

IPSOS UK POLITICAL PULSE

September 2023

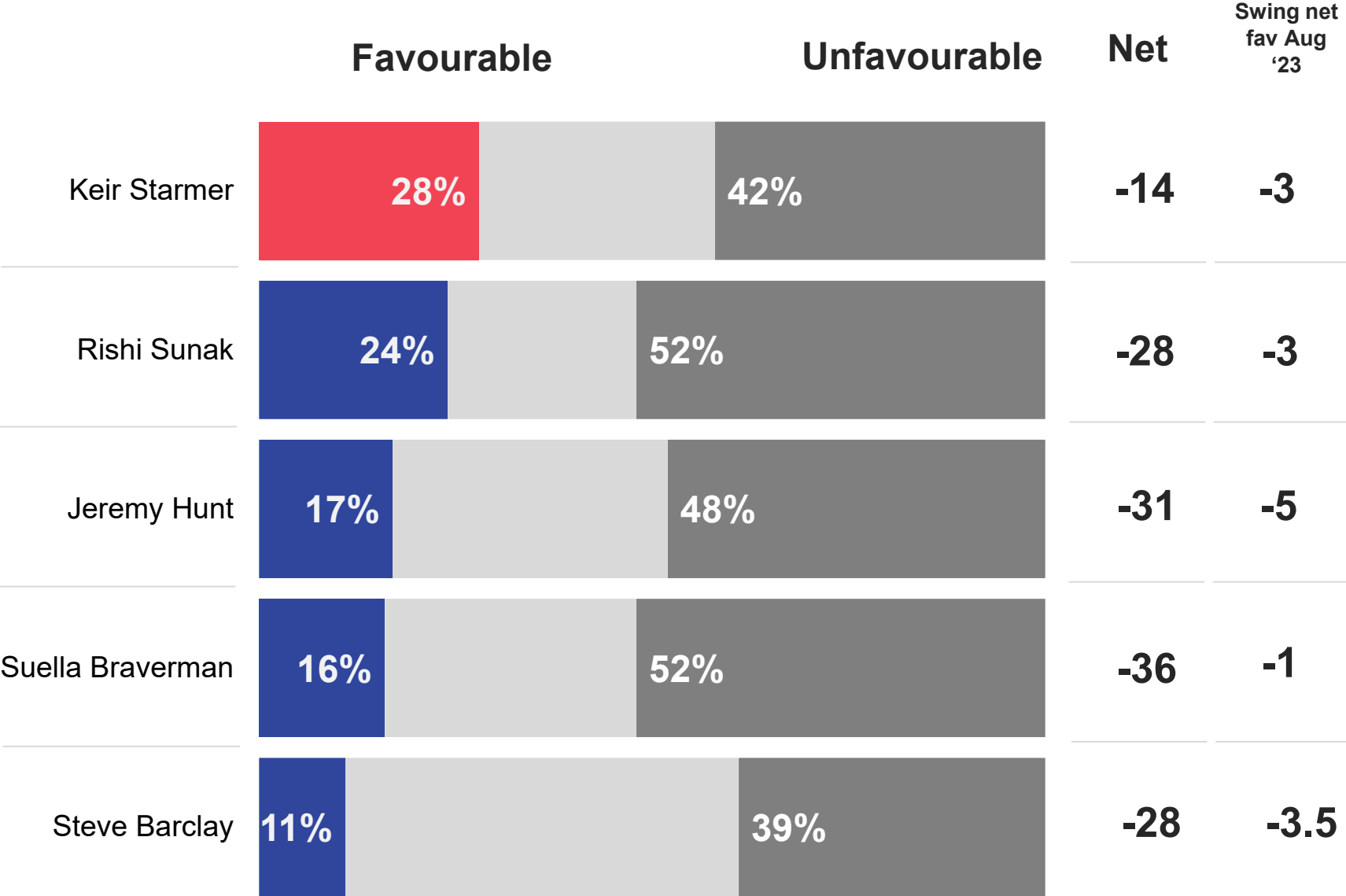


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

September 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?



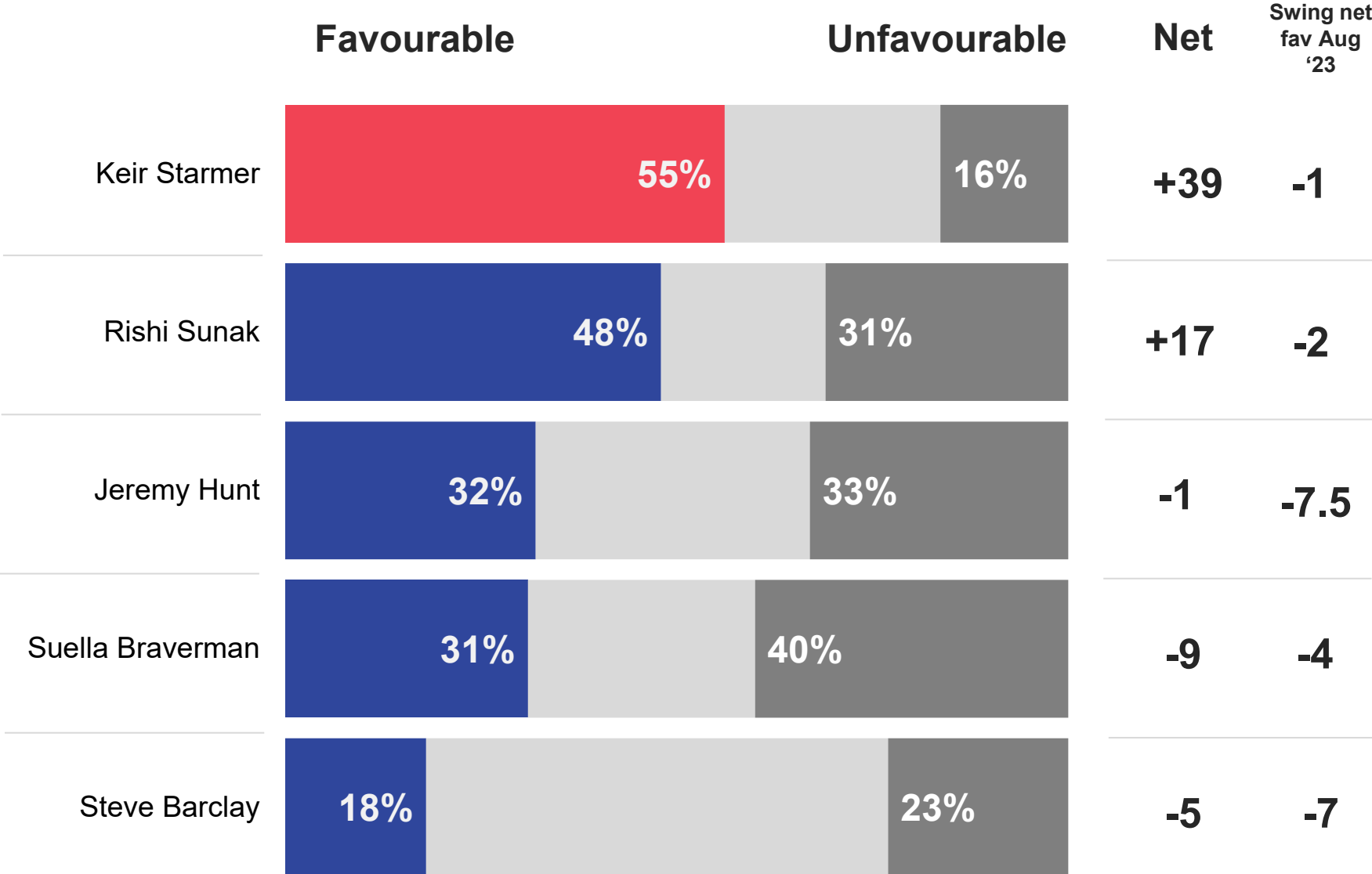
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



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?



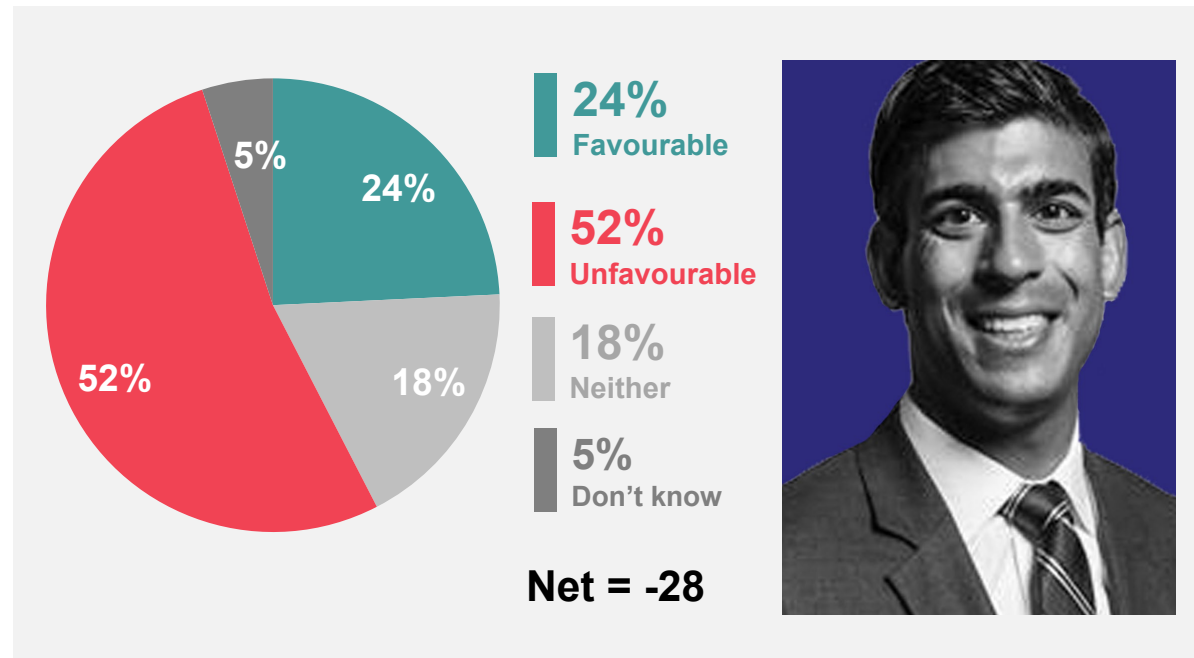
Base: 1,088 Online British adults aged 18+ , 11-14 August 2023, including (332) 2019 Conservative voters and (314) 2019 Labour voters



Rishi Sunak: Favourability

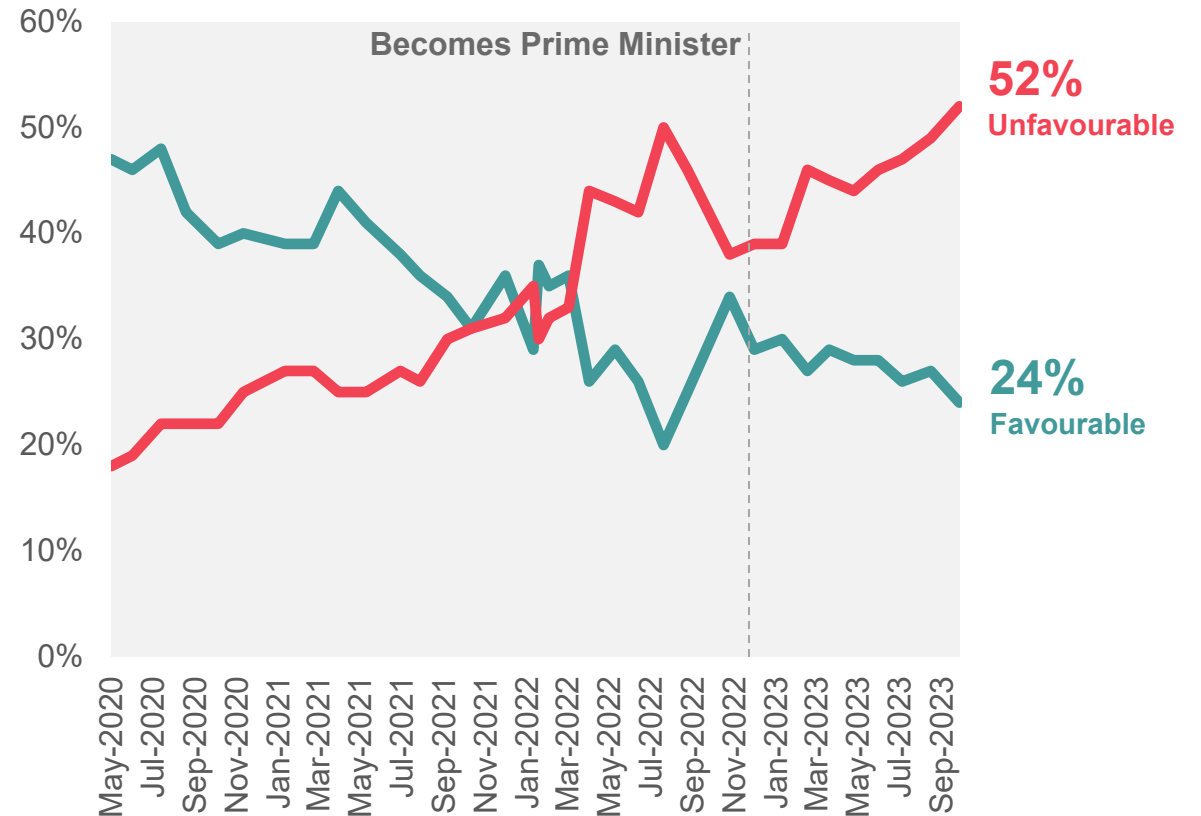
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

