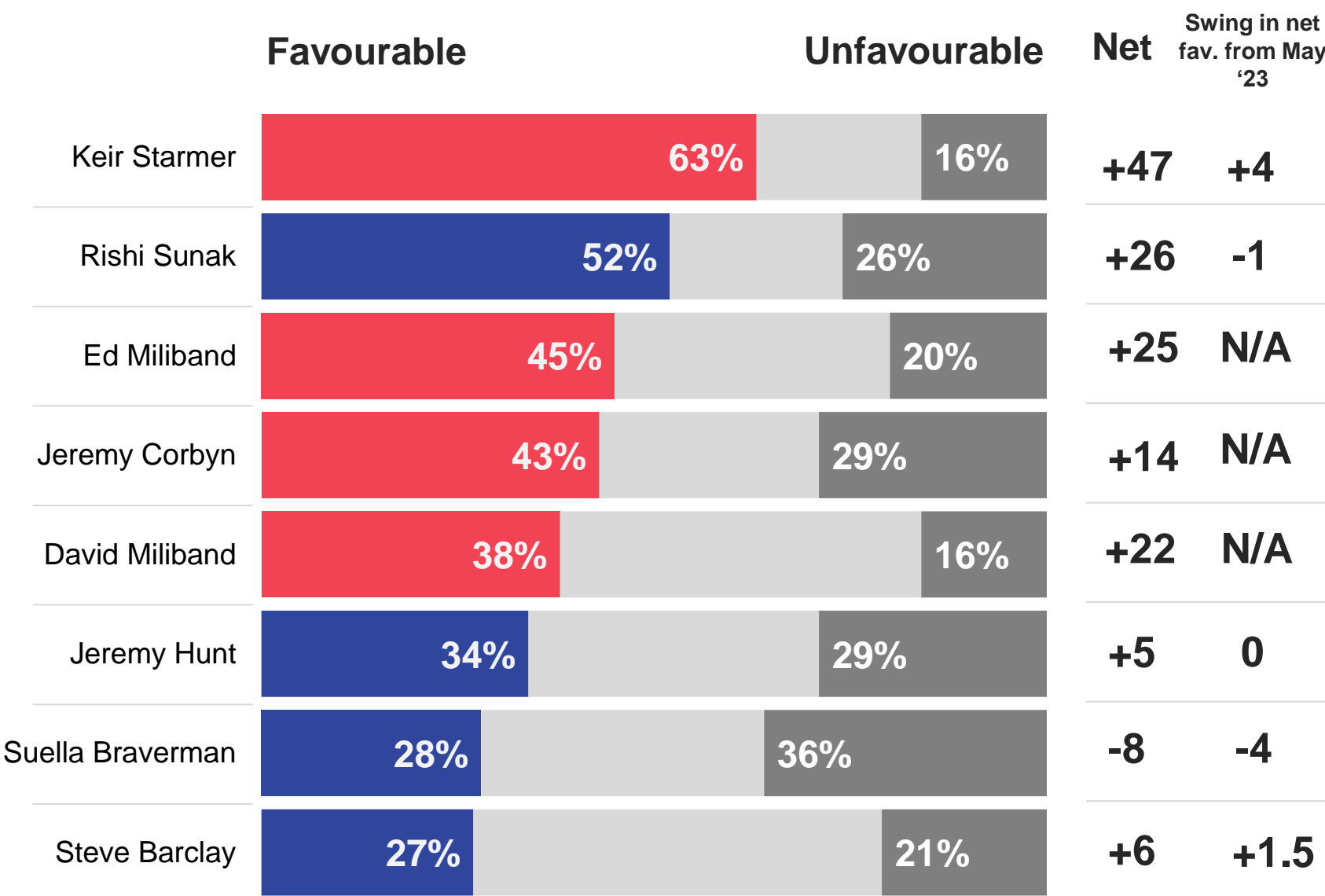
Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023



