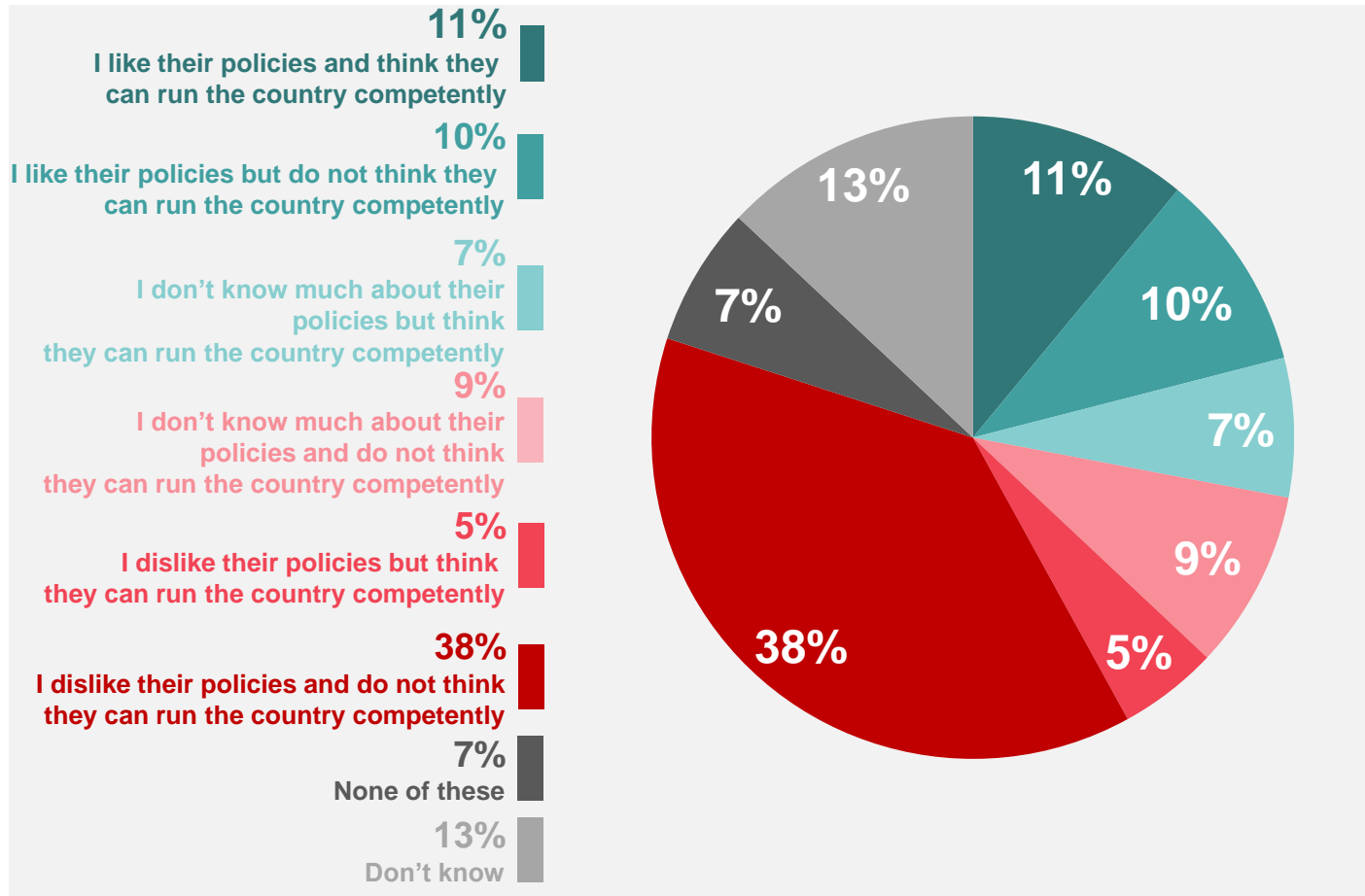


# IPSOS UK POLITICAL PULSE

June - July 2023

# The Conservative Party, policies and competence

Which of the following comes closest to your view of the Conservative Party



## The Conservative Party

Total: Like their individual policies 21%

Total: Dislike their individual policies 43%

Total: Don't know much about their policies 16%

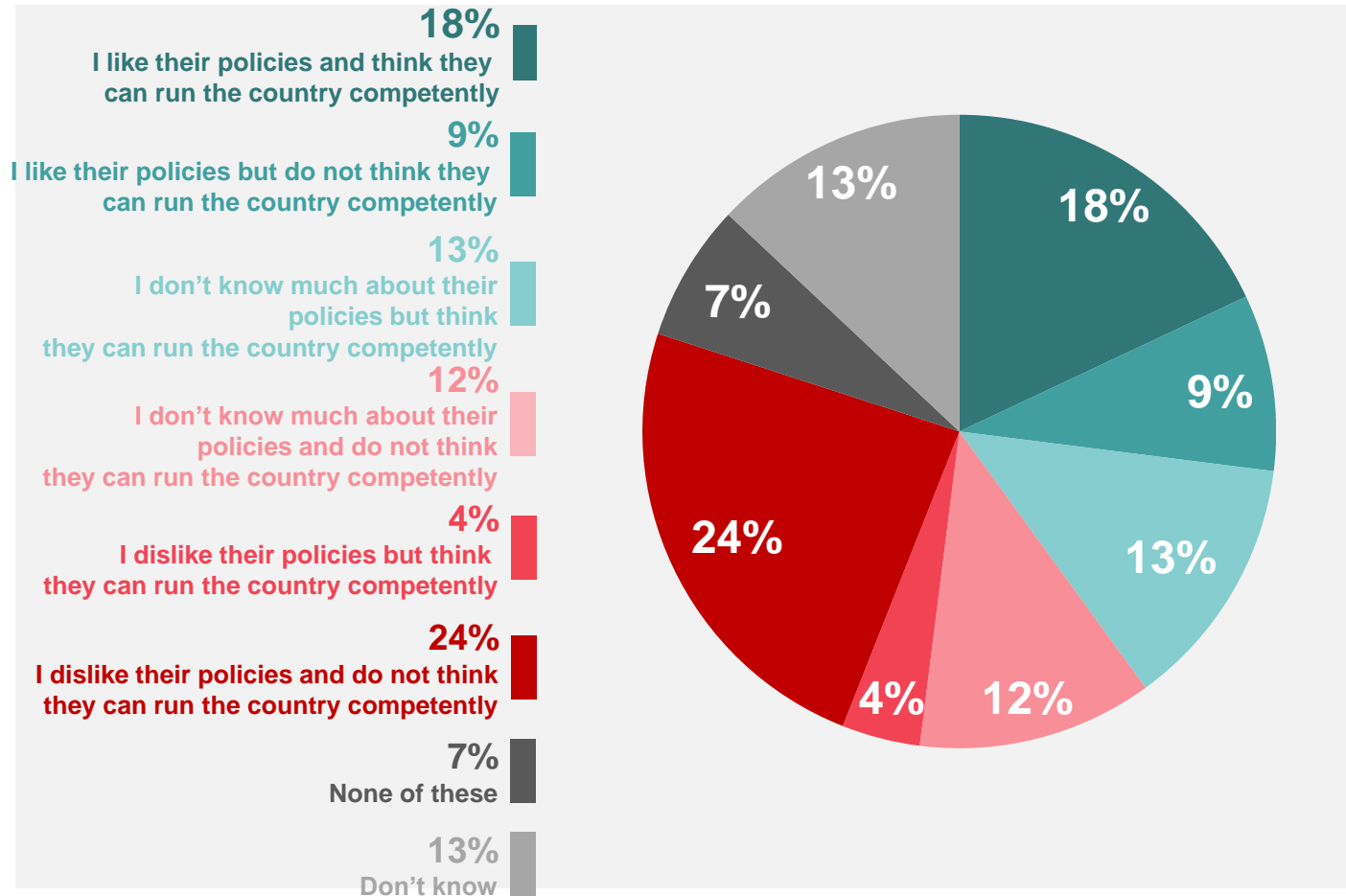
Total: They can run the country competently 23%