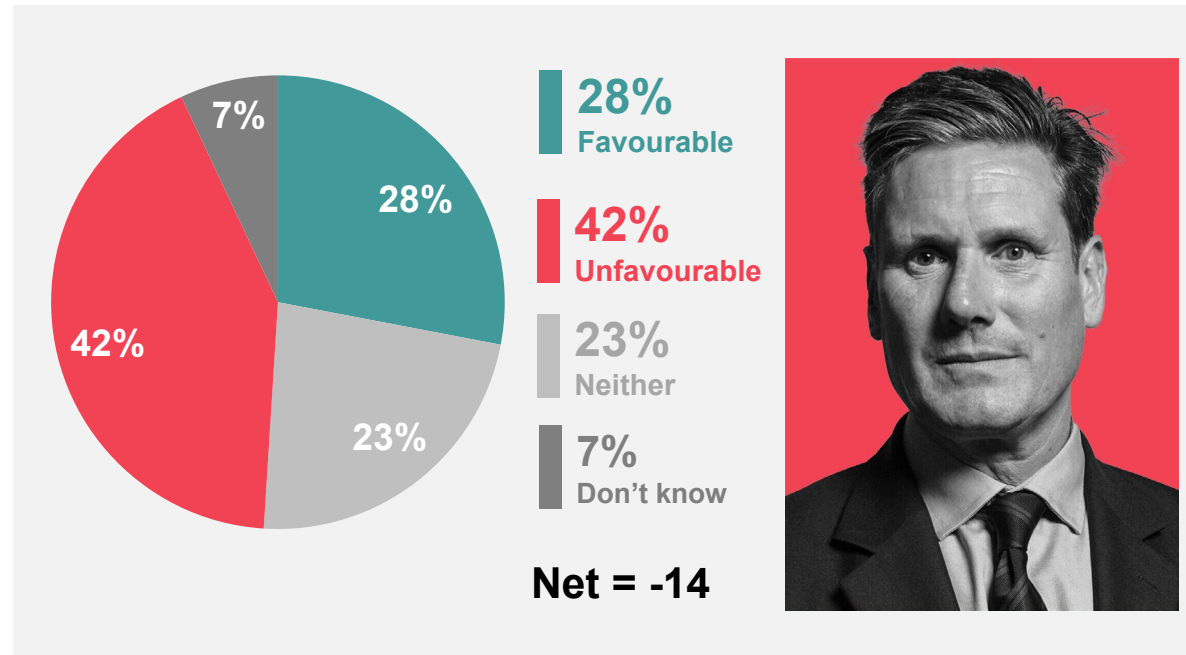
May 2020 – September 2023



Keir Starmer: Favourability

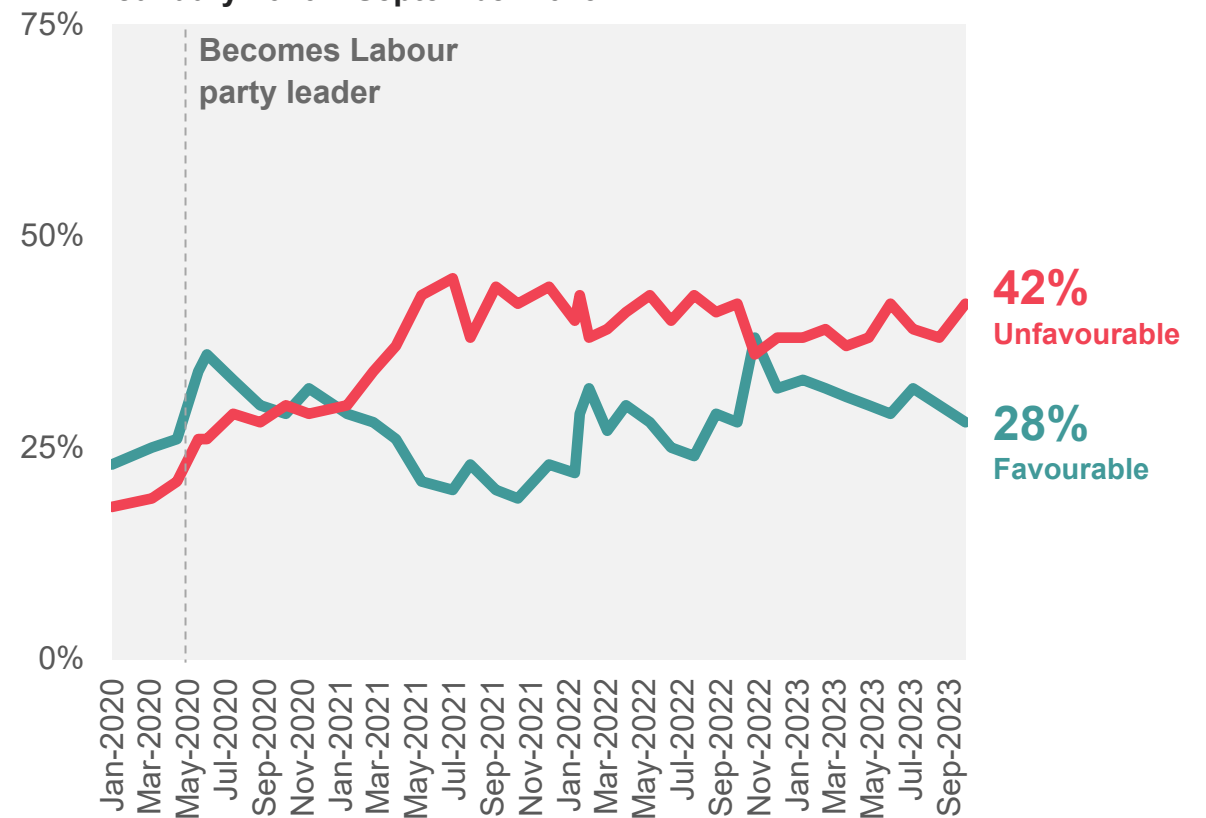
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

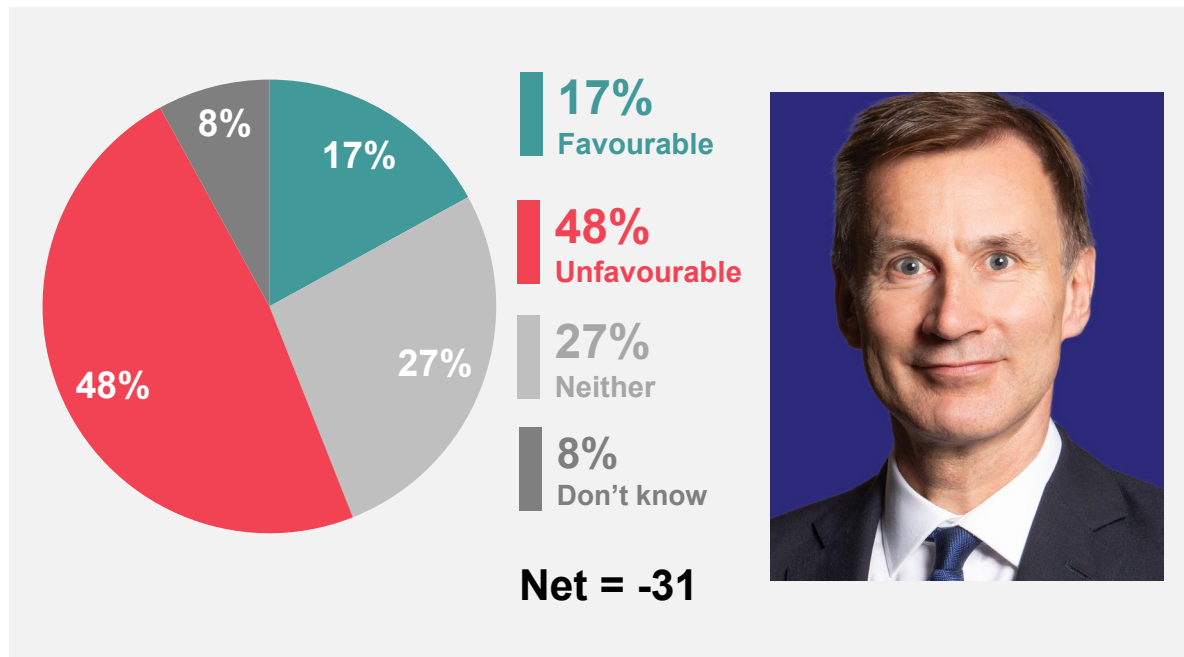
January 2020 – September 2023



Jeremy Hunt: Favourability

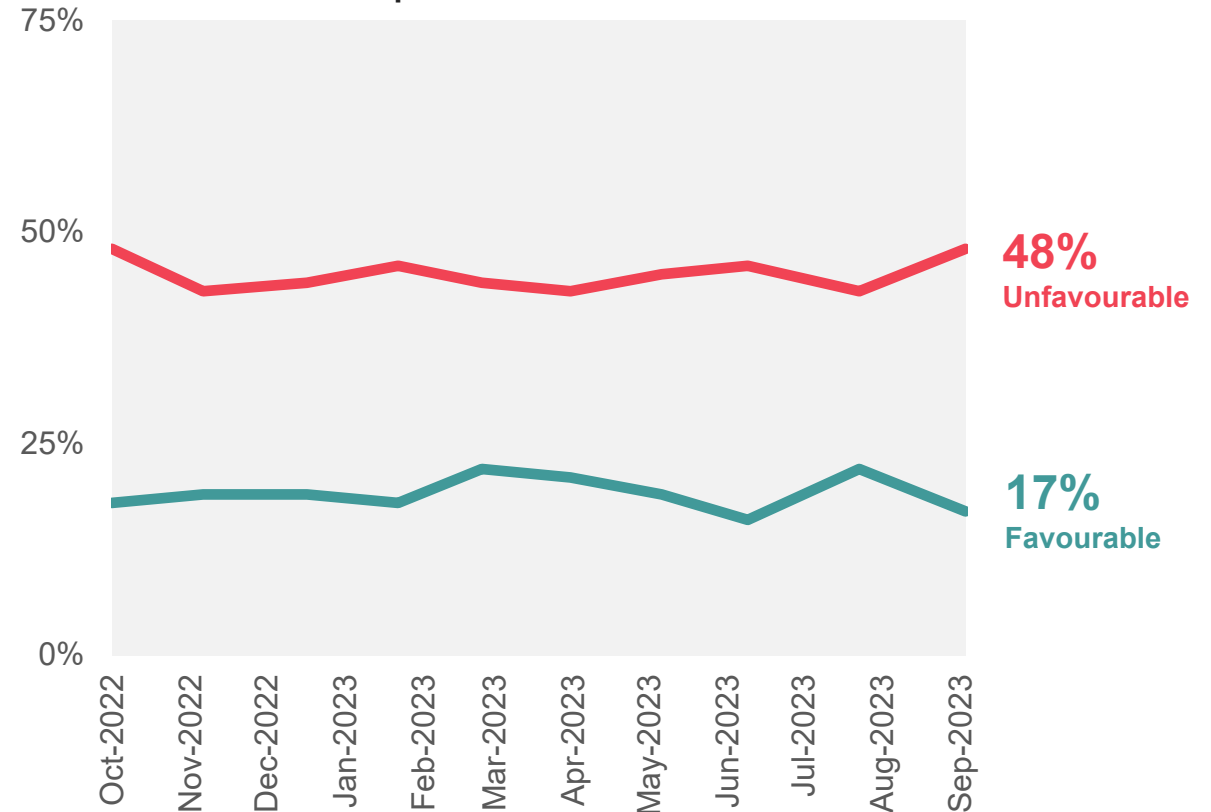
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

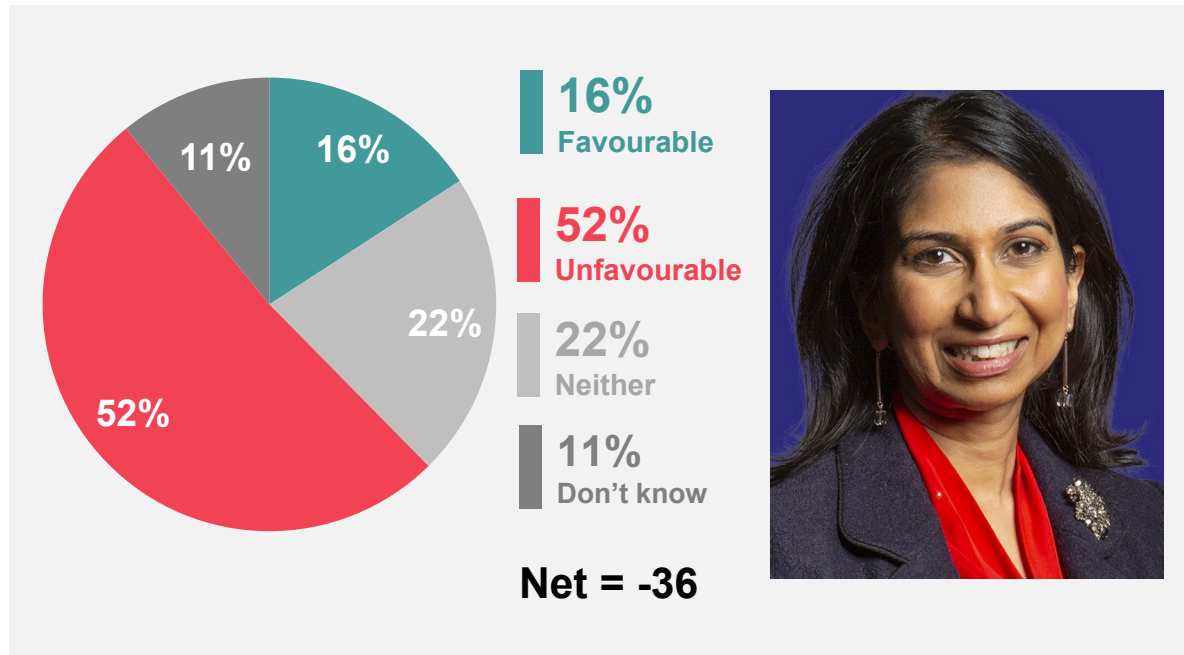
October 2022 – September 2023



Suella Braverman: Favourability

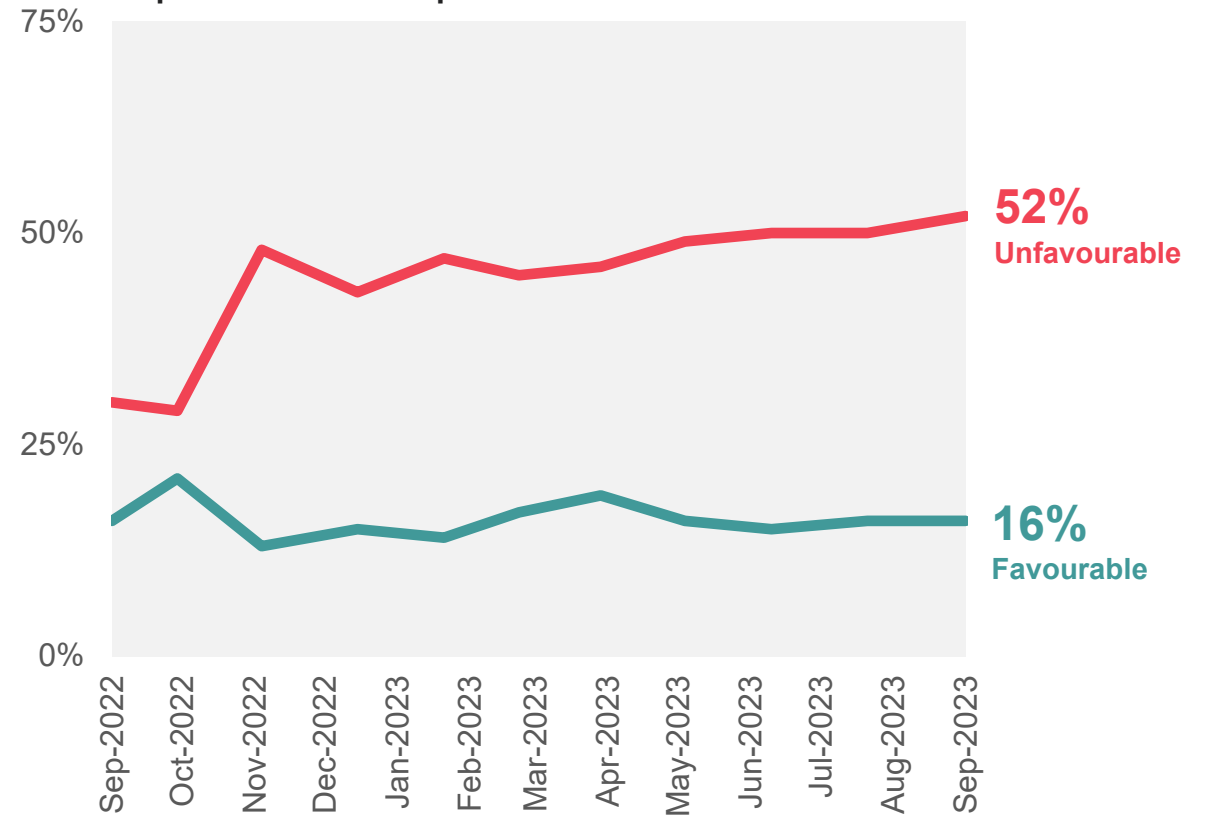
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