# 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?

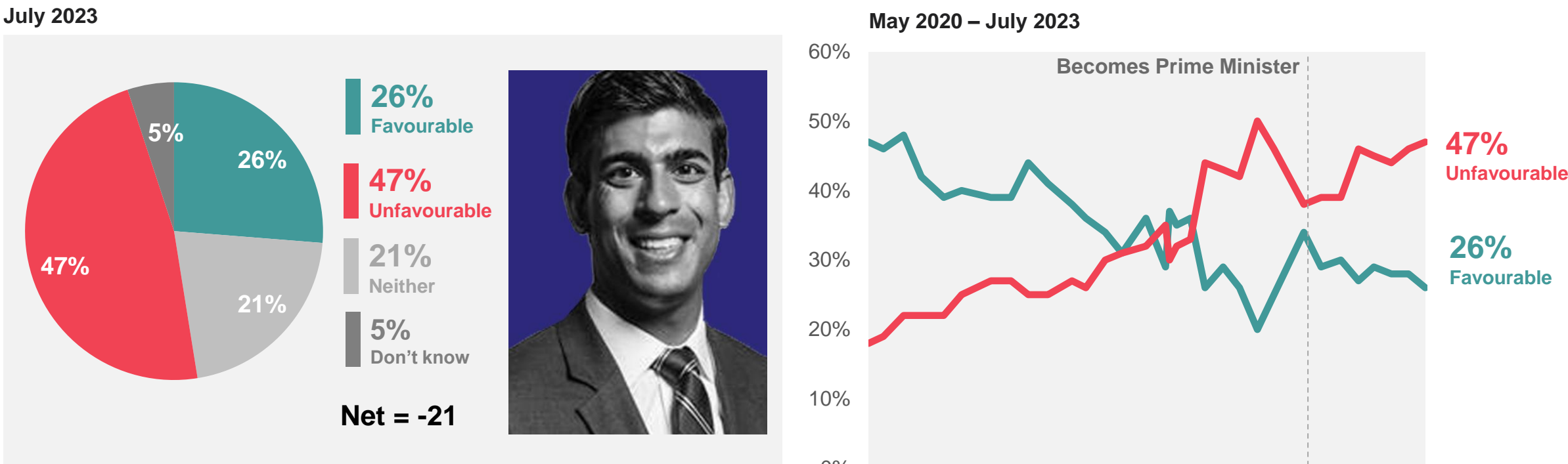


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023, including (305) Conservative voters and (284) Labour voters