Total: Do not think they can run the country competently 57%

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

# The Labour Party, policies and competence

Which of the following comes closest to your view of the Labour Party



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

## The Labour Party

Total: Like their individual policies 27%

Total: Dislike their individual policies 28%

Total: Don't know much about their policies 25%

Total: They can run the country competently 35%

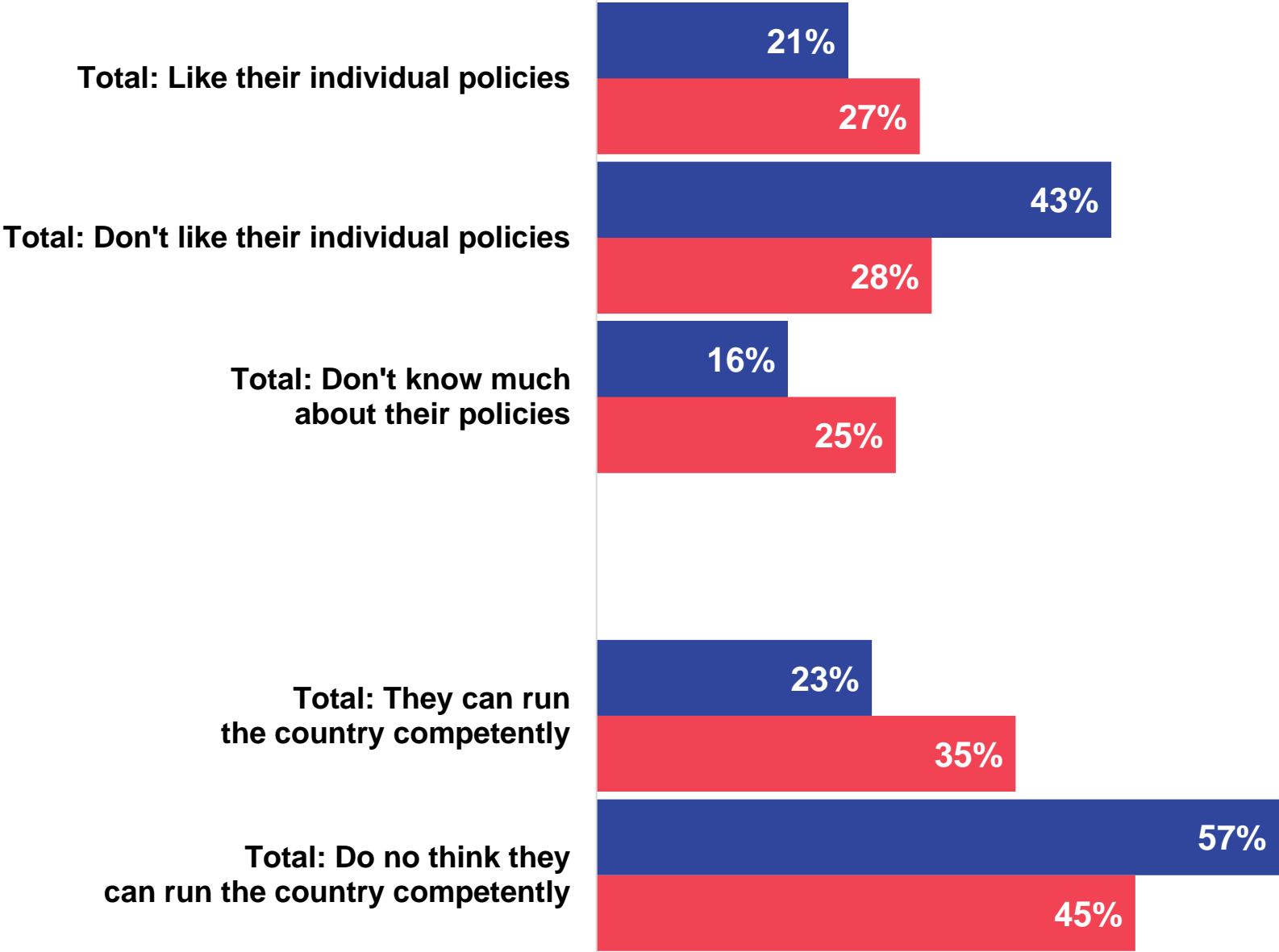
Total: Do not think they can run the country competently 45%

Public opinion is broadly negative towards the Conservatives on their policies and competence. Views are split towards Labour's policies, while they are ahead of the Conservatives on competence but doubts still exist.

Which of the following comes closest to your view of the Conservative / Labour Party?