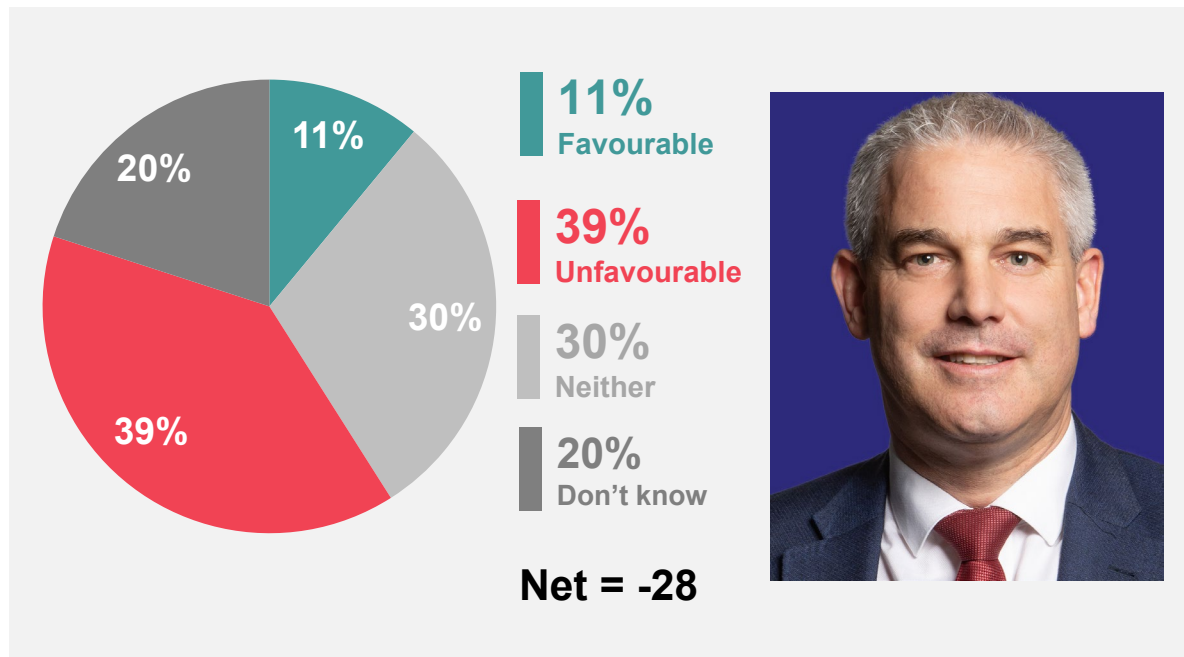
September 2022 – September 2023



Steve Barclay: Favourability

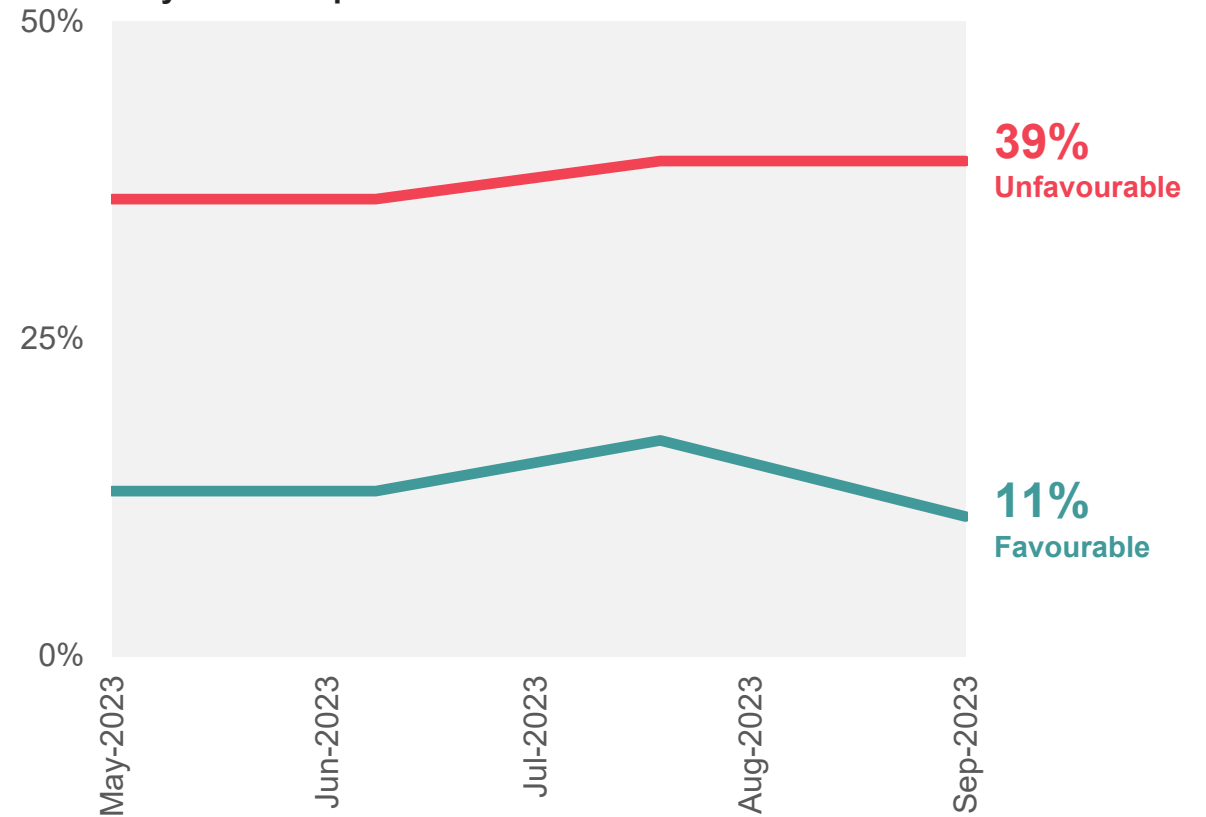
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Steve Barclay

September 2023



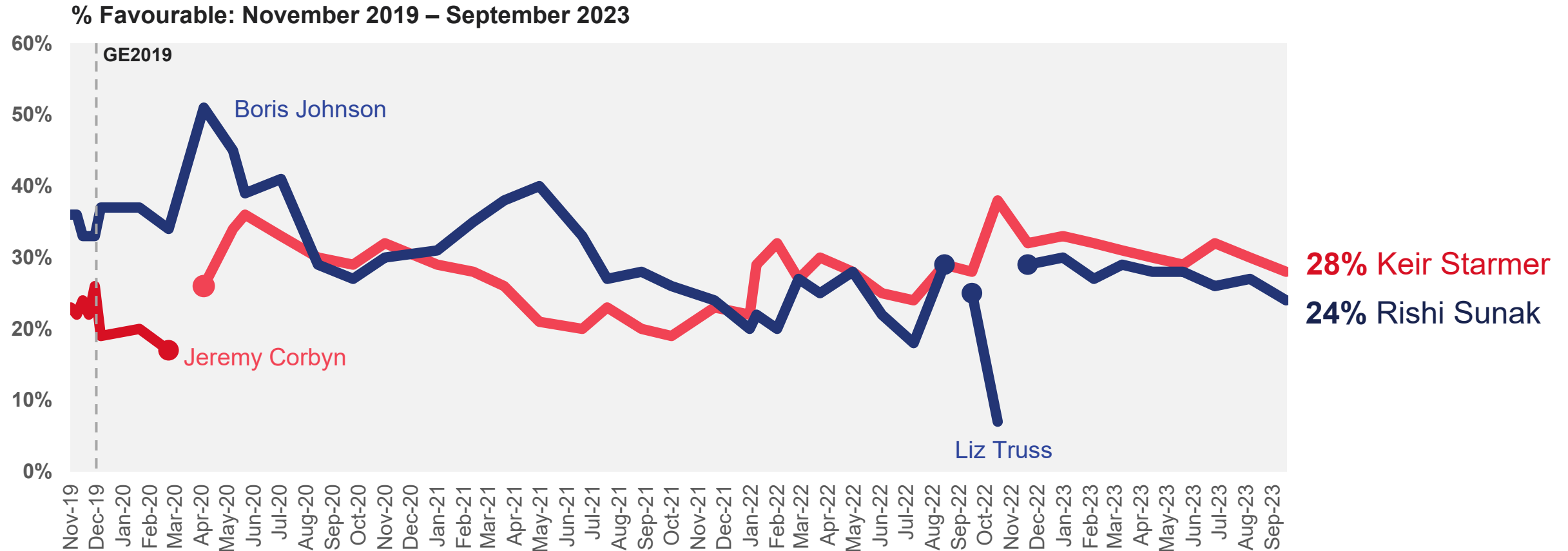
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

May 2023 – September 2023



Favourability: Conservative leader vs Labour leader

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

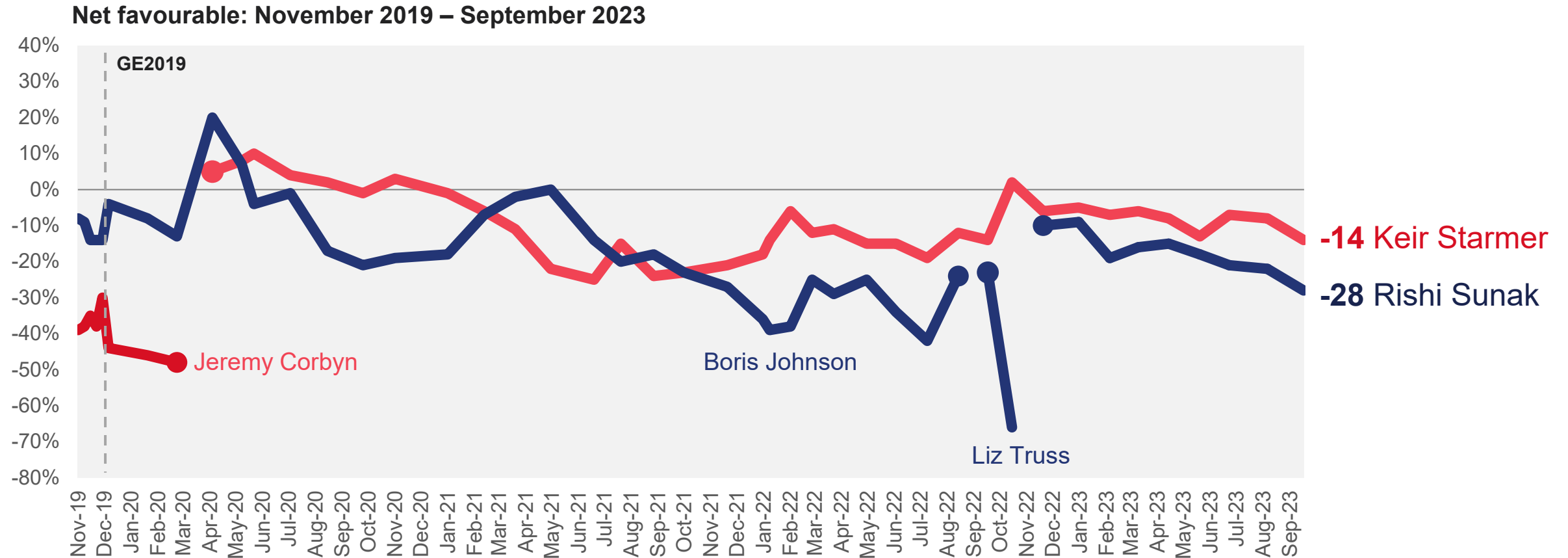


Base: 1,051 Online British adults aged 18+, 22-26 September 2023



Net favourability: Conservative leader vs Labour leader

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

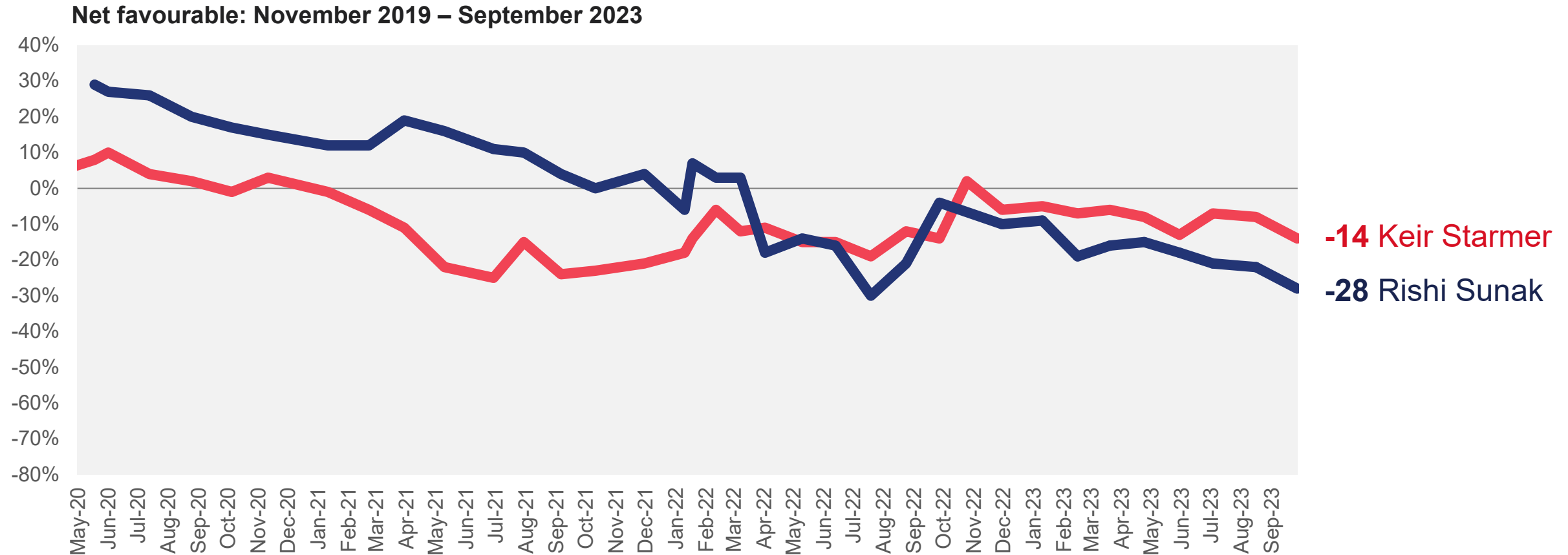


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



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?

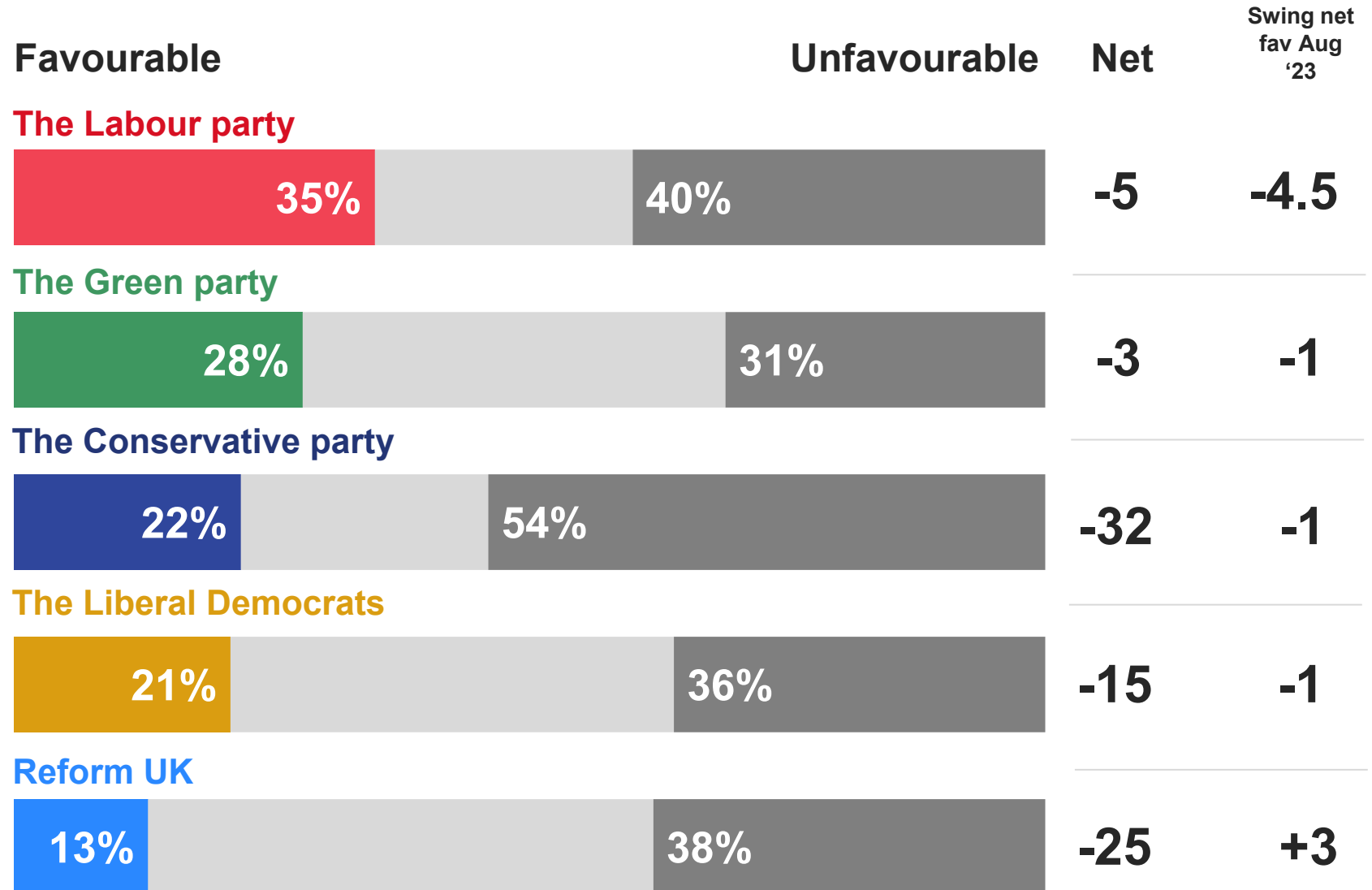


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



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?