# 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

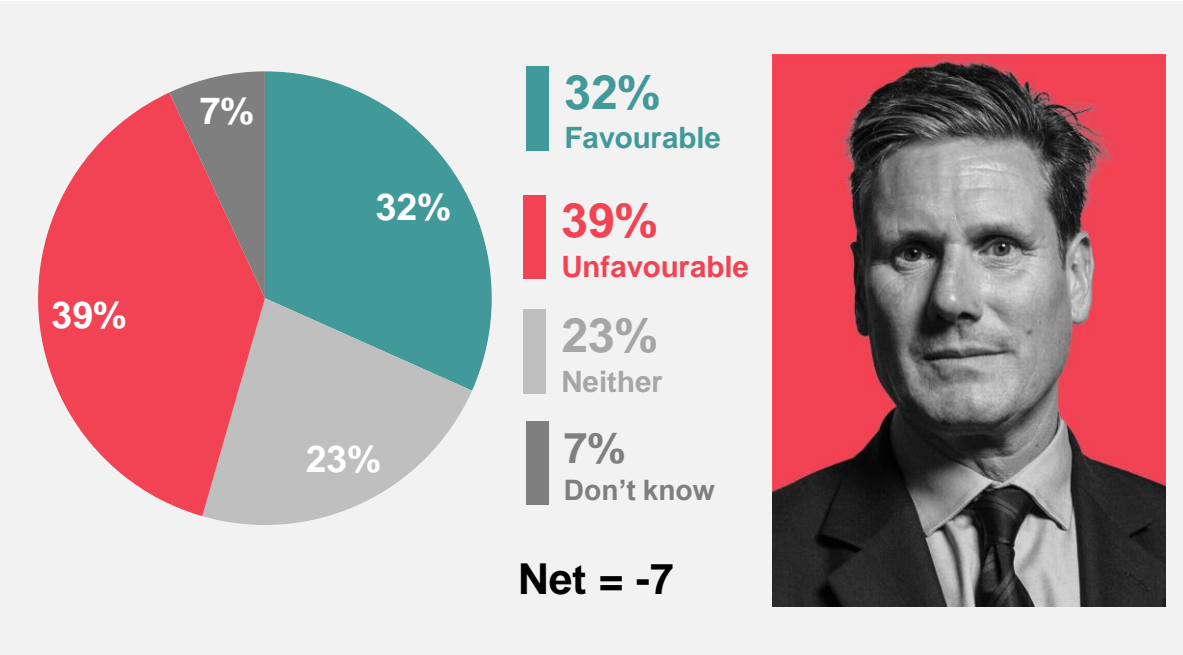


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# Keir Starmer: Favourability

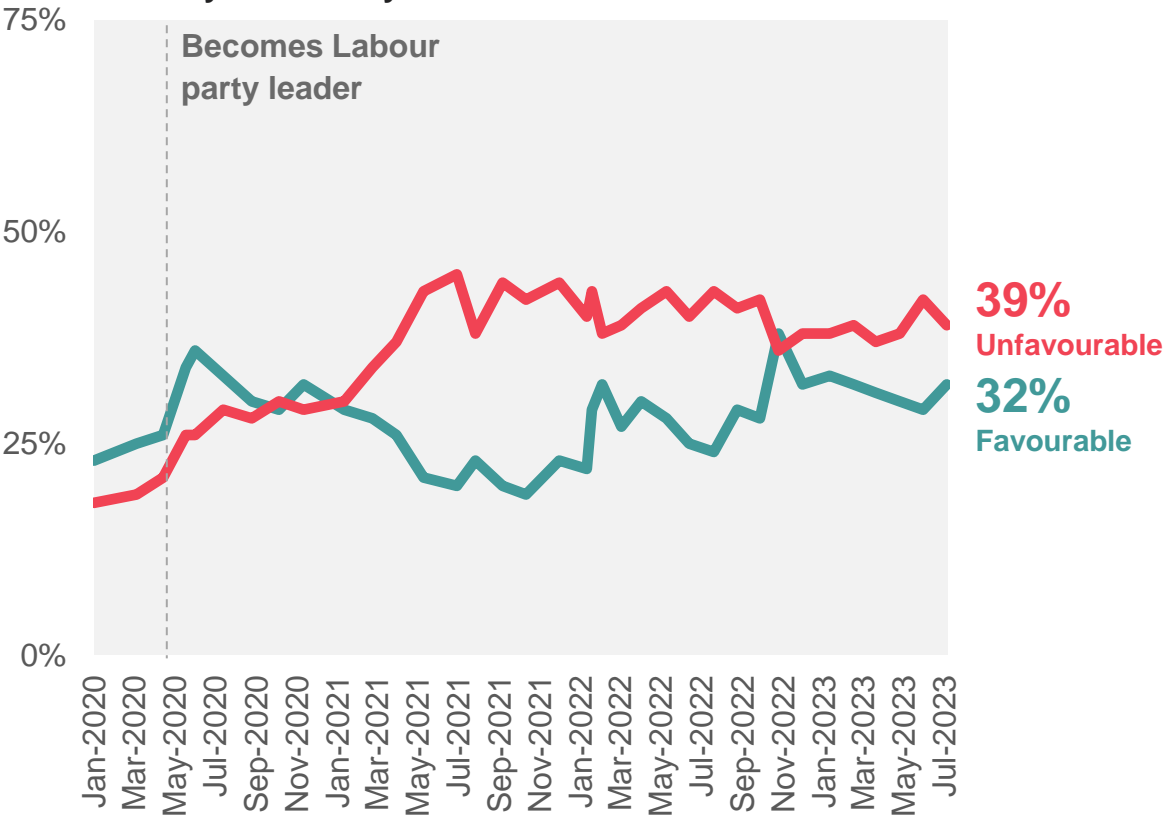
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