Conservative Party

Labour Party



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





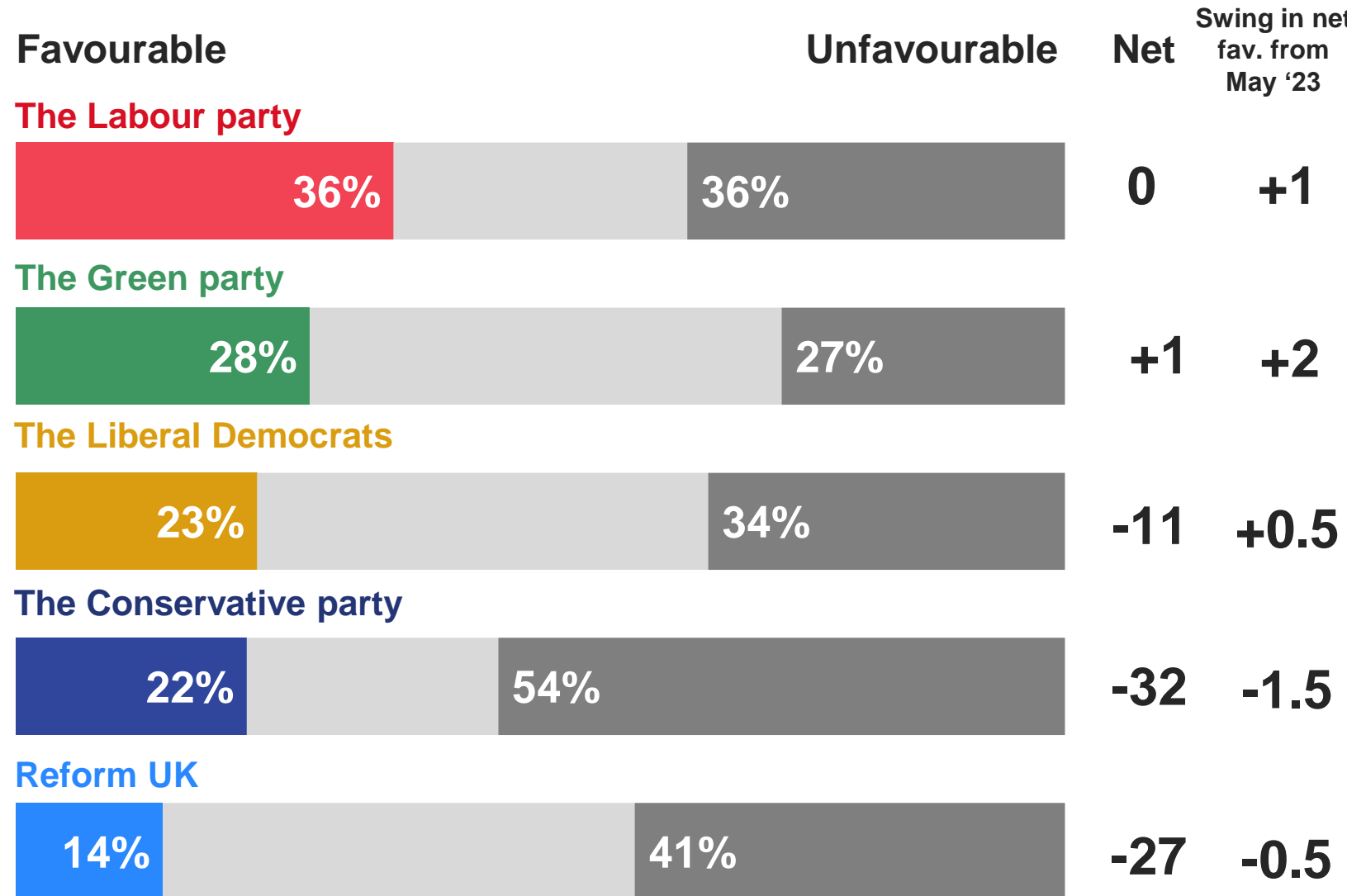


# FAVOURABILITY TOWARDS POLITICAL PARTIES

June - July 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?

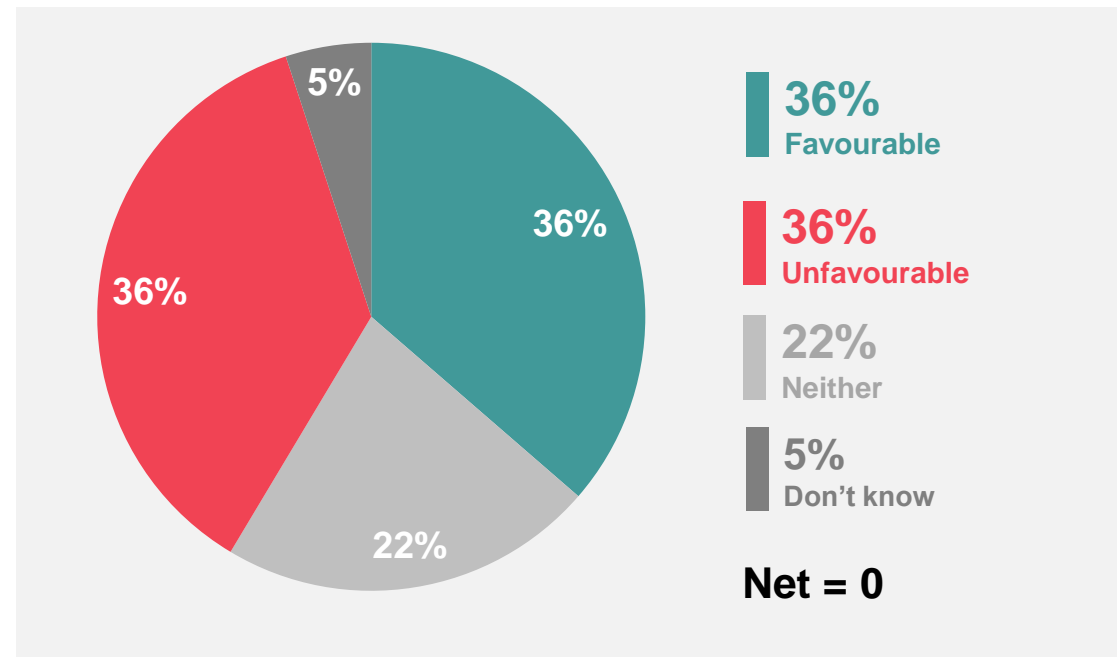


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

# The Labour party: Favourability

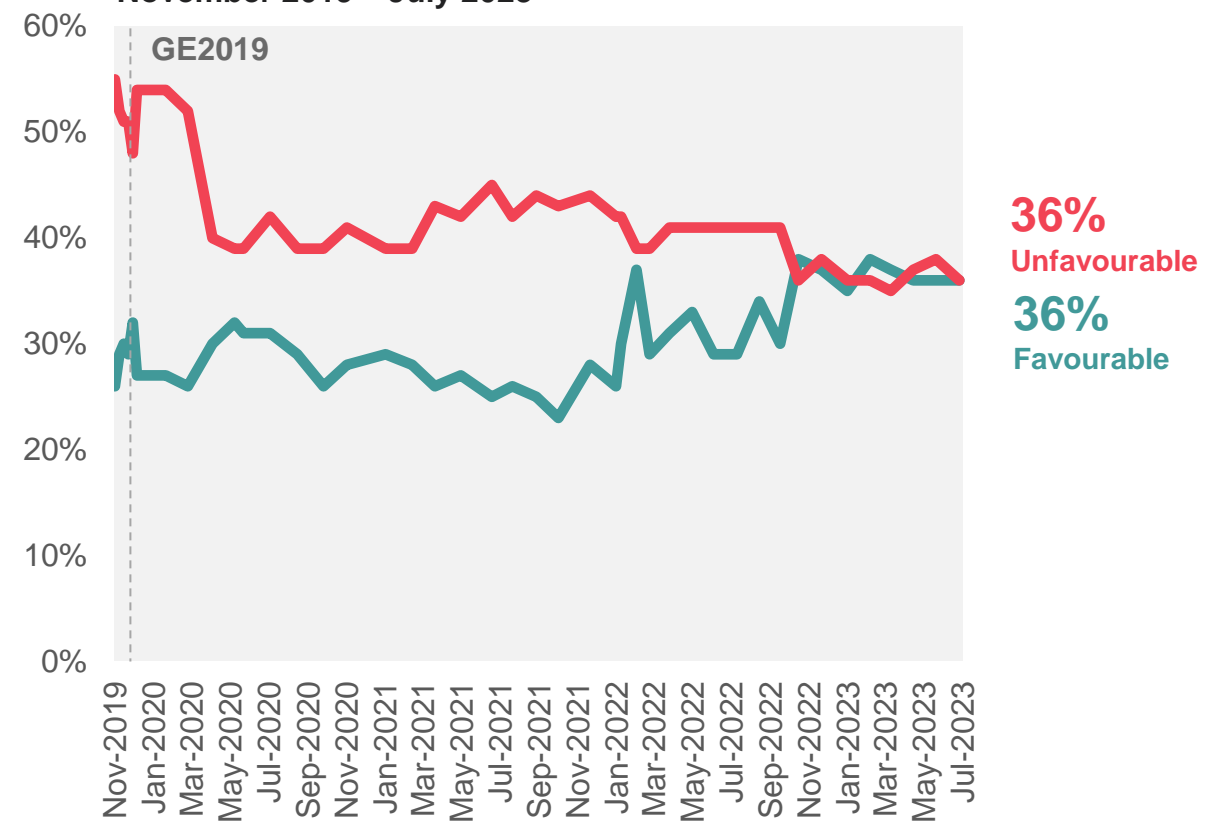
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