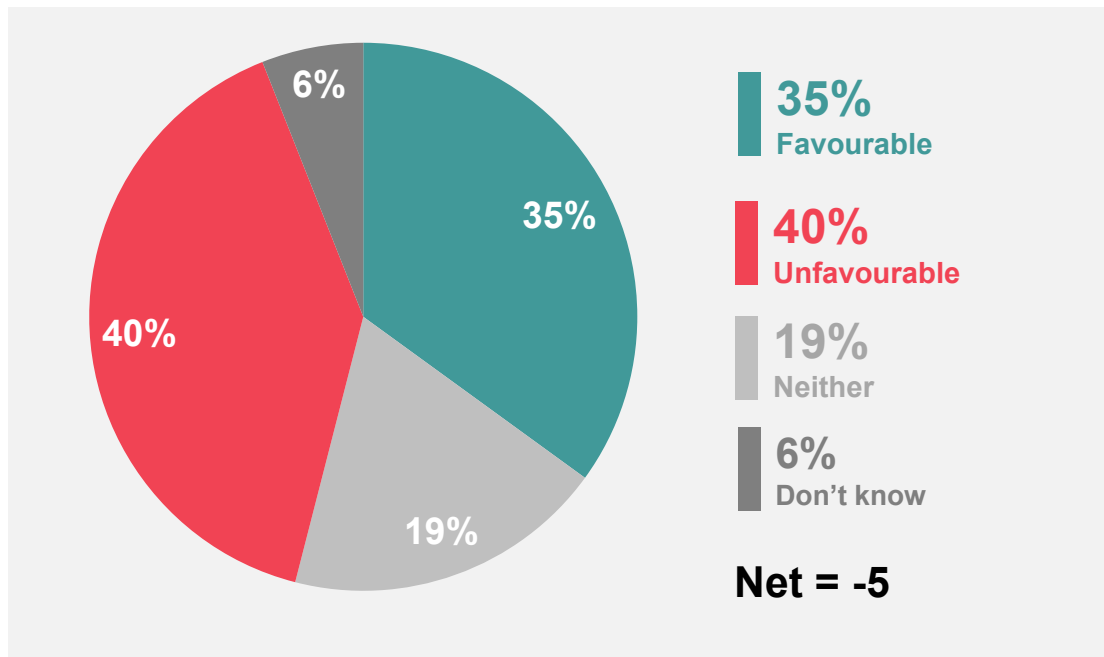


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

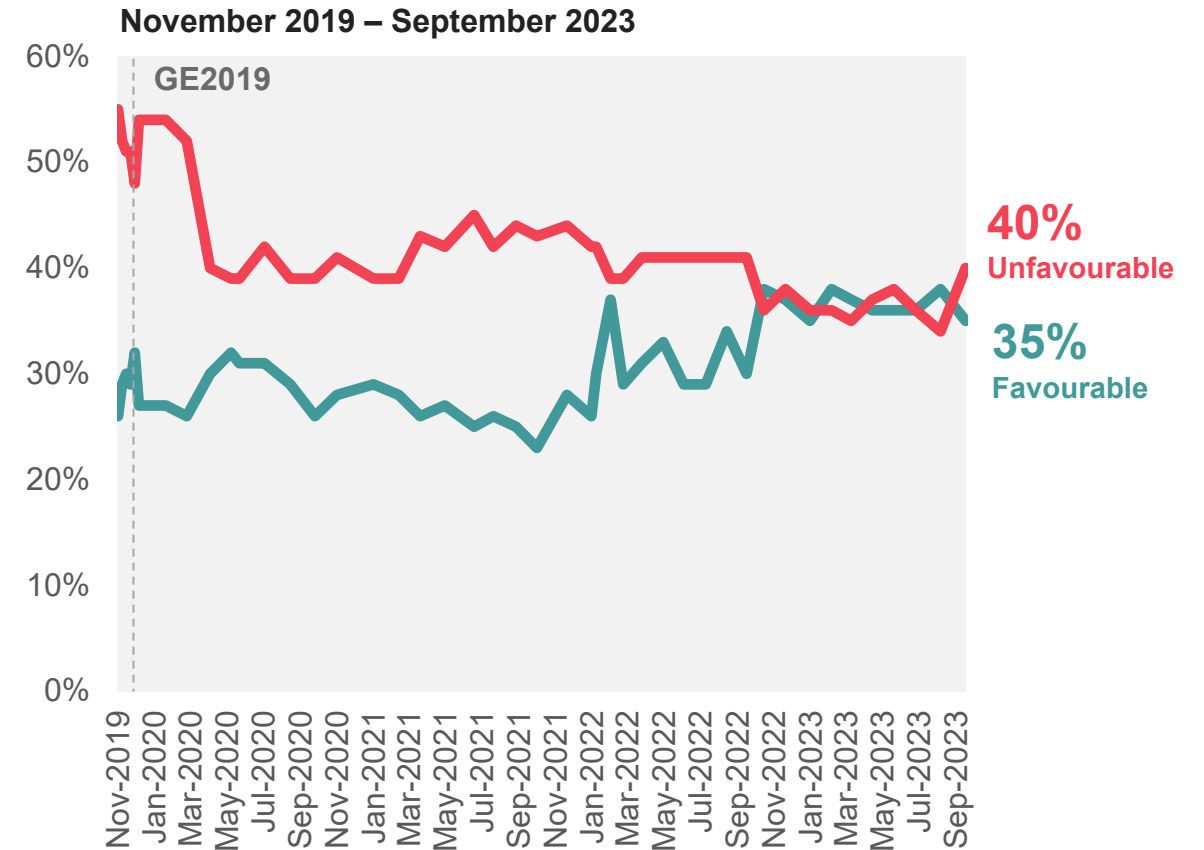
The Labour party: Favourability

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

September 2023



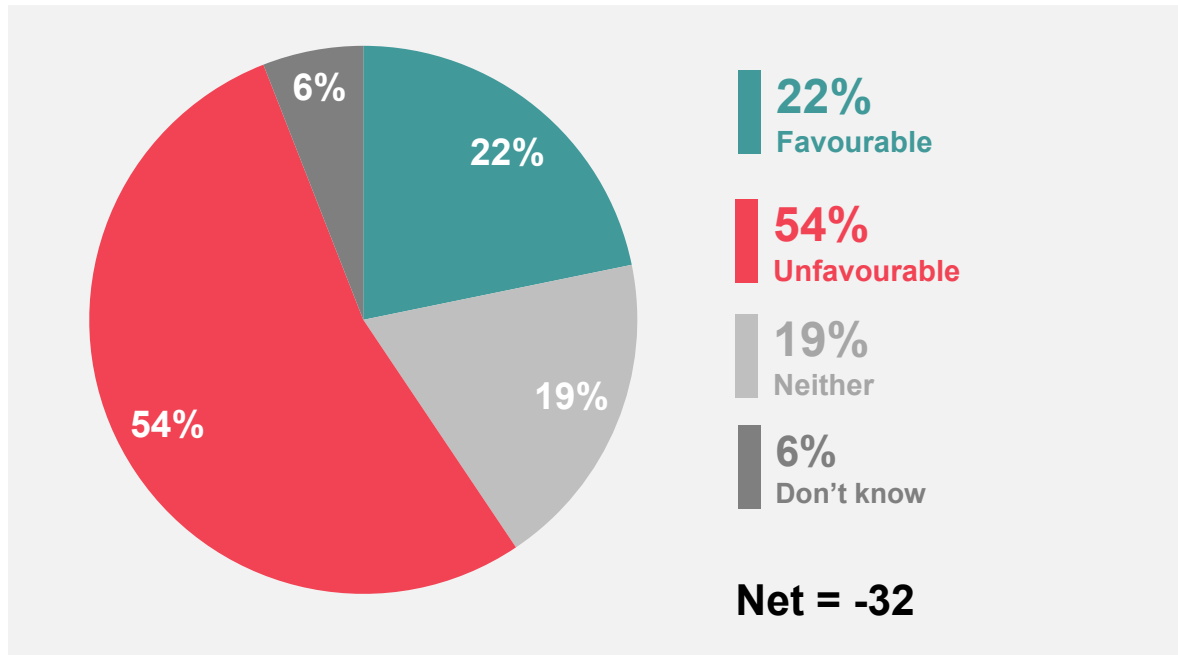
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



The Conservative party: Favourability

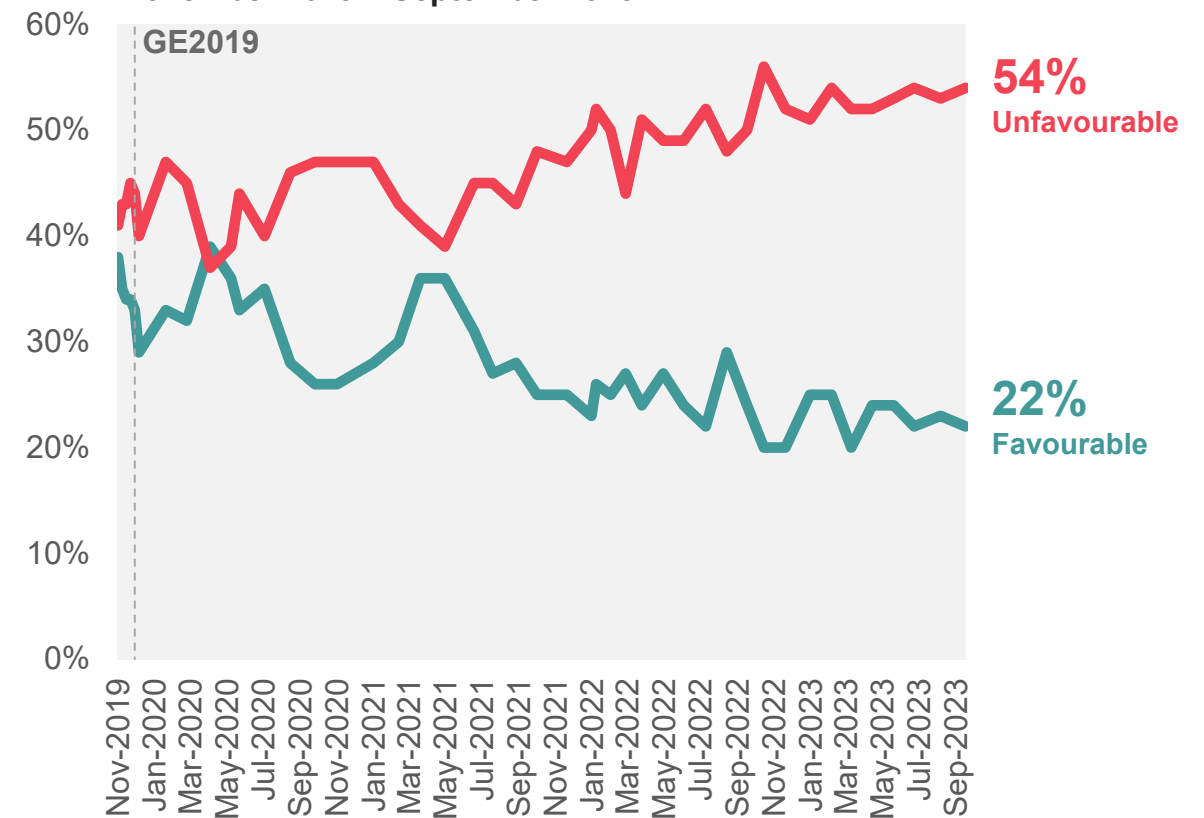
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

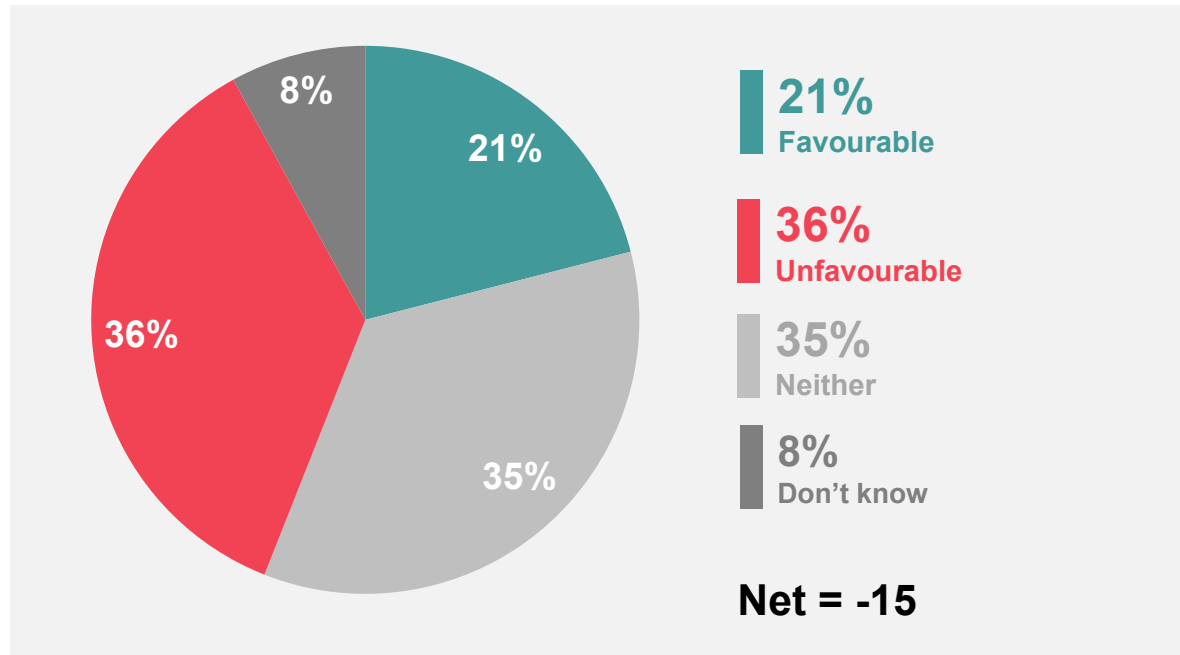
November 2019 – September 2023



The Liberal Democrats: Favourability

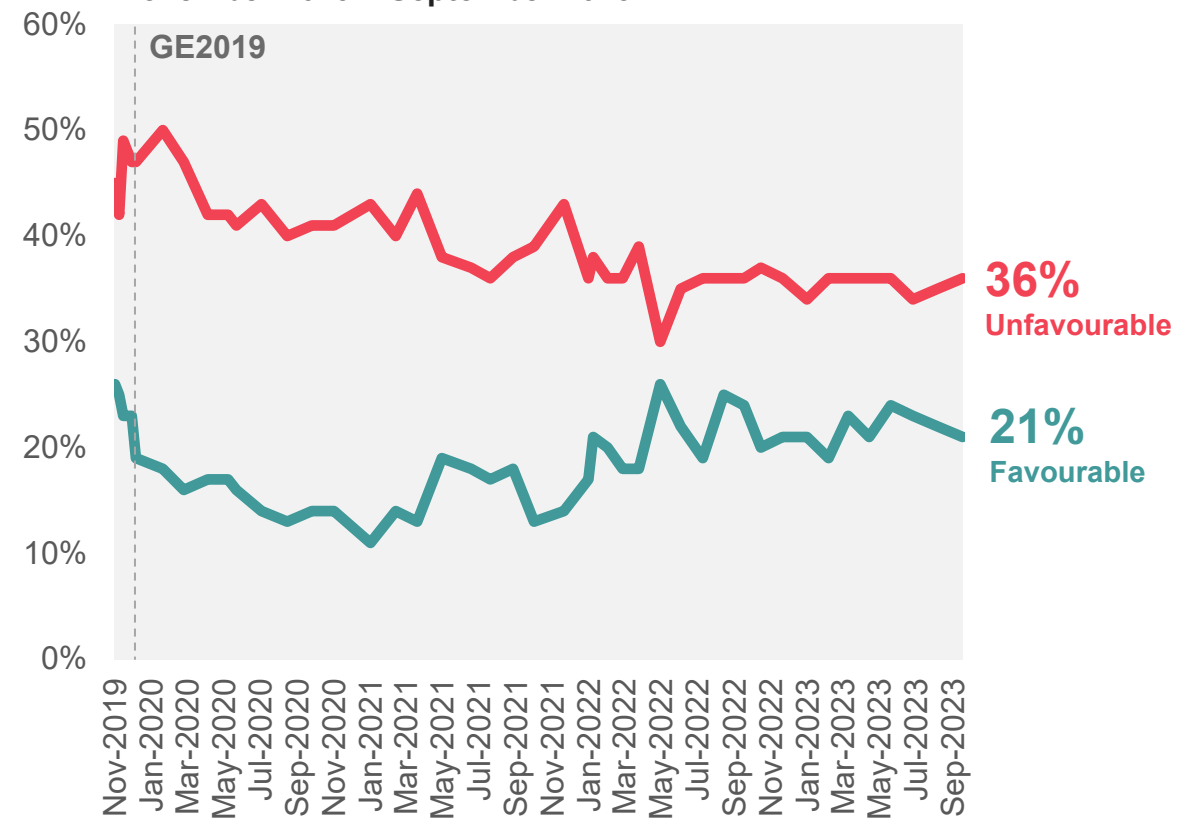
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