July 2023



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

January 2020 – July 2023

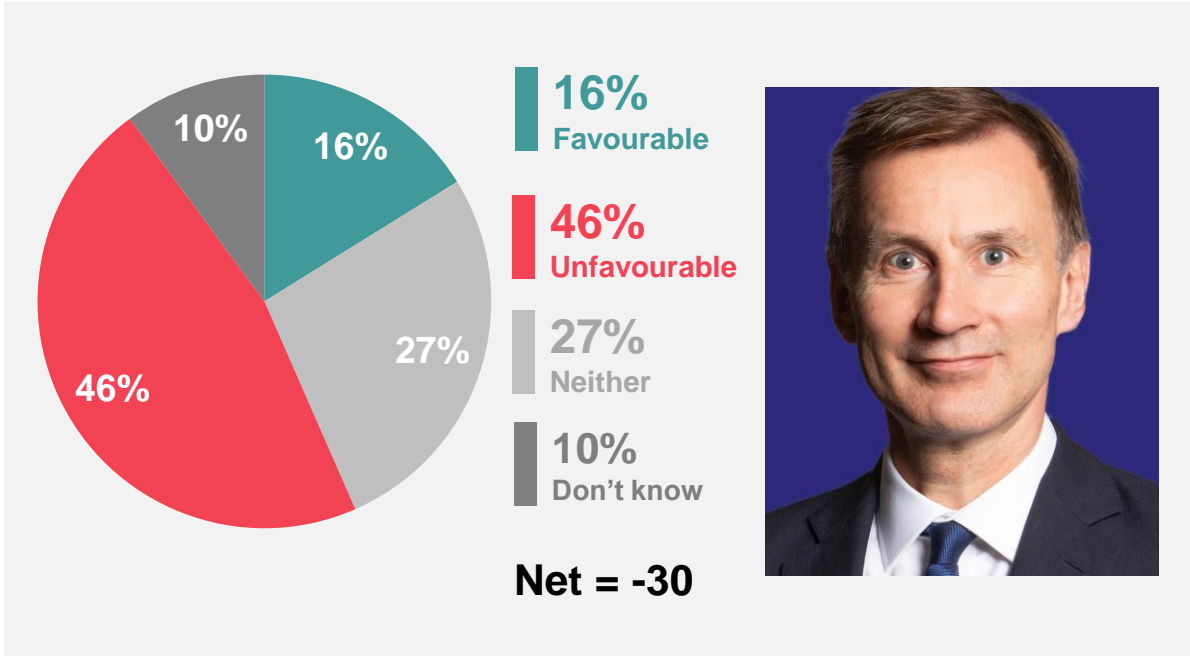




# Jeremy Hunt: Favourability

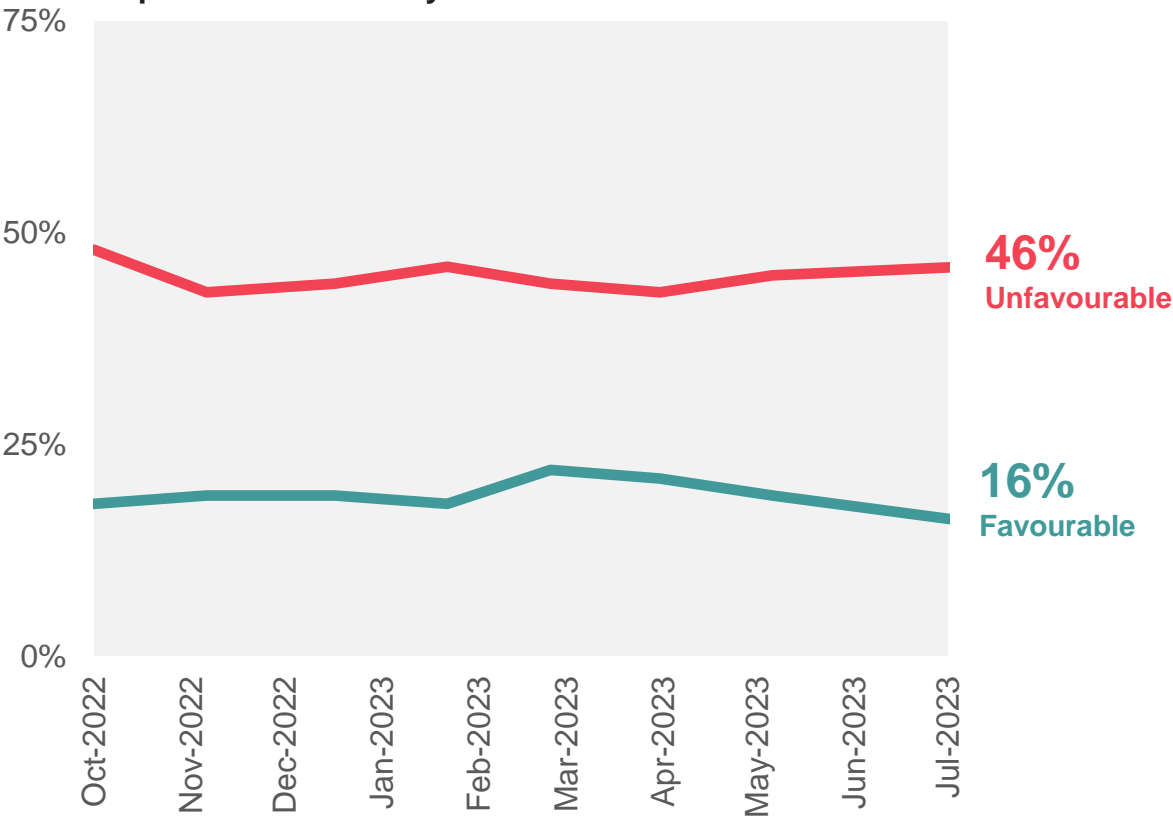
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