July 2023



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

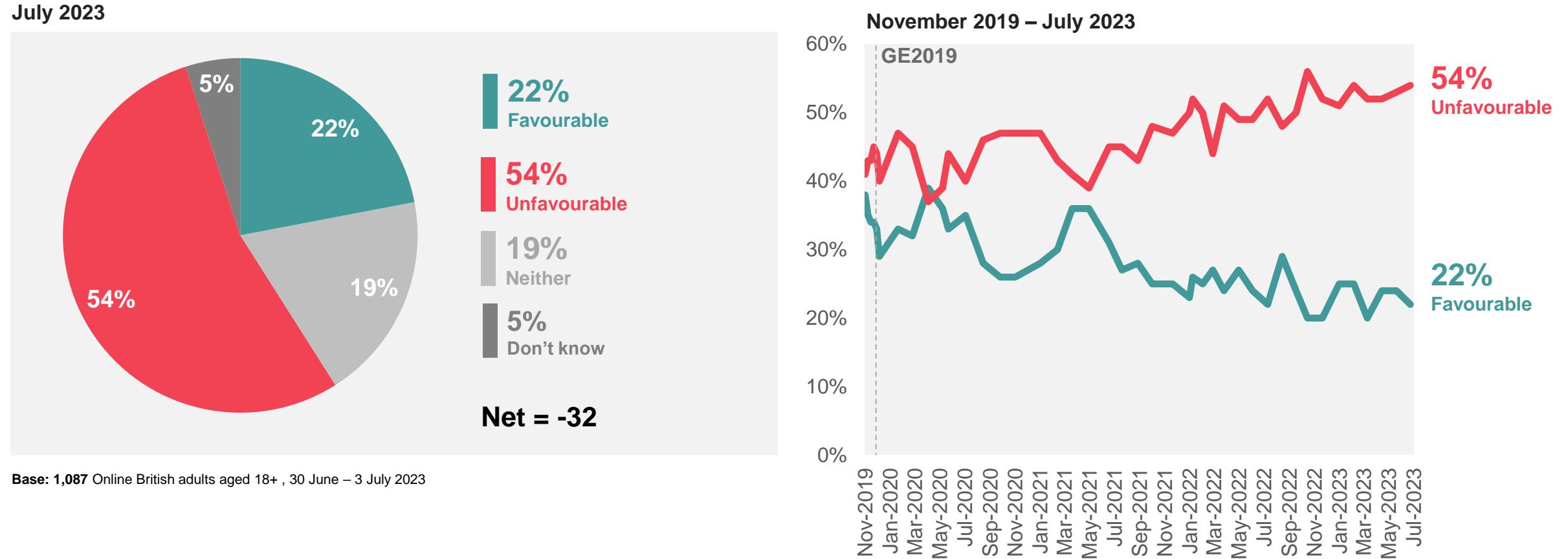
November 2019 – July 2023





# The Conservative party: Favourability

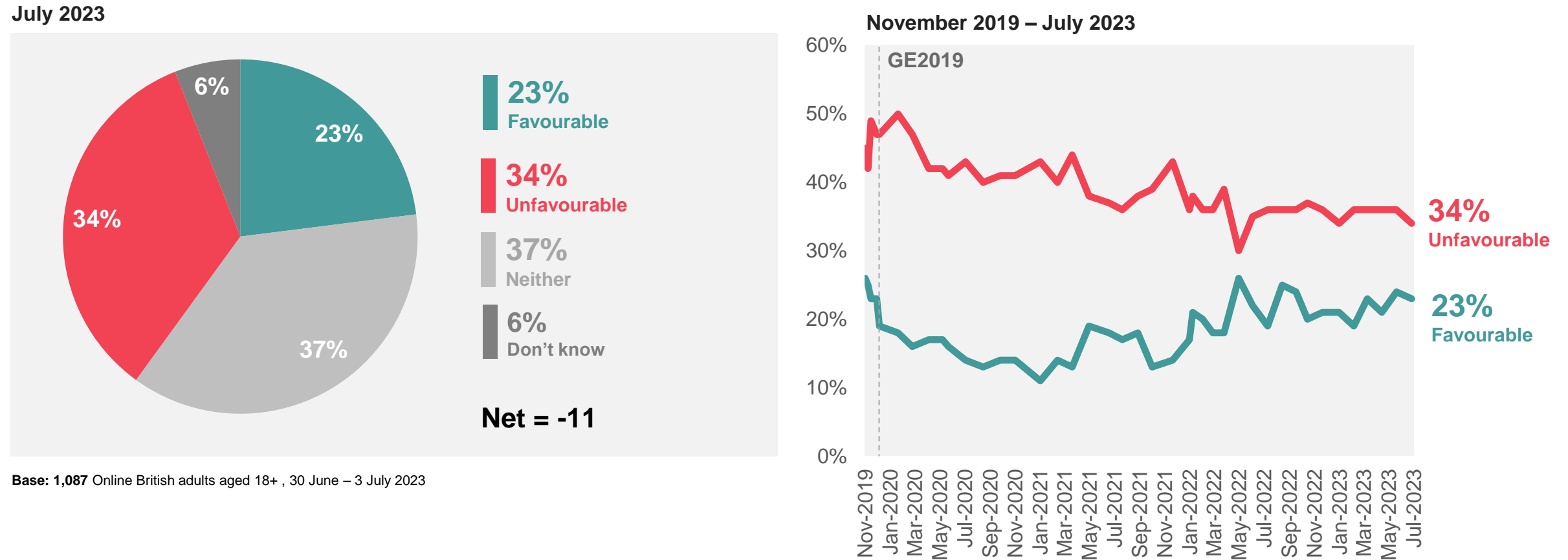
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party





# The Liberal Democrats: Favourability

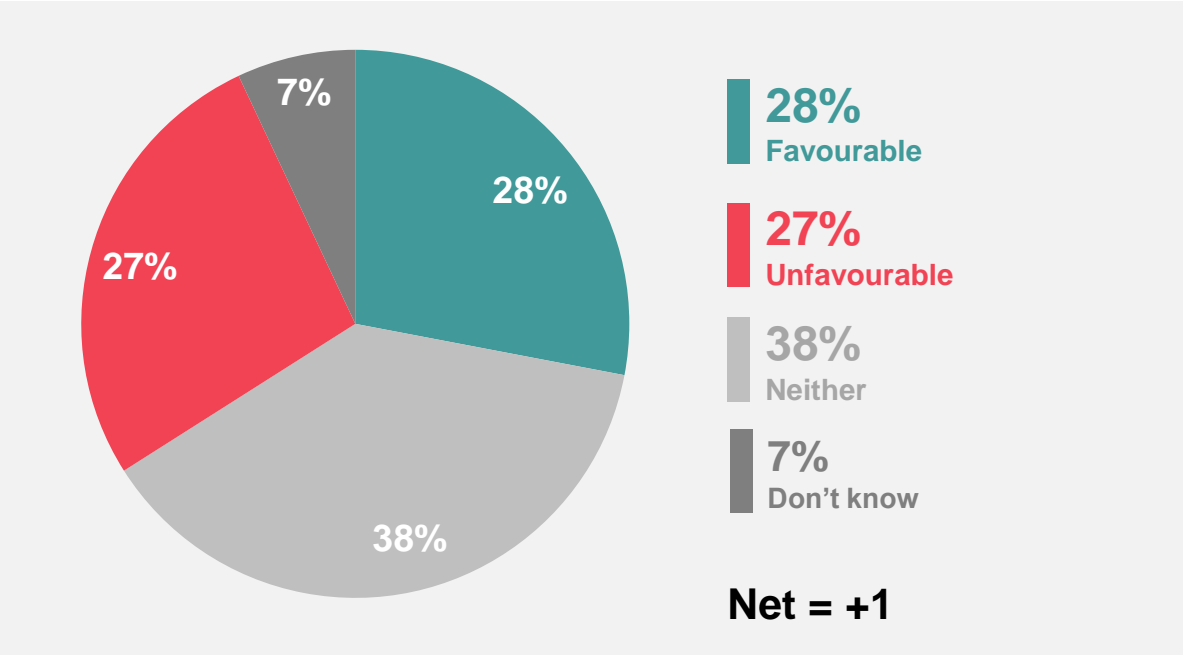
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats