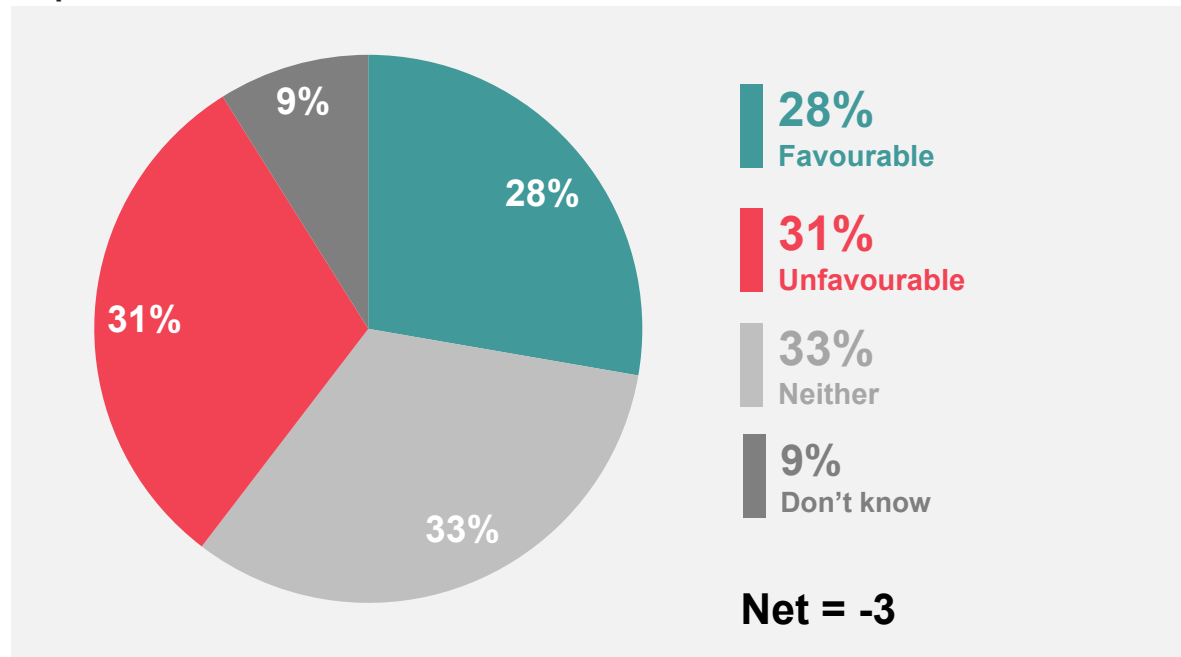
November 2019 – September 2023



The Green Party: Favourability

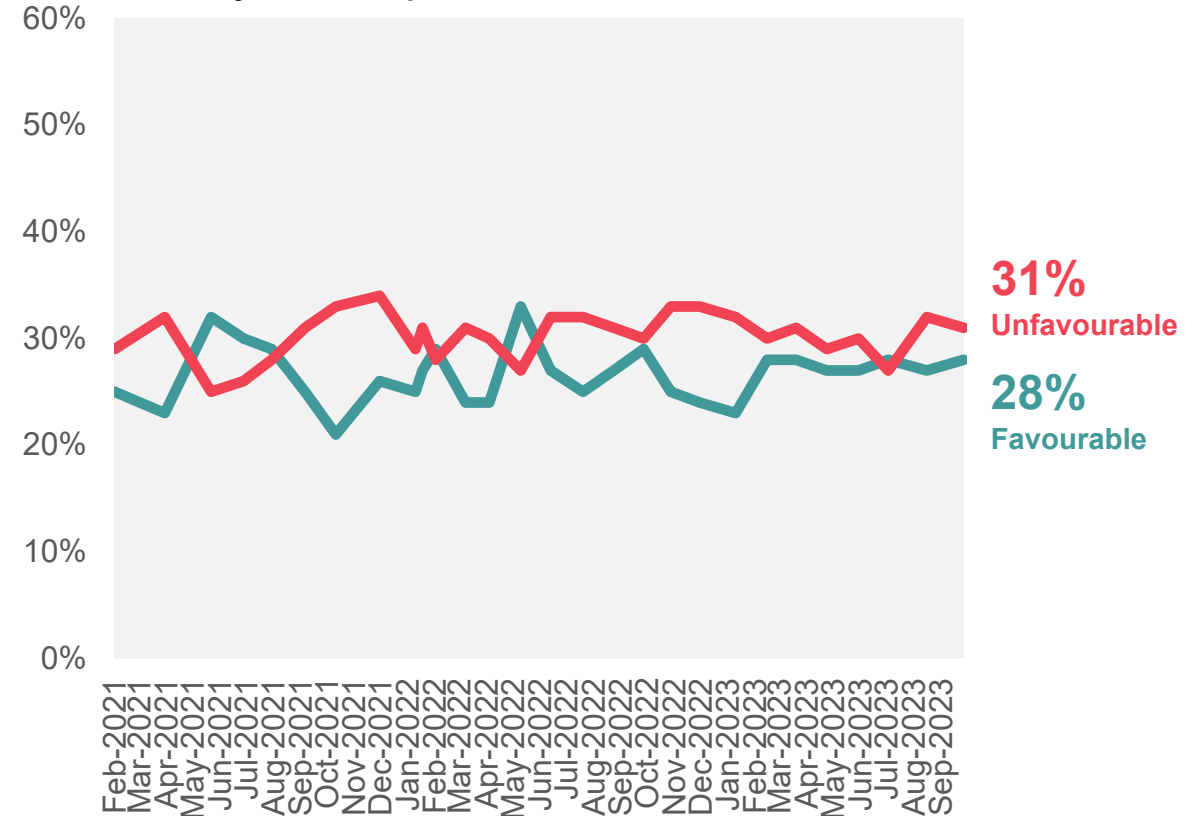
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

September 2023



Base: 1,051 Online British adults aged 18+, 22-26 September 2023

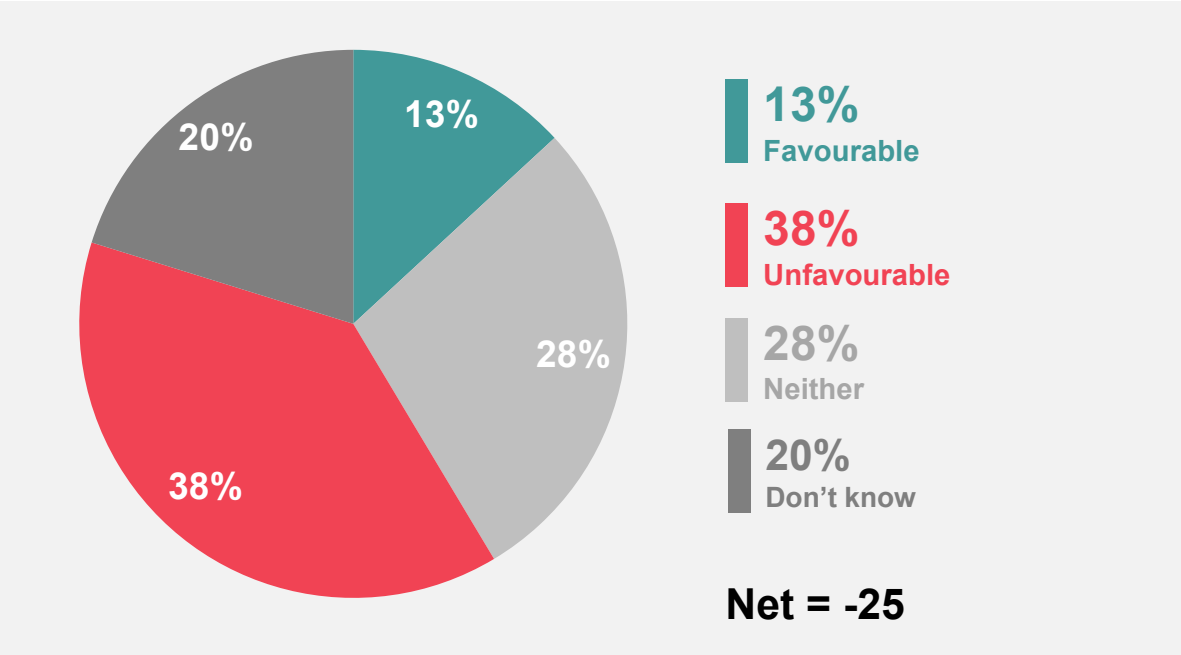
February 2021 – September 2023



Reform UK: Favourability

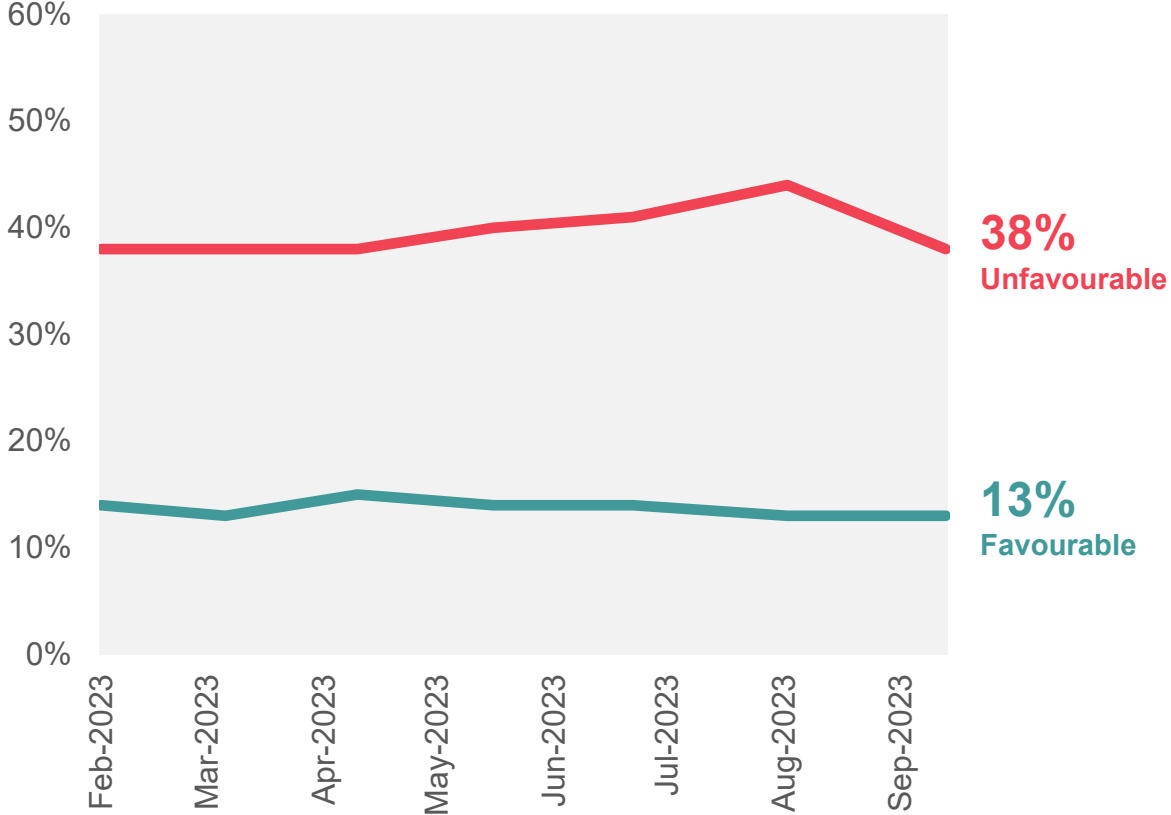
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

September 2023



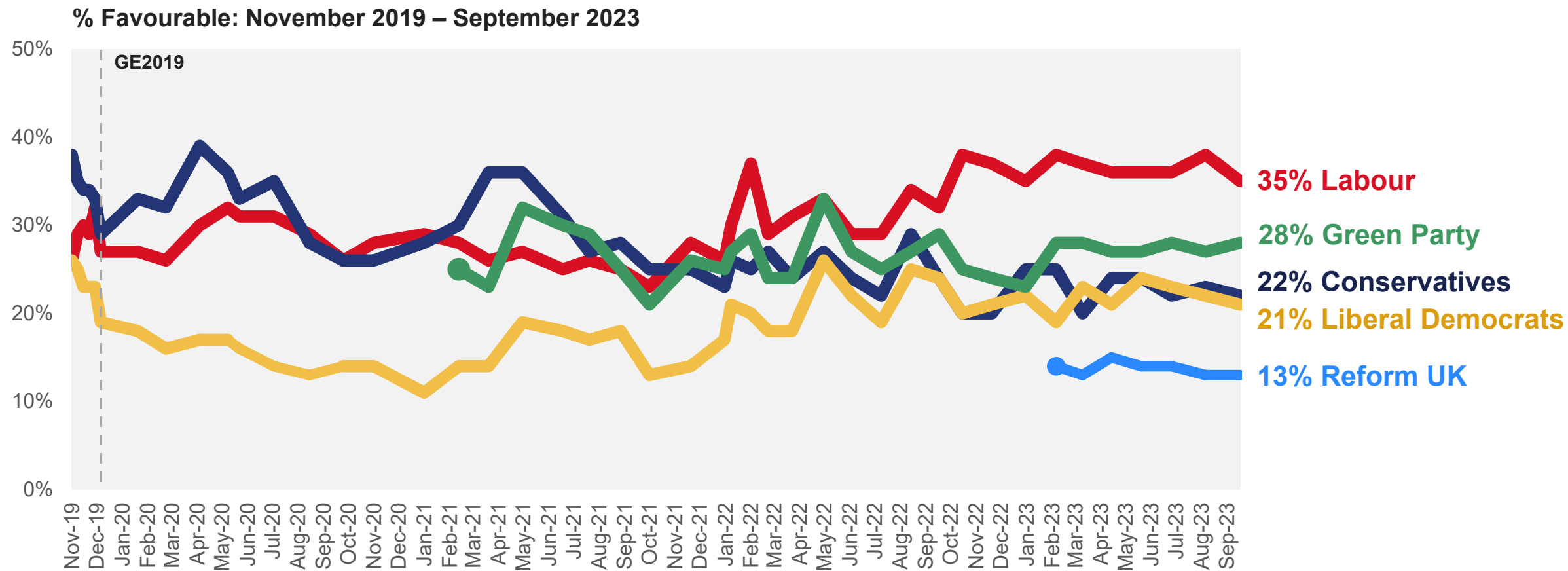
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

February 2023 – September 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?

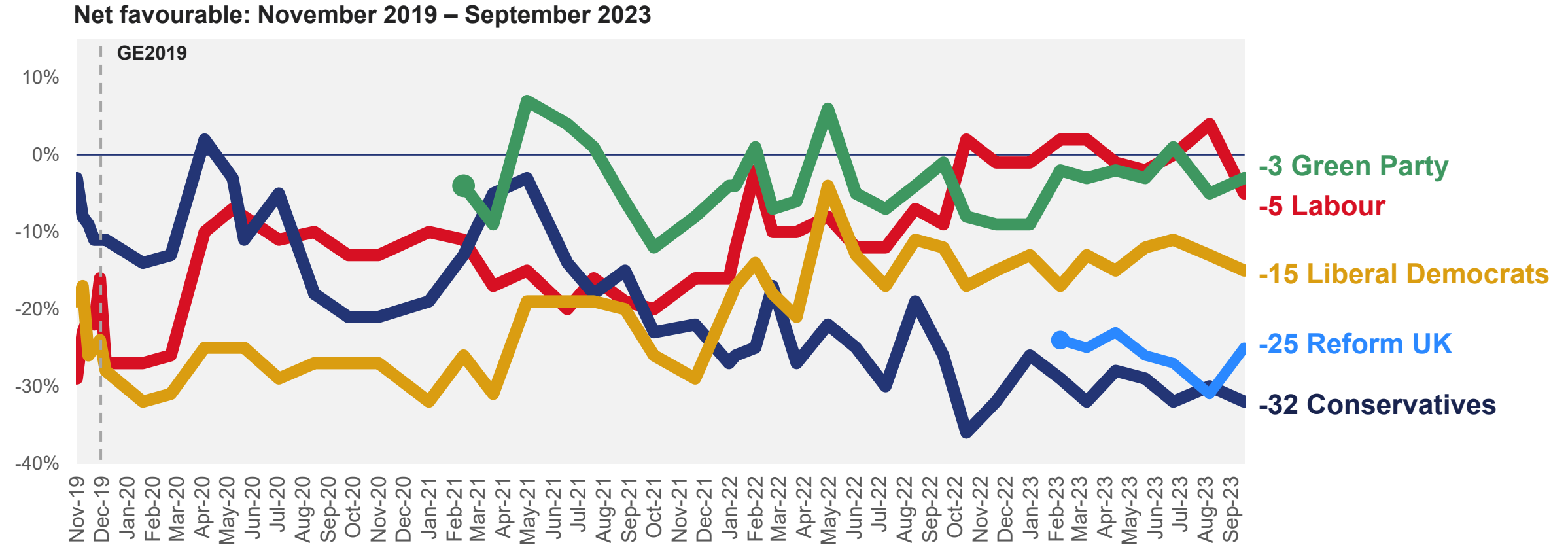


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



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?