July 2023



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

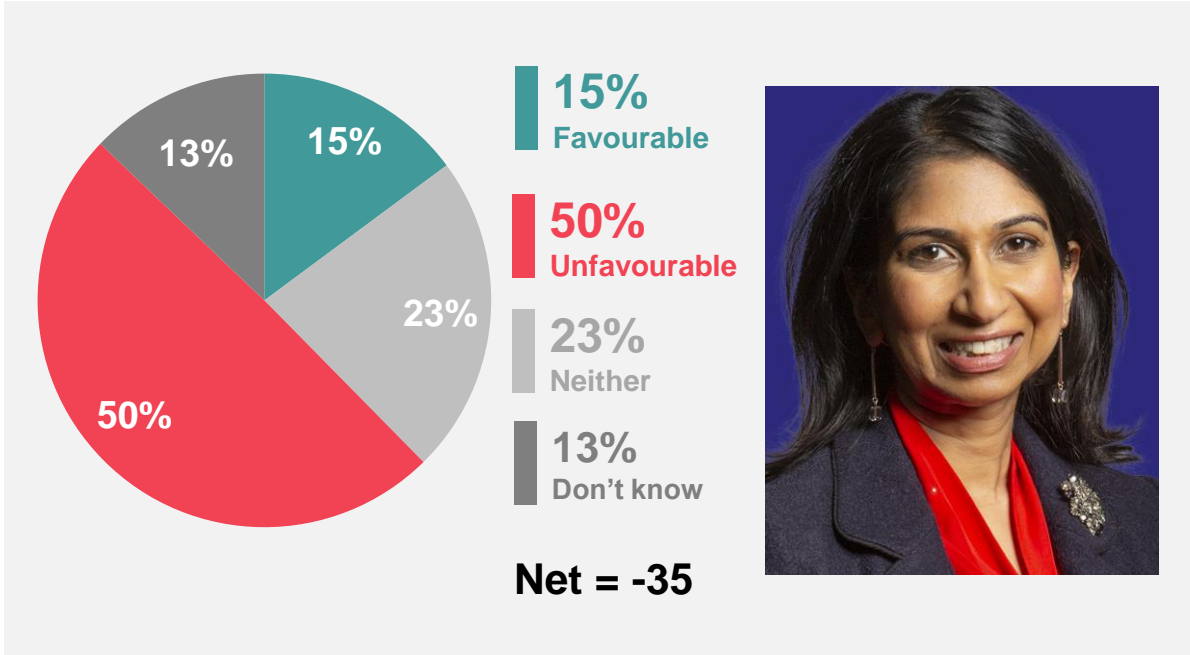
September 2022 – July 2023



# Suella Braverman: Favourability

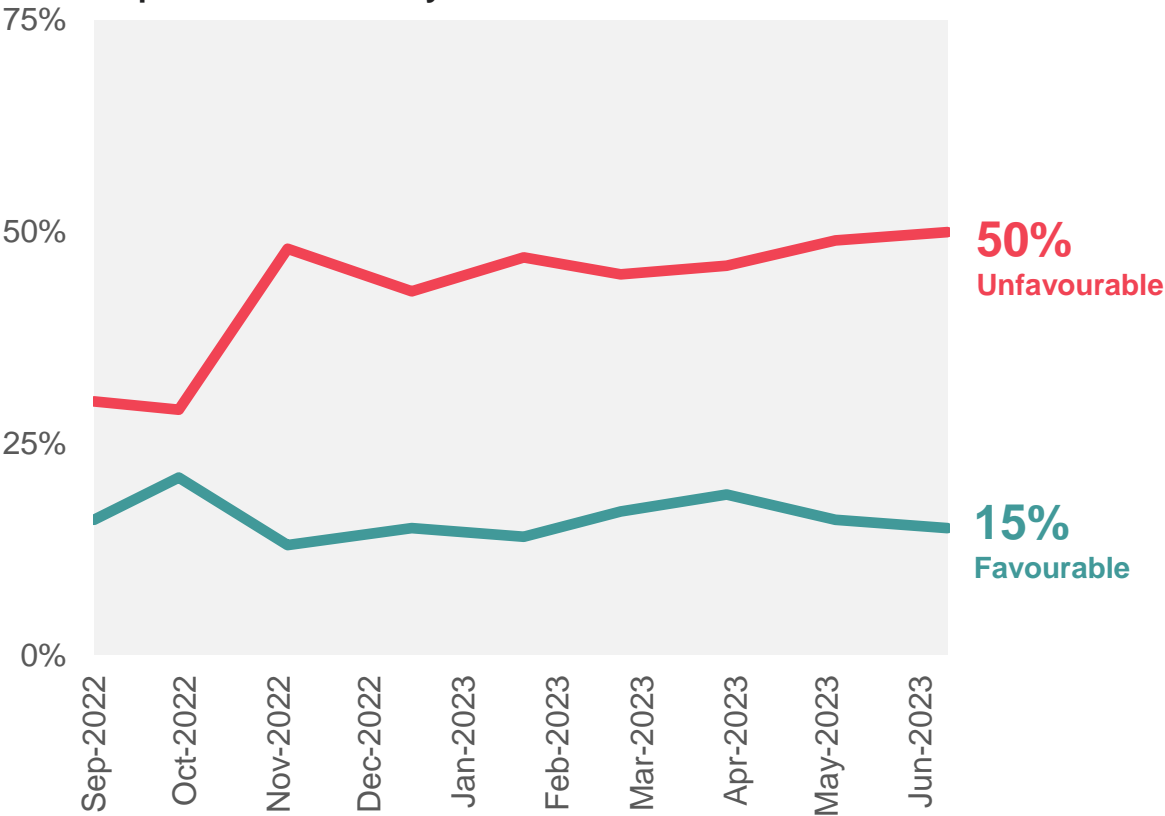
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