# The Green Party: Favourability

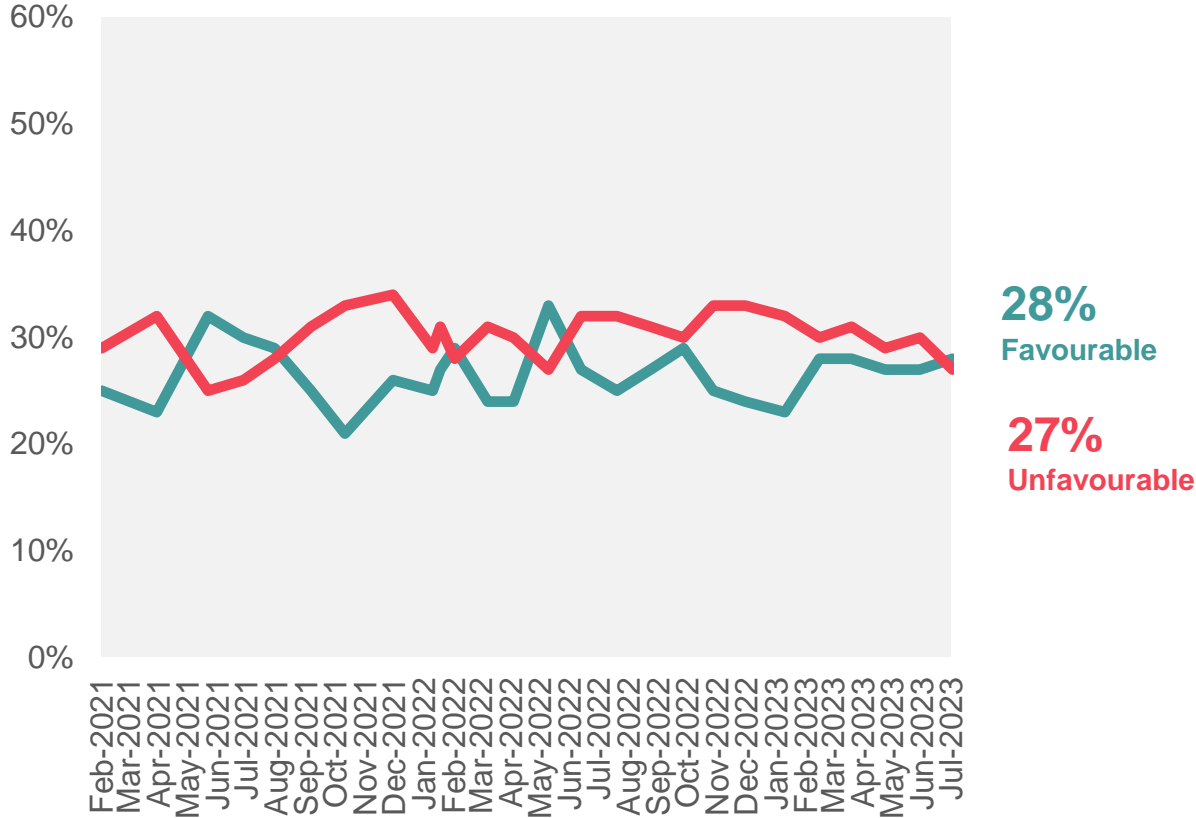
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