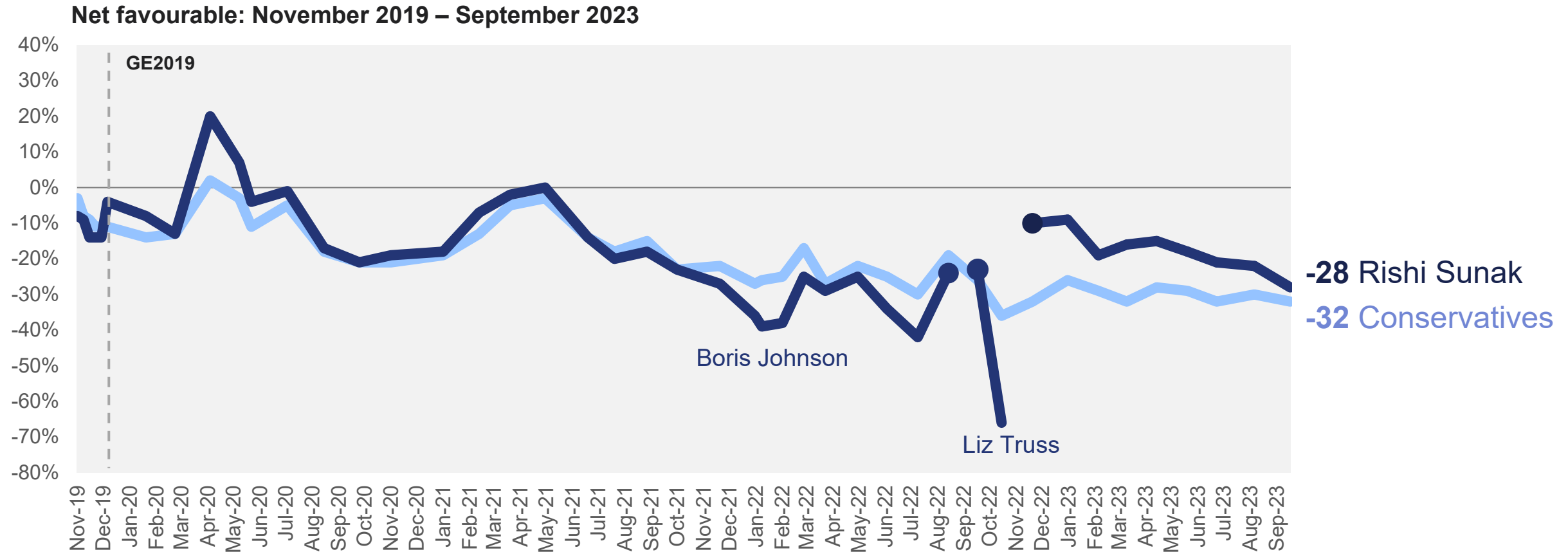


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



Net favourability: Rishi Sunak vs the Conservative party

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

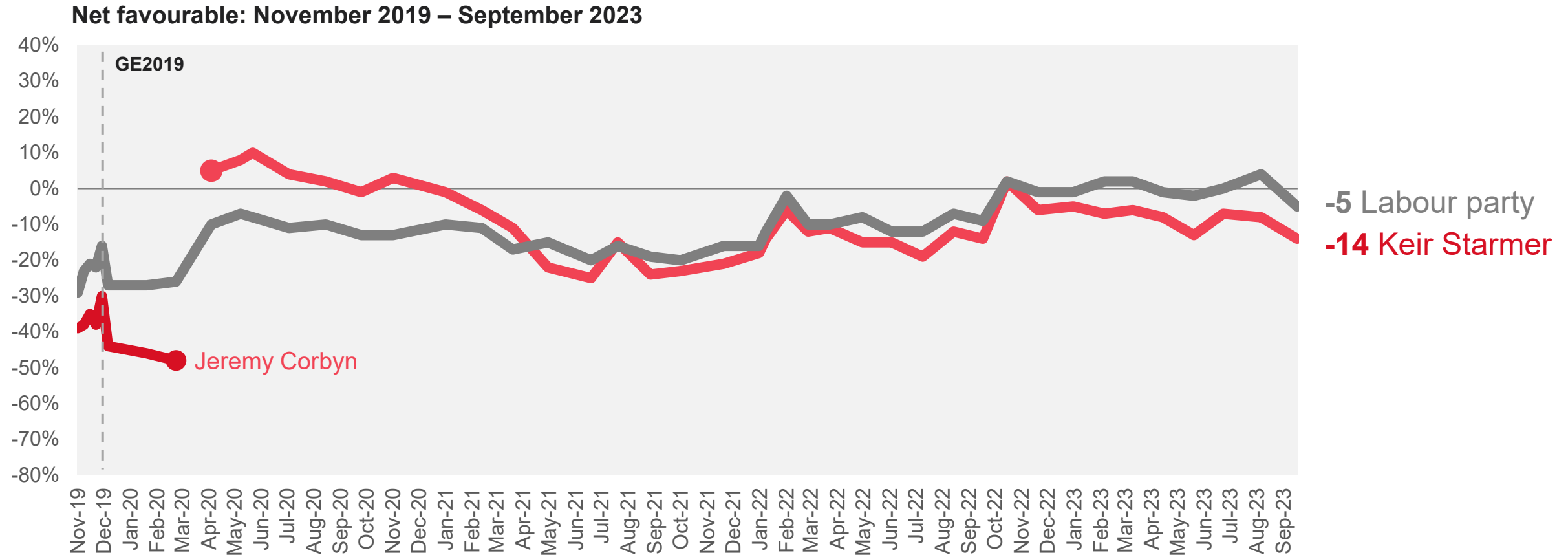


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



Net favourability: Keir Starmer vs Labour party

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



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



DIRECTION OF THE COUNTRY

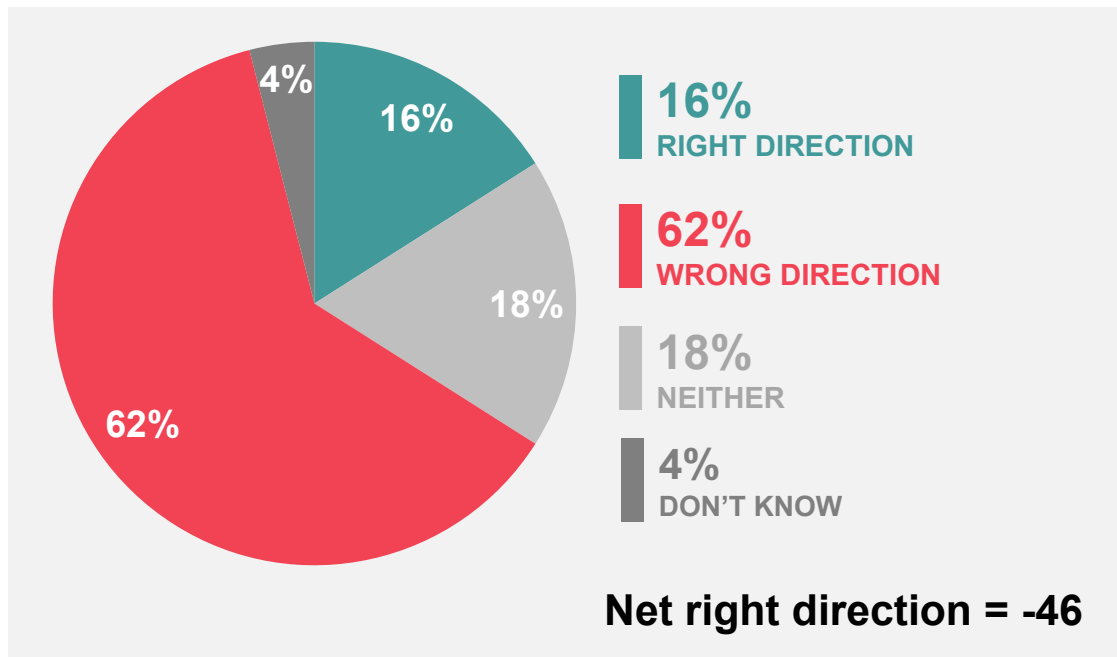
September 2023



Direction of the country

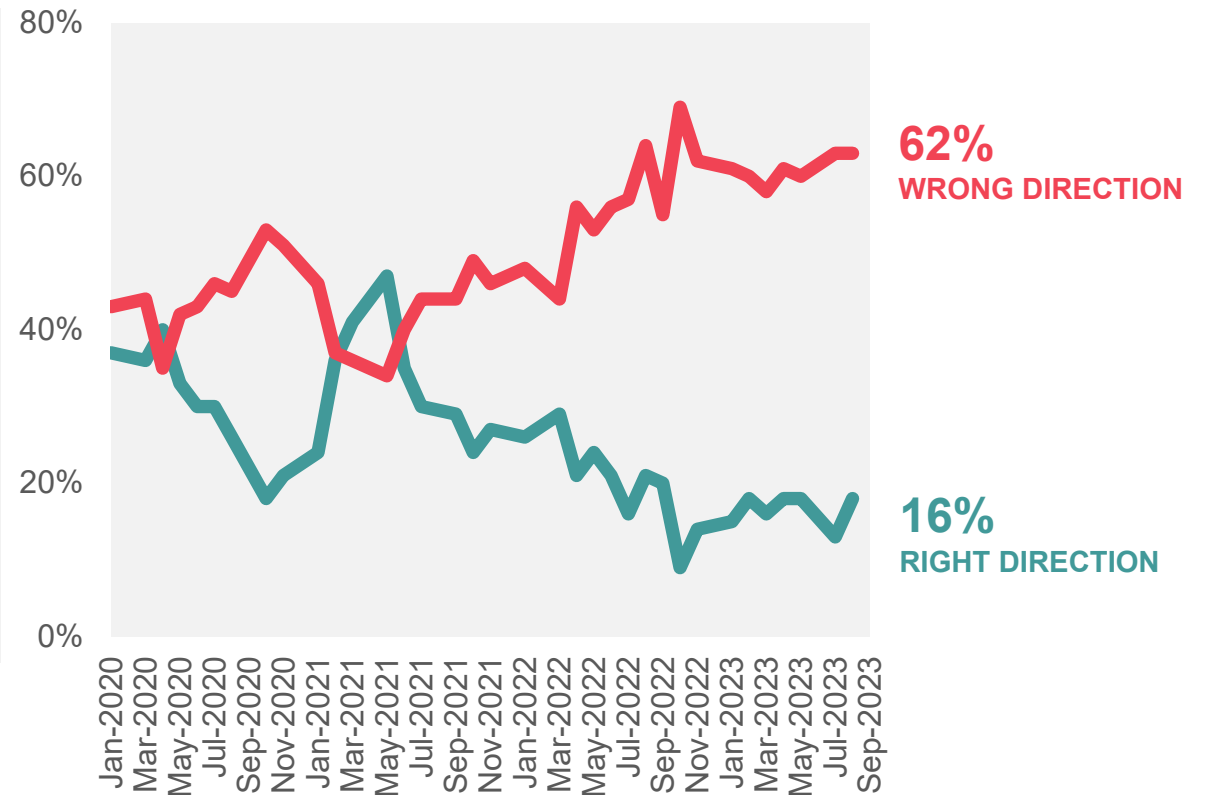
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

September 2023



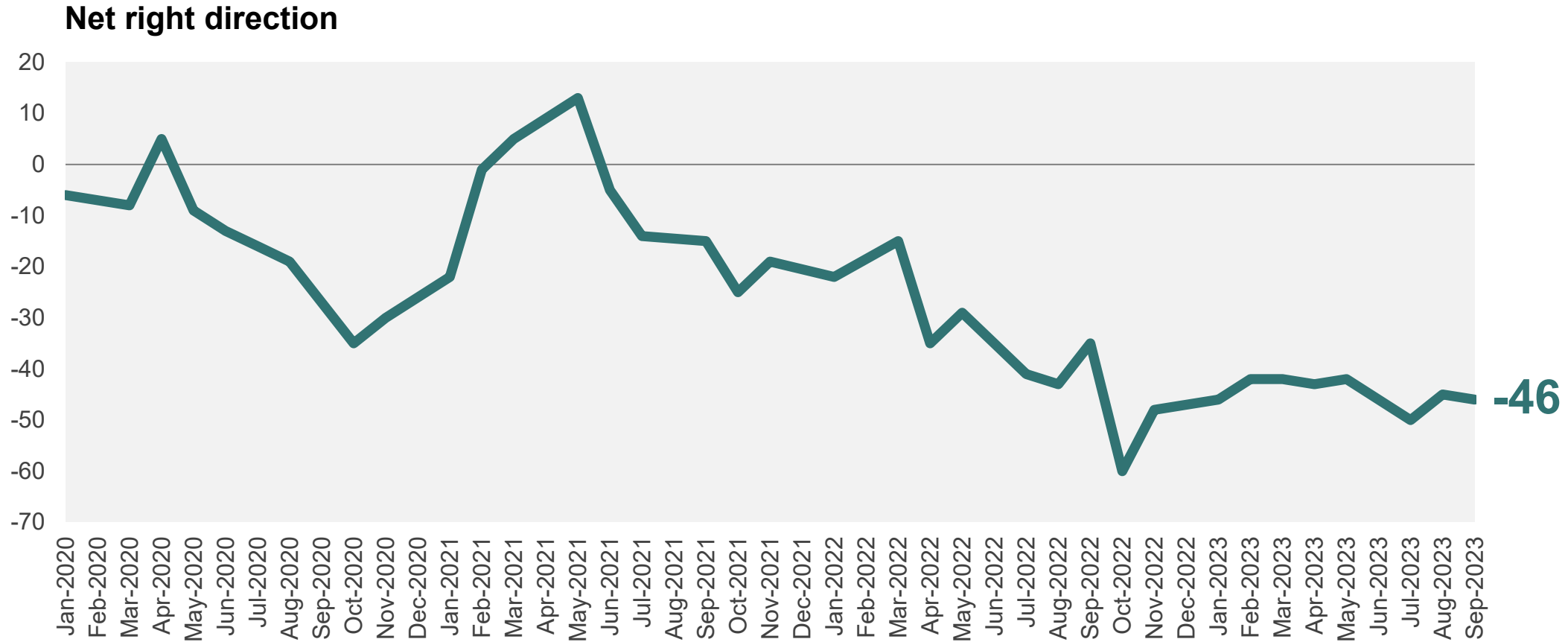
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

January 2020 - September 2023



Direction of the country: January 2020 – September 2023

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



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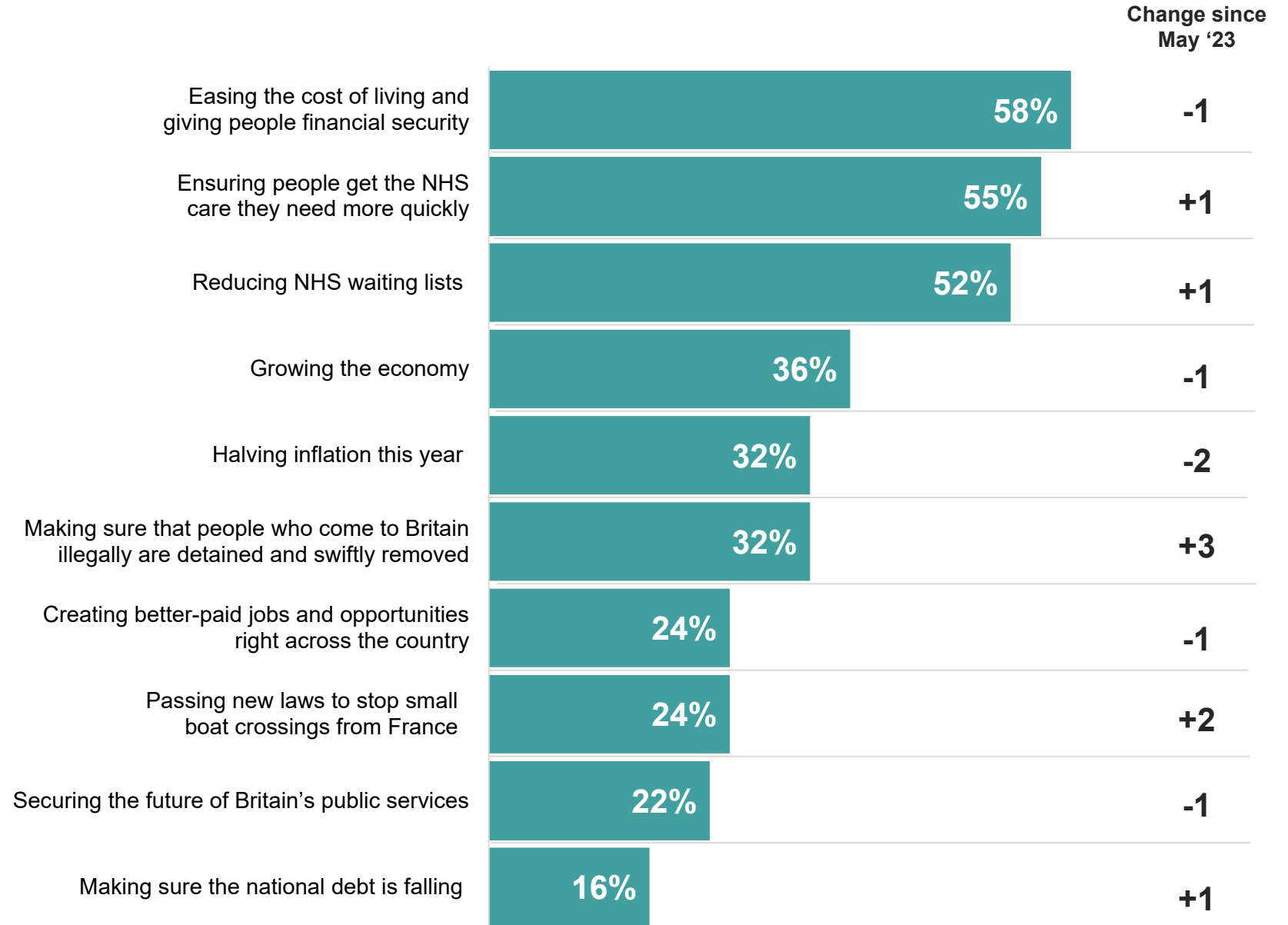