July 2023



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

September 2022 – July 2023



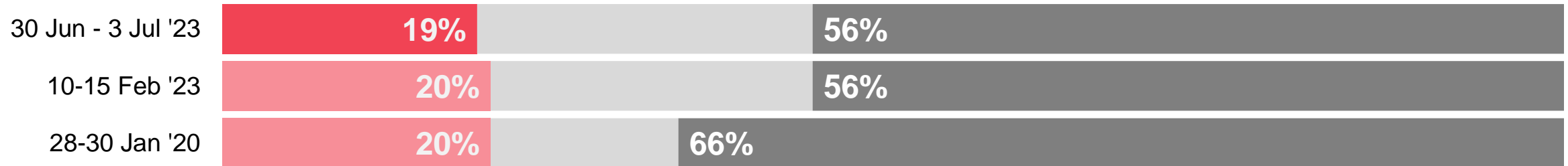
# Jeremy Corbyn: Favourability

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

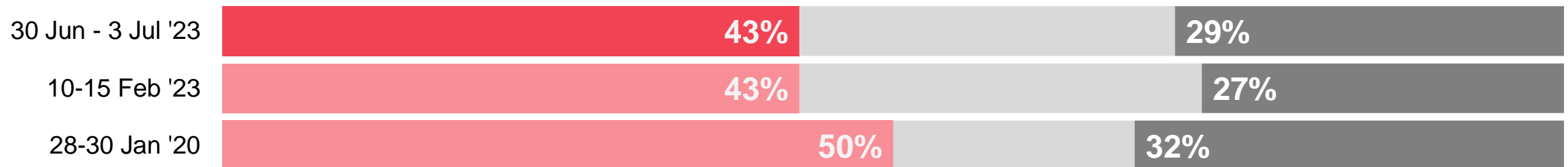
**Favourable**

**Unfavourable**

## *Among all*



## *Among 2019 Labour voters*



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# Steve Barclay: Favourability

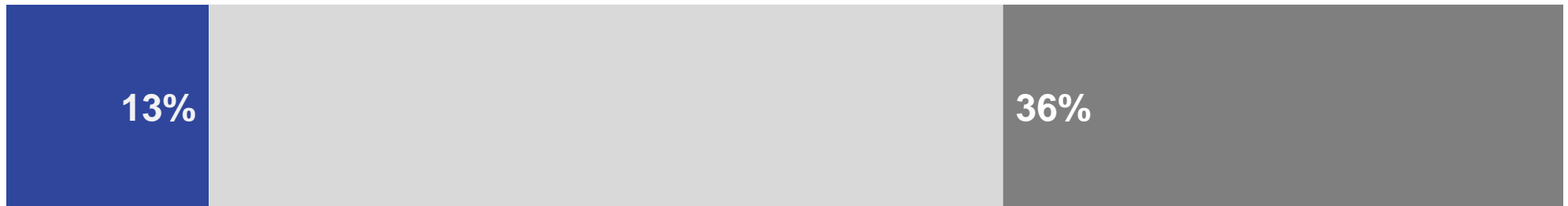
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Steve Barclay