July 2023



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

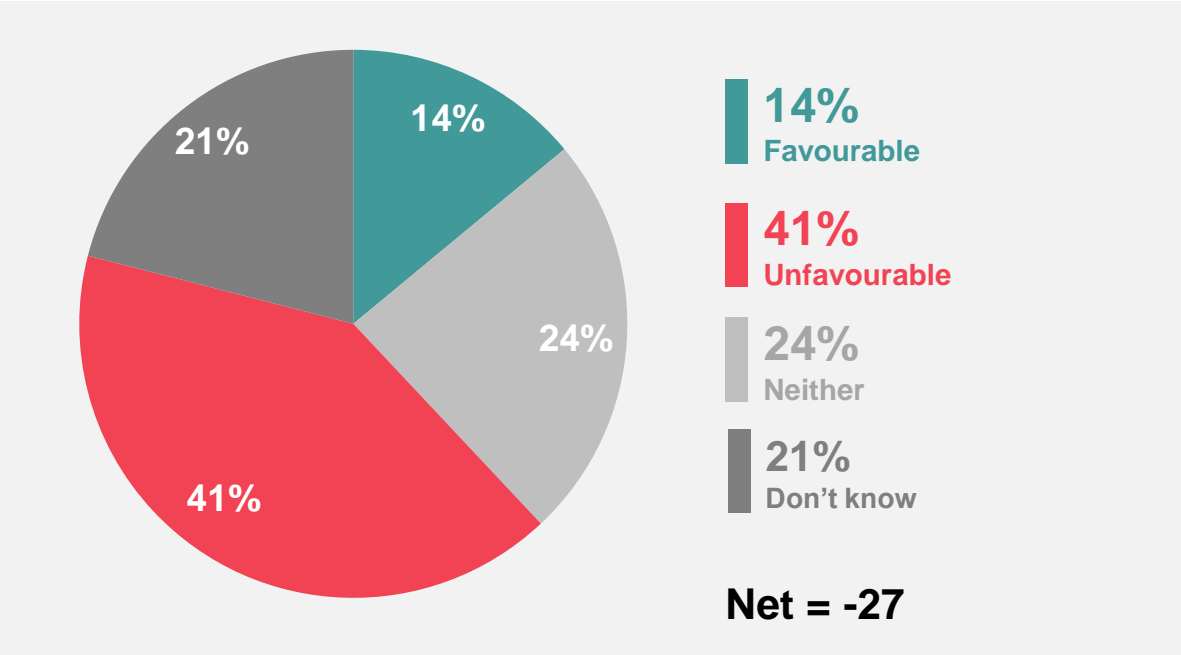
February 2021 – July 2023



# Reform UK: Favourability

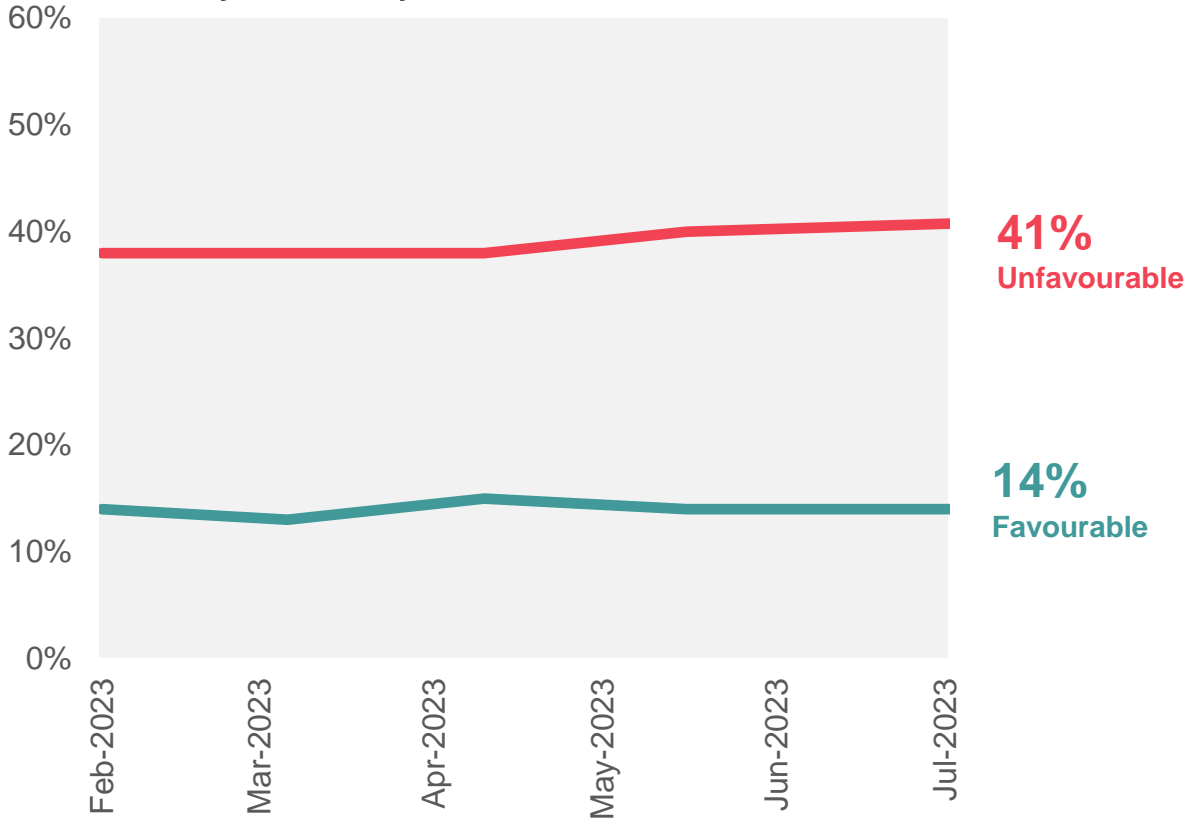
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

July 2023



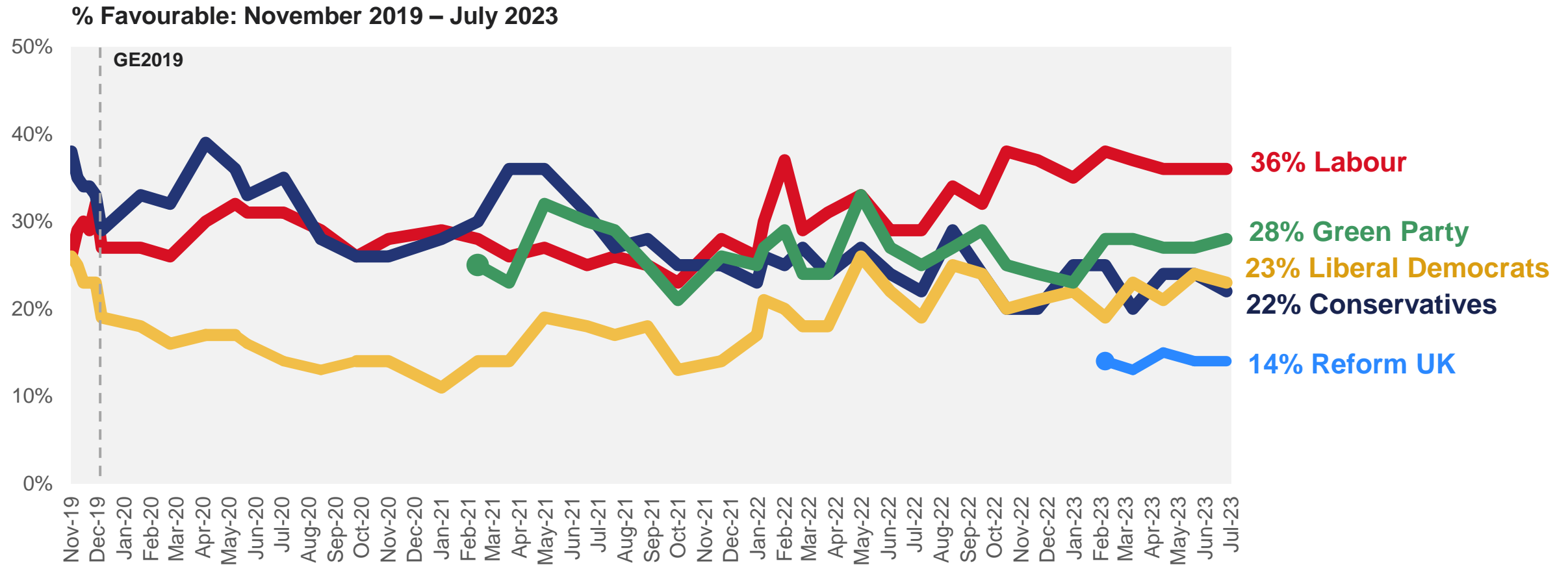
Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

February 2021 – July 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?