SUNAK'S PLEDGES

September 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: 1,051 Online British adults aged 18+ , 22-26 September 2023

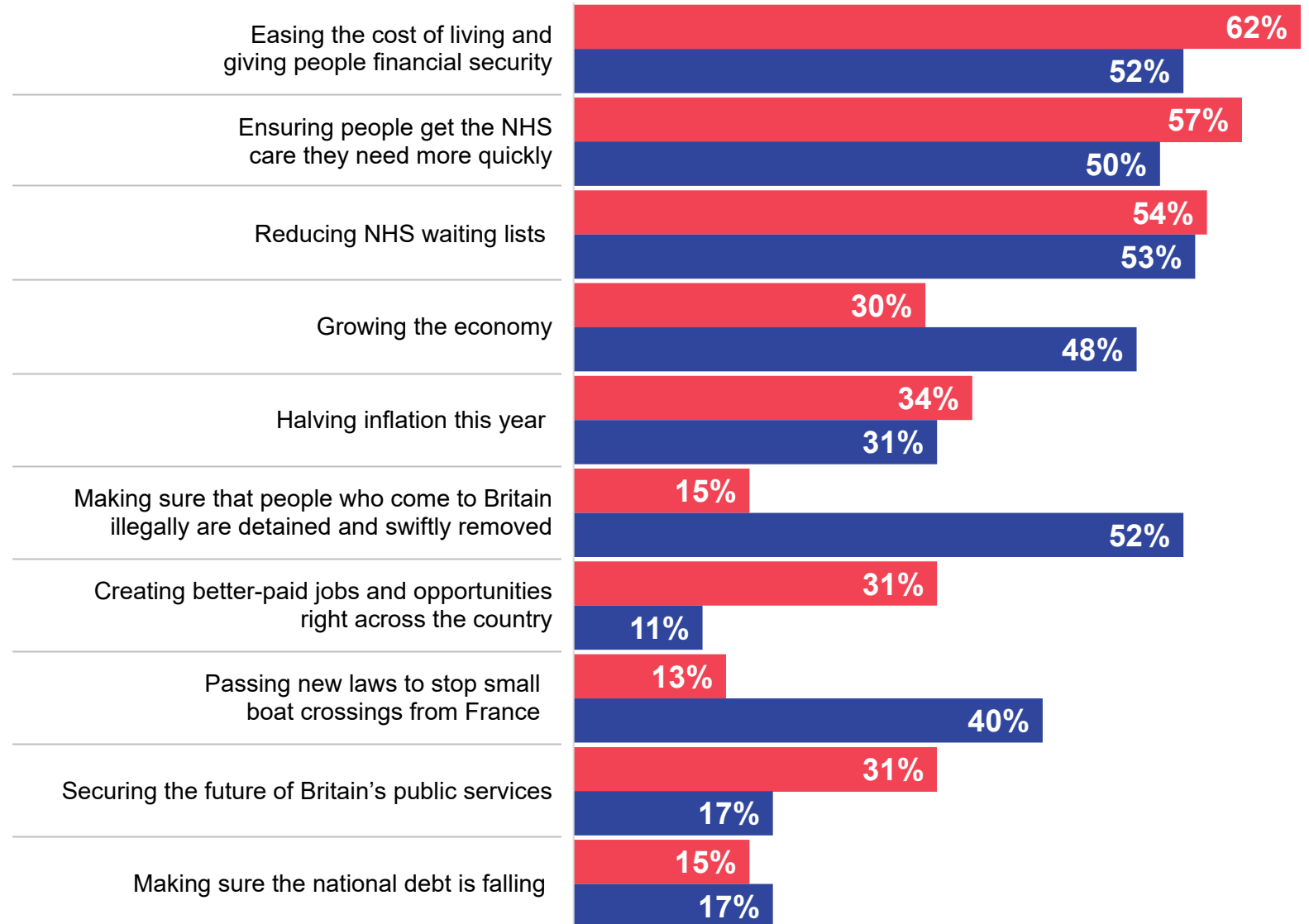


Sunak pledges: The cost of living and NHS are priorities for 2019 Labour voters. 2019 Conservatives also prioritise migration and growth pledges

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

Among 2019 Labour voters

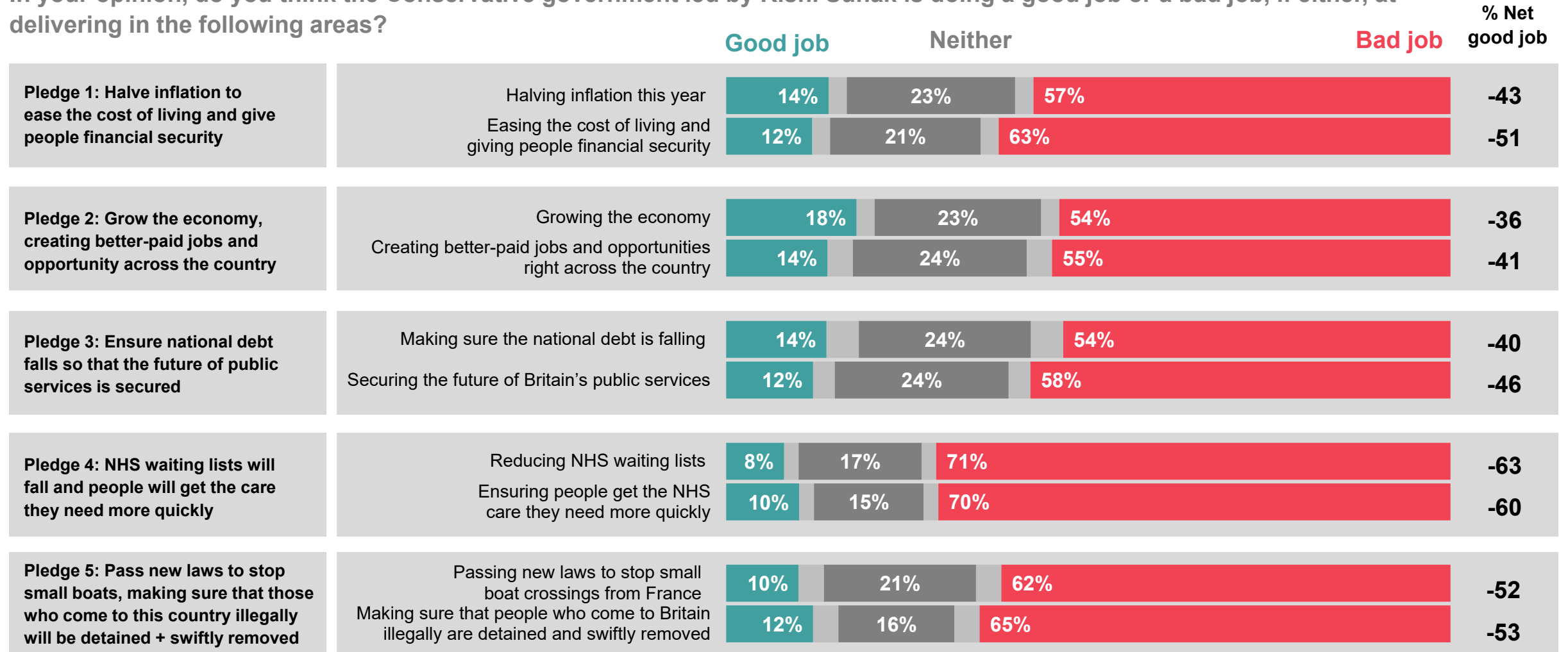
Among 2019 Conservative voters



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023, including (307) 2019 Conservative voters and (290) 2019 Labour voters

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

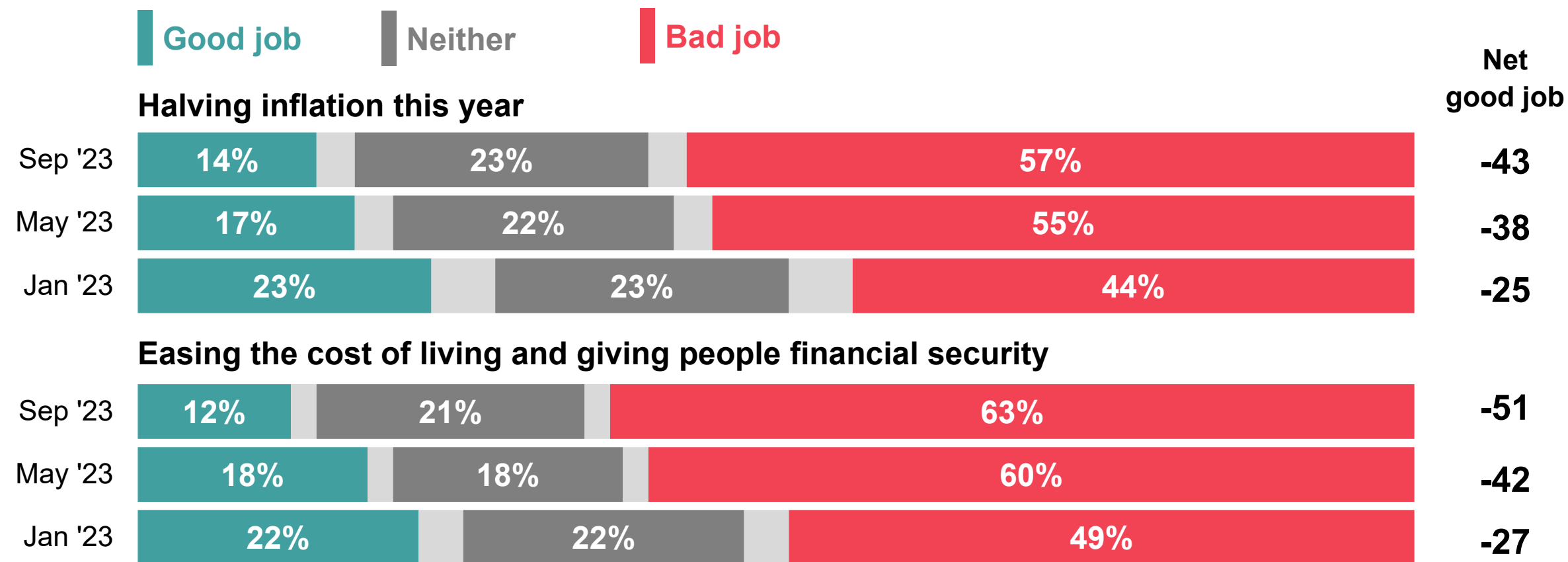
In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

Pledge 1: Halve inflation to ease the cost of living and give people financial security

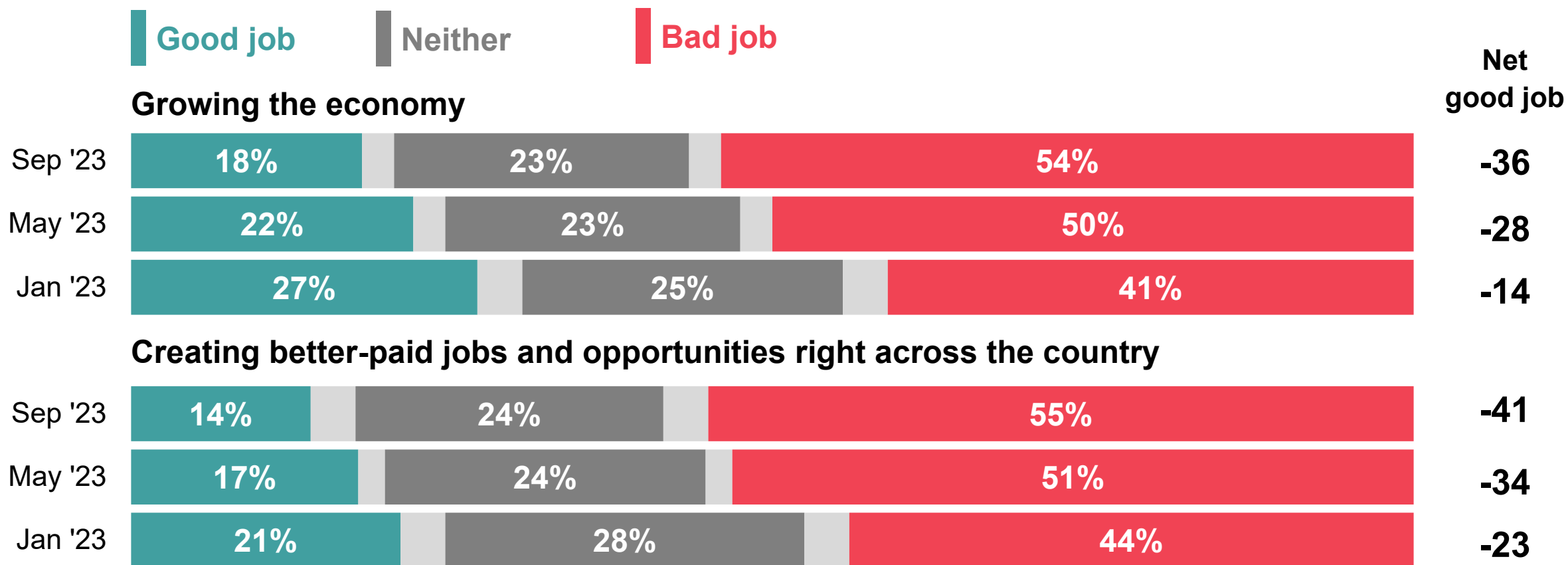
In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

Pledge 2: Grow the economy, creating better-paid jobs and opportunity across the country

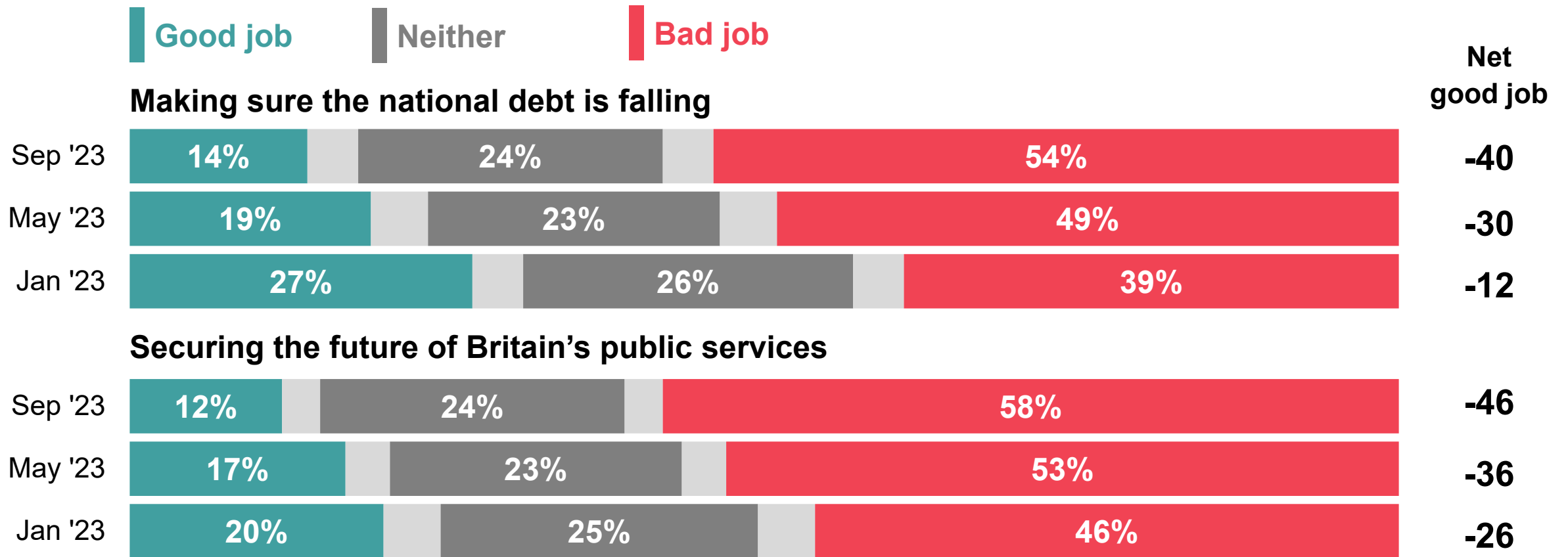
In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

Pledge 3: Ensure national debt falls so that the future of public services is secured

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?