 **Favourable**

 **Unfavourable**

*Among all*

30 Jun - 3 Jul '23



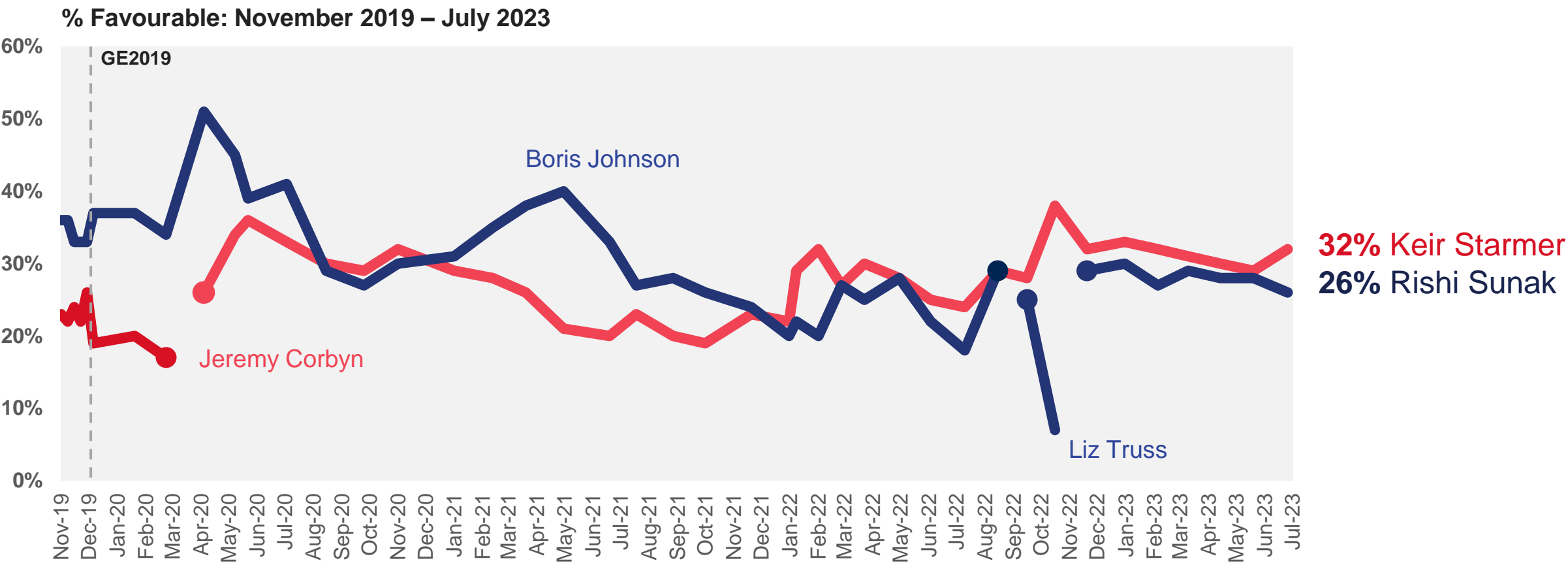
26-30 May '23



Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 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?

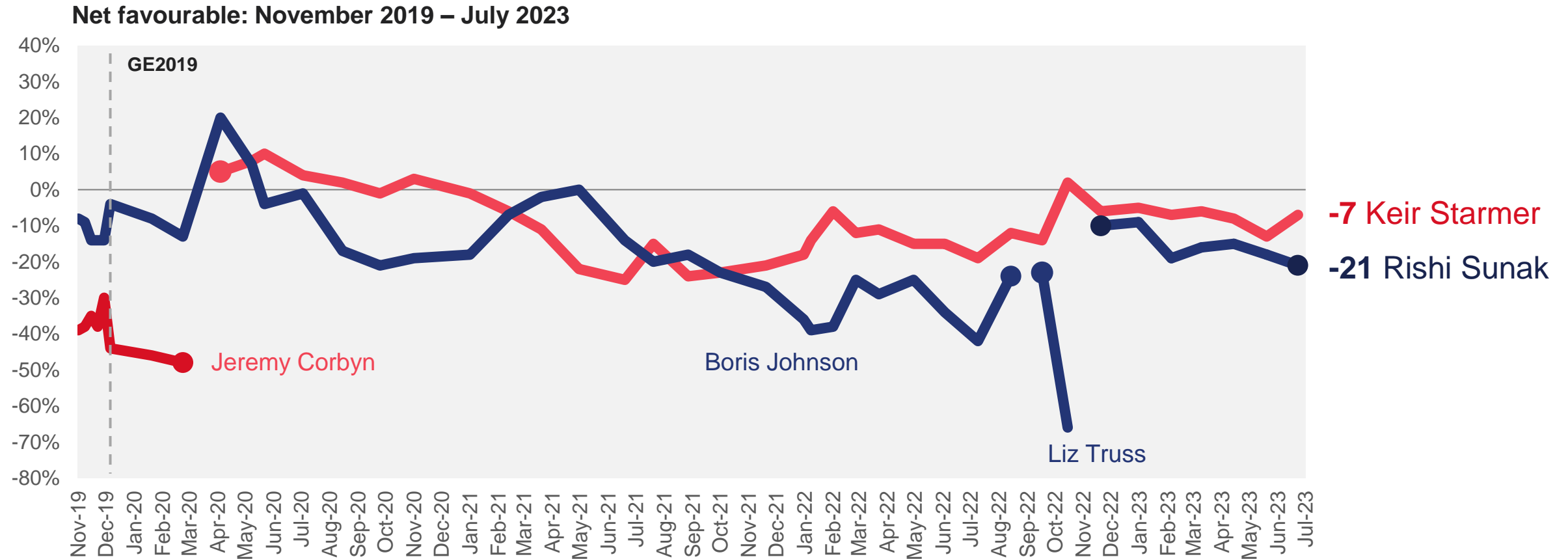


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023



# 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: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023





## Political Pulse June - July 2023

### For more information

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