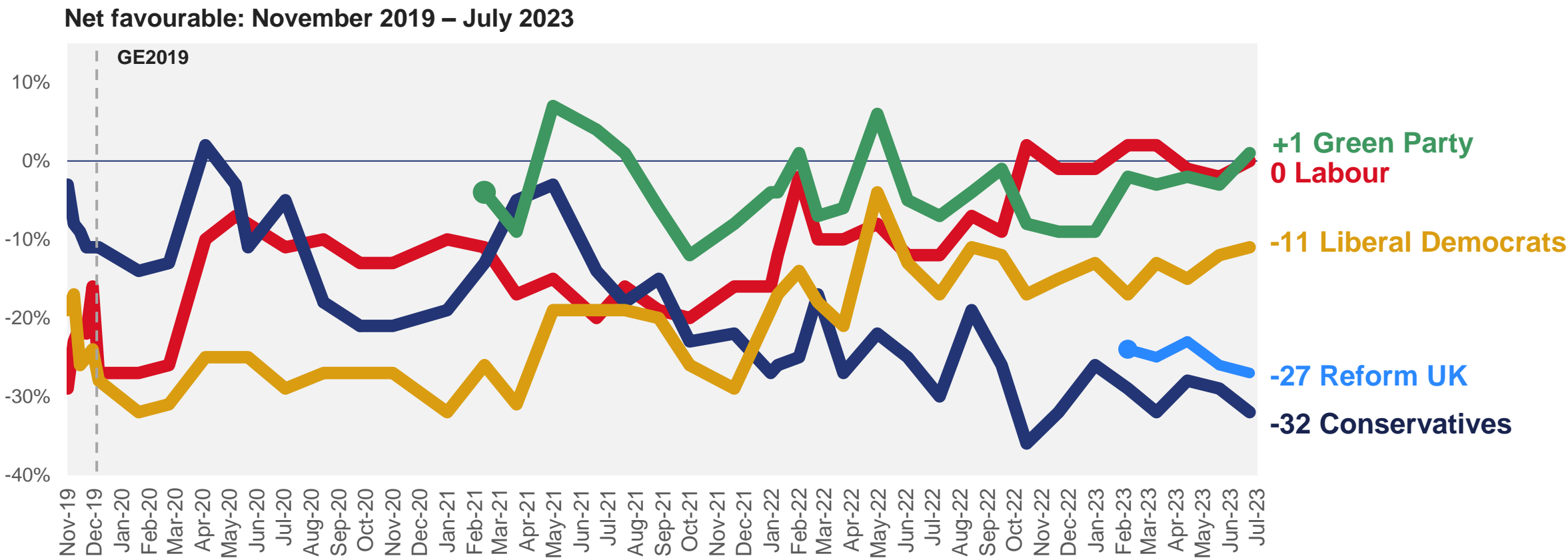


Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023



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

# DIRECTION OF THE COUNTRY

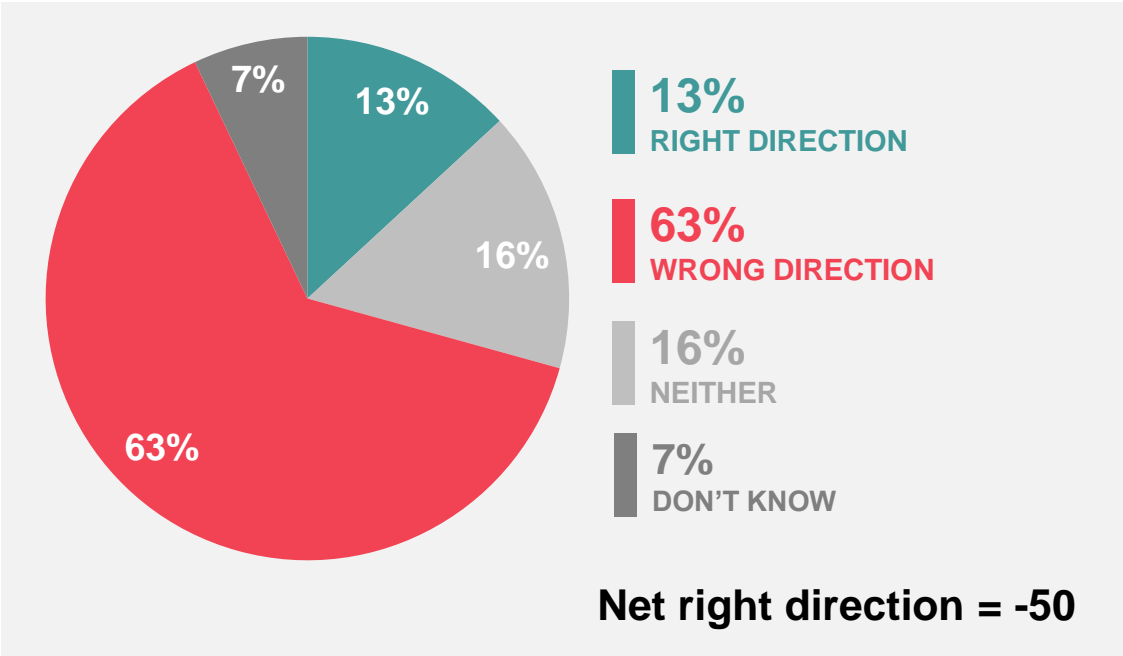
June - July 2023



# Direction of the country

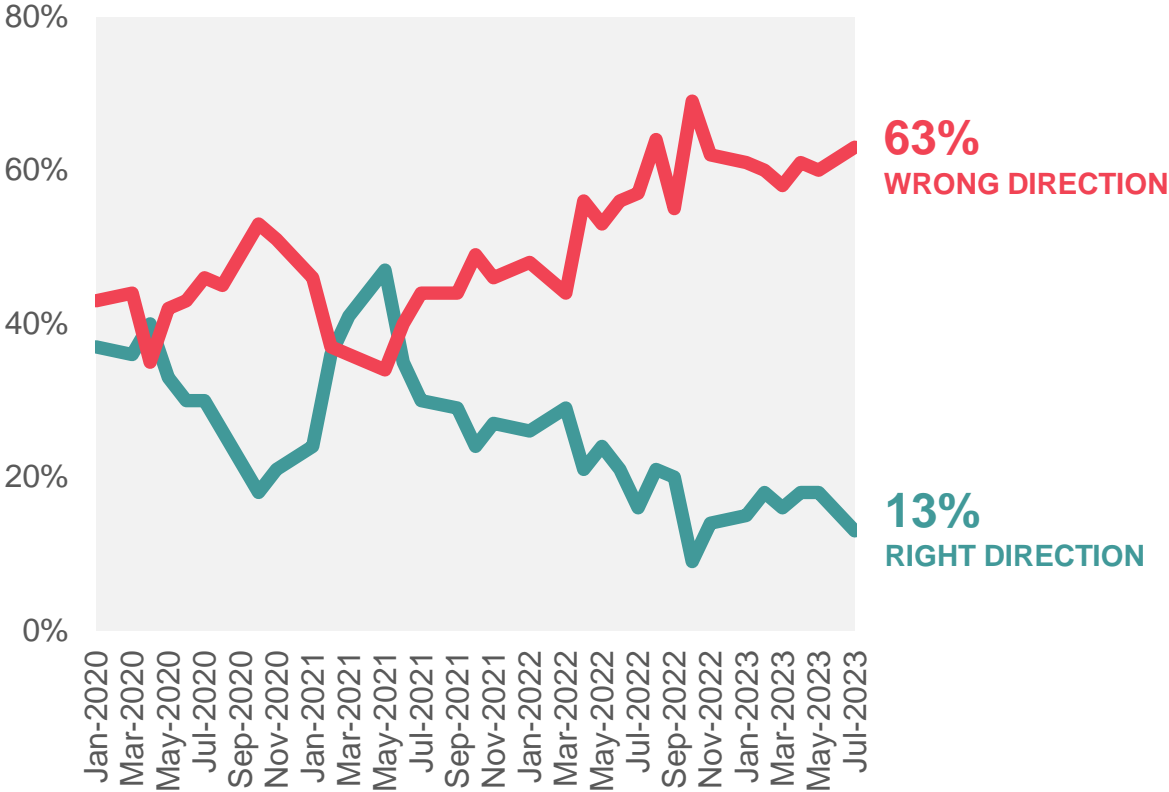
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

July 2023



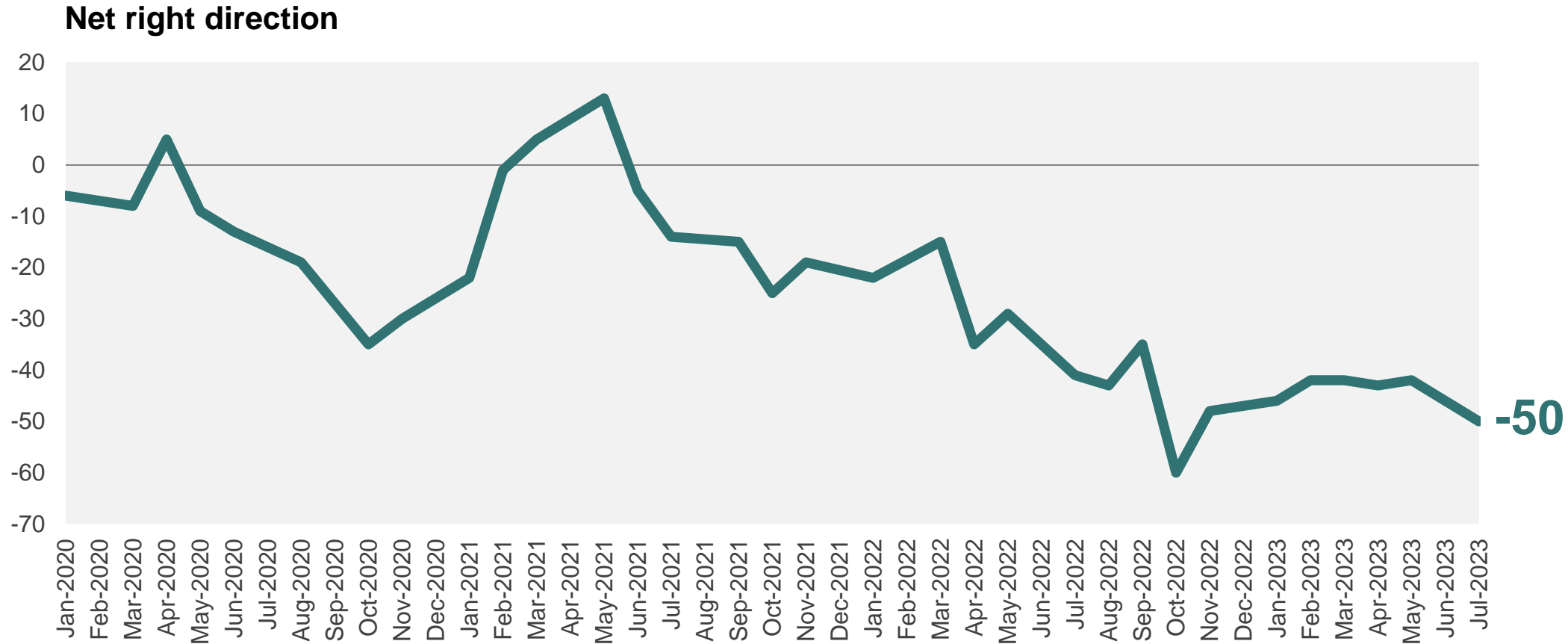
Base: 1,087 Online British adults aged 18+ , 30 June – 3 July 2023