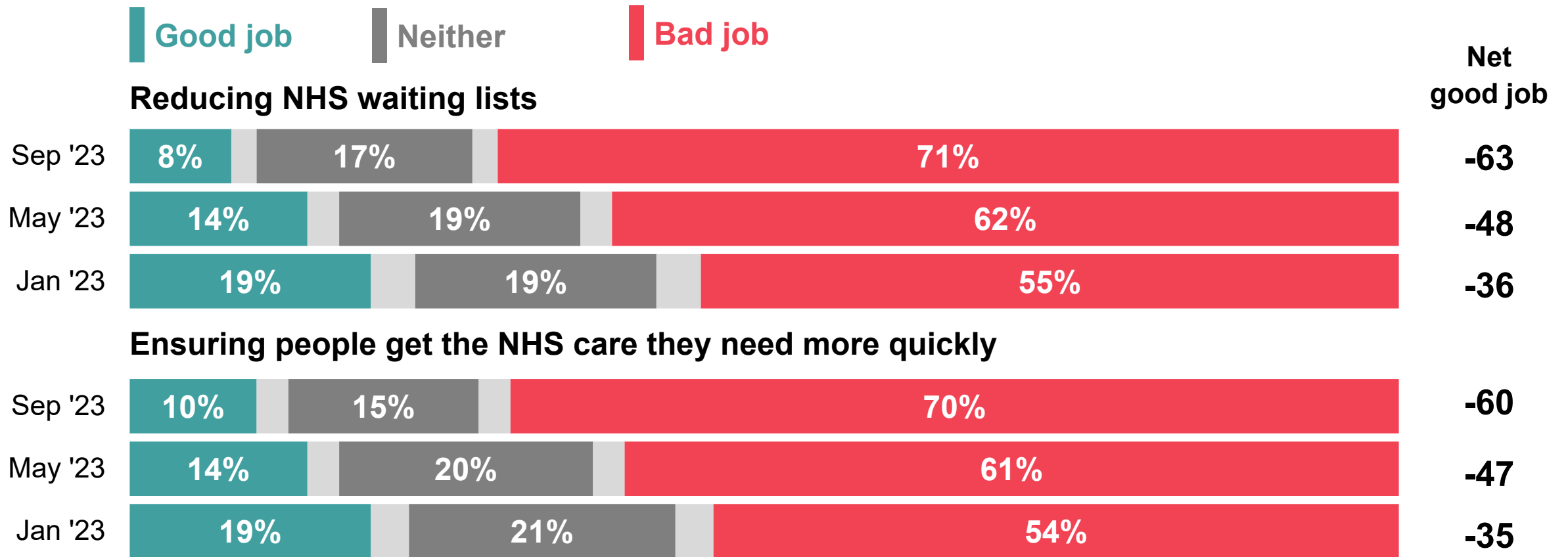


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



Pledge 4: NHS waiting lists will fall and people will get the care they need more quickly

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?

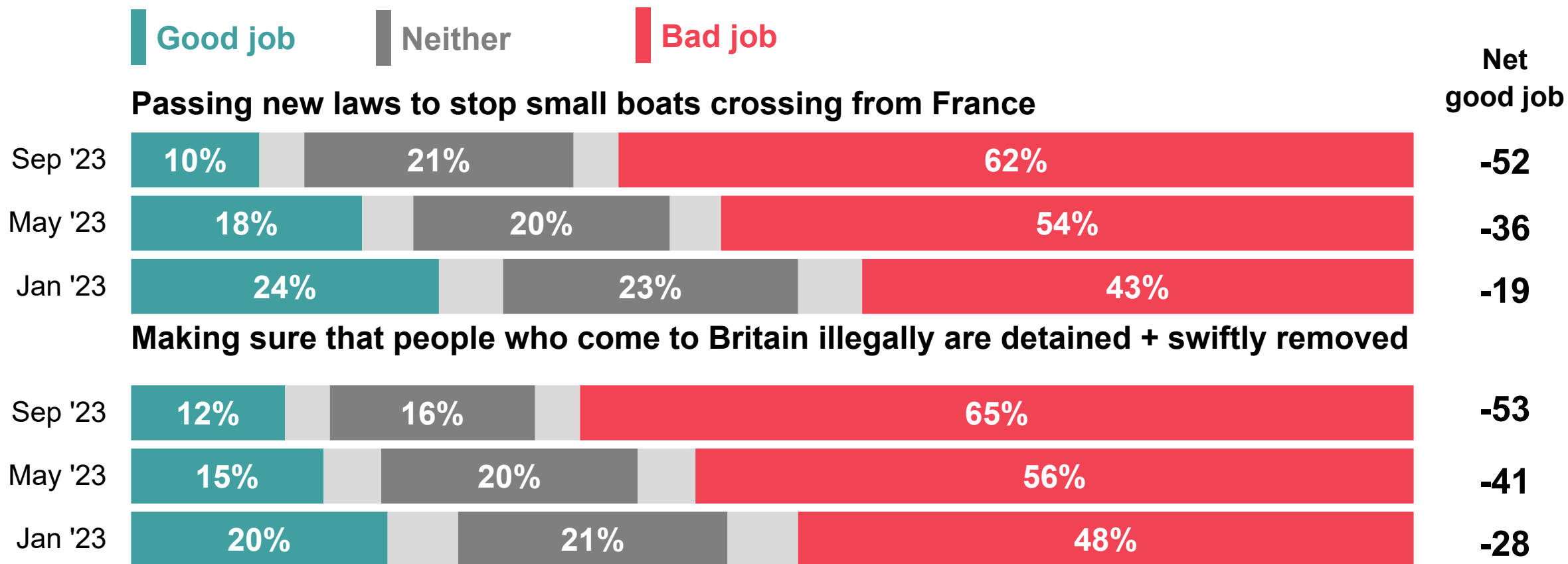


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023



Pledge 5: Pass new laws to stop small boats, making sure that those who come to this country illegally will be detained and swiftly removed

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?



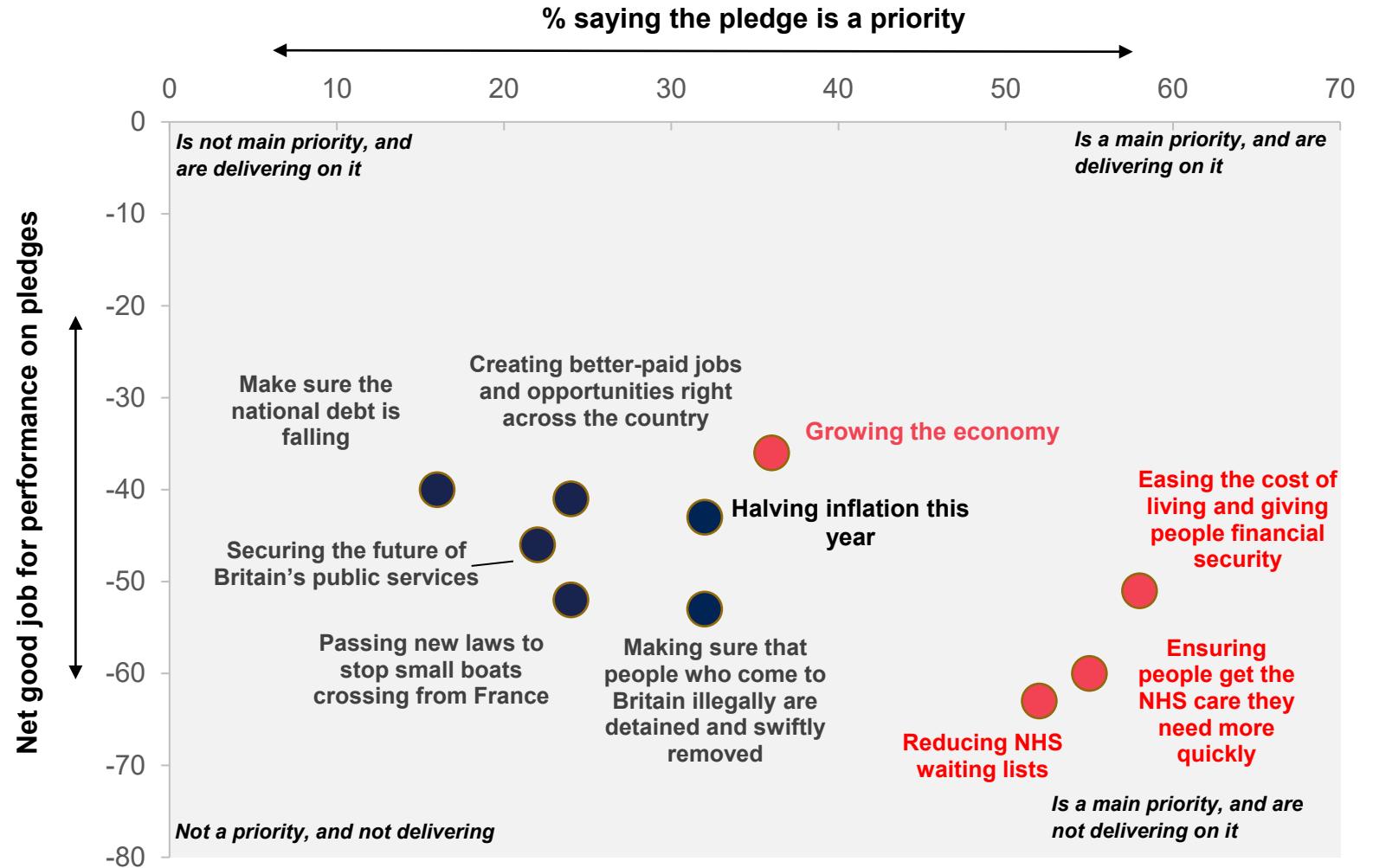
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

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

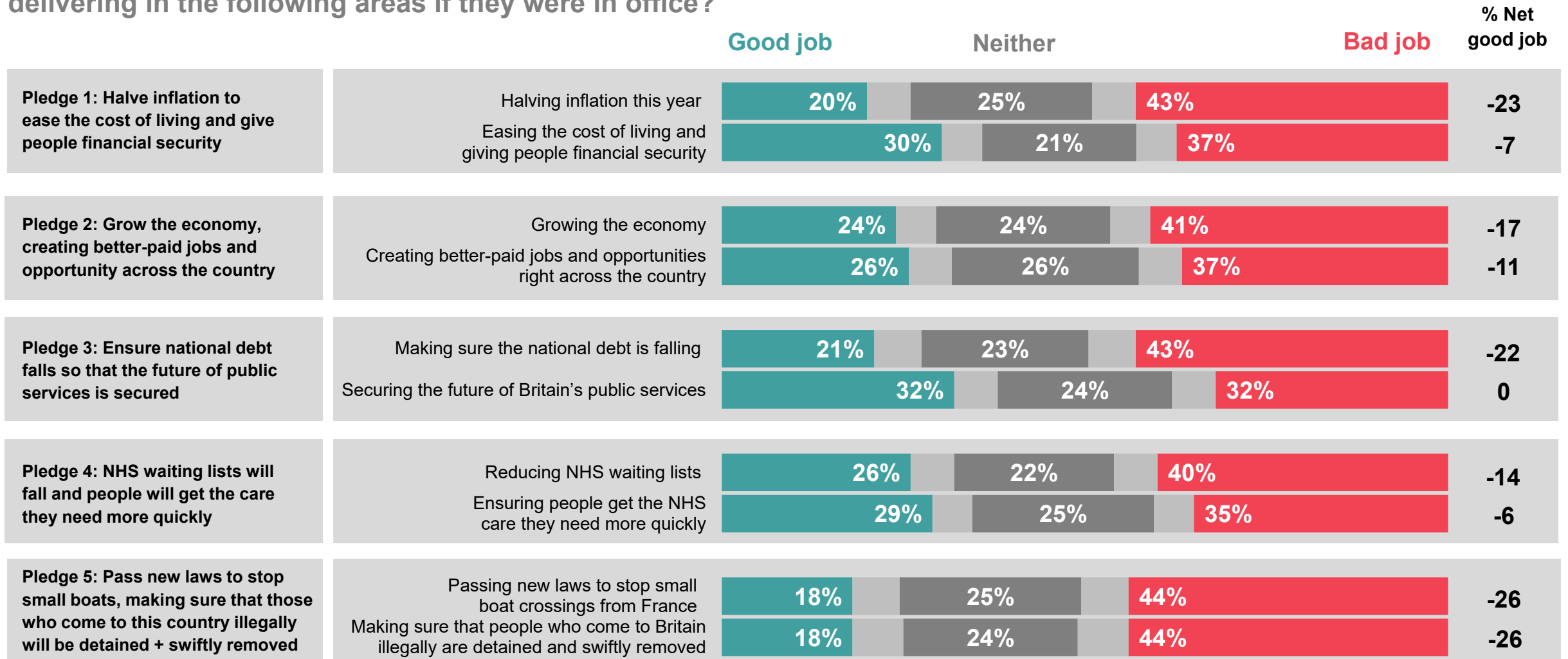
The public's top 4 priorities



Base: 1,051 Online British adults aged 18+ , 22-26 September 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?

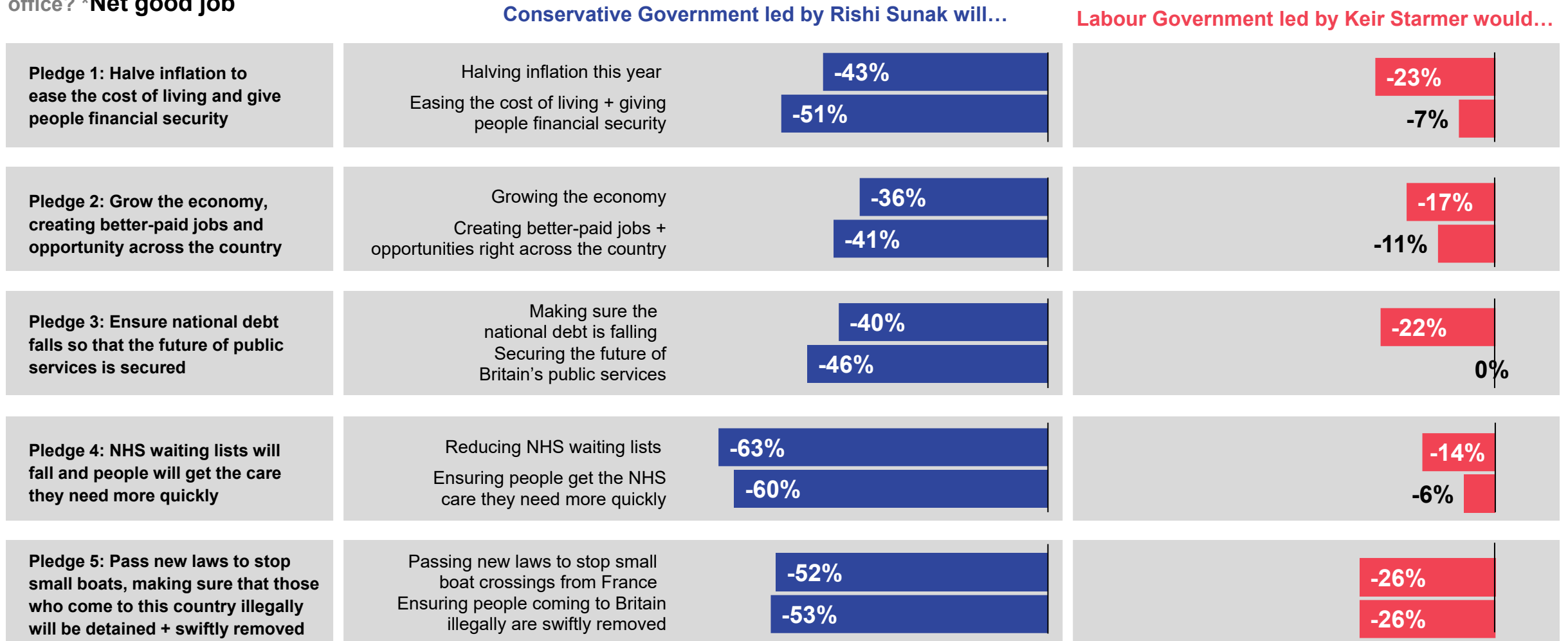


Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

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**



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

Sunak's pledges trends: *Net good job*

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?

	The Conservative government led by Rishi Sunak	
	Jan 2023	Sep 2023
Halving inflation this year	-25	-43
Easing the cost of living and giving people financial security	-27	-51
Growing the economy	-14	-36
Creating better-paid jobs and opportunities right across the country	-23	-41
Making sure the national debt is falling	-12	-40
Securing the future of Britain's public services	-26	-46
Reducing NHS waiting lists	-36	-63
Ensuring people get the NHS care they need more quickly	-35	-60
Passing new laws to stop small boat crossings from France	-19	-52
Making sure that people who come to Britain illegally are detained and swiftly removed	-28	-53



Political Pulse September 2023

For more information

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