January 2020 - July 2023



# Direction of the country: January 2020 – July 2023

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



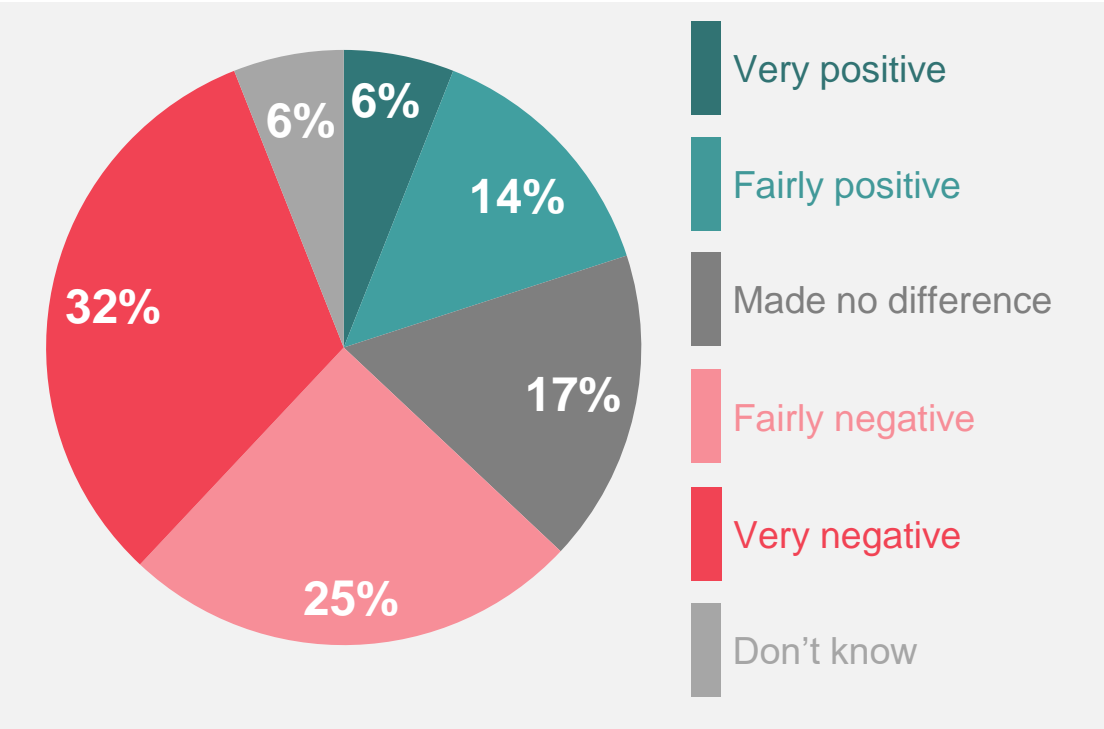
Base: 1,087 Online British adults aged 18+, 30 June – 3 July 2023



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

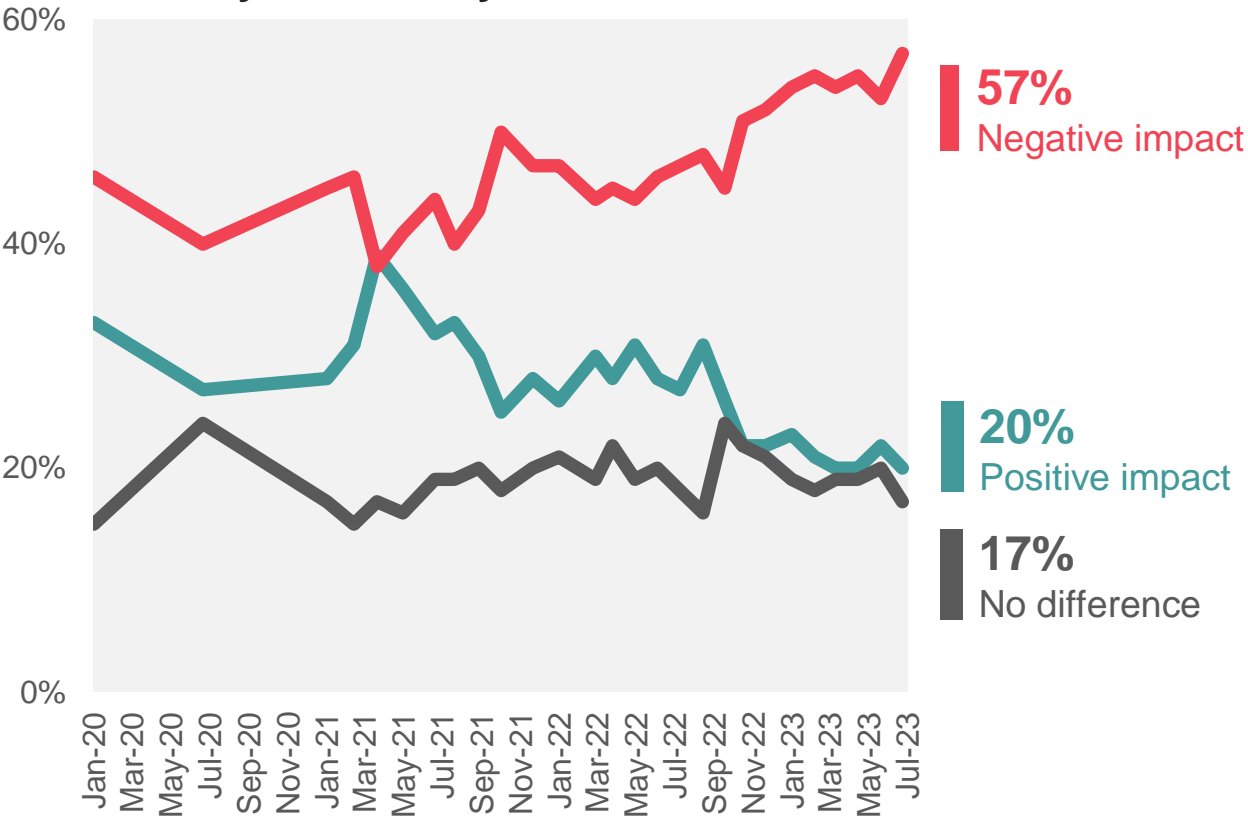
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

July 2023



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

January 2020 – July 2023





## Political Pulse June - July 2023

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