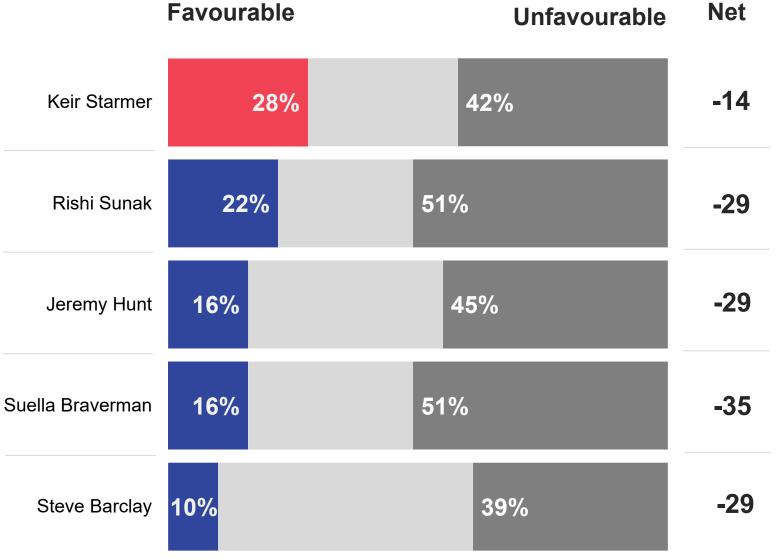
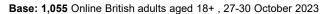




# Favourability of leading politicians



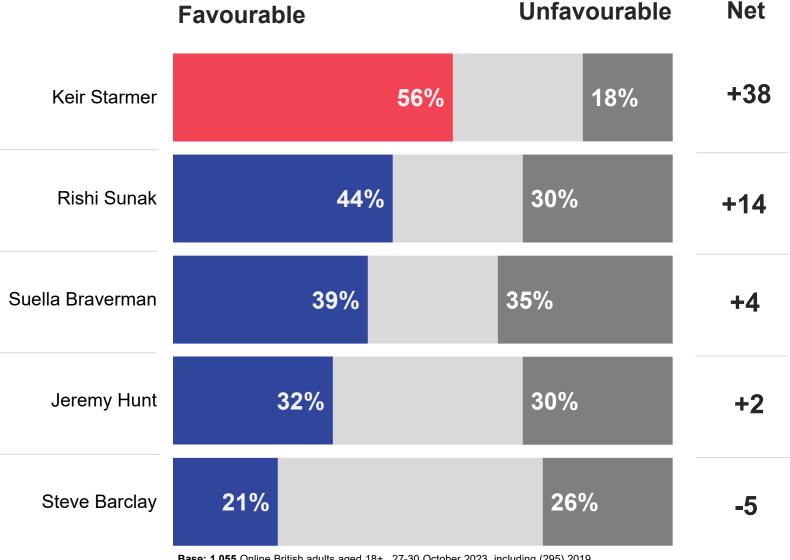




# Favourability of leading politicians

# Among those who voted for their party at GE2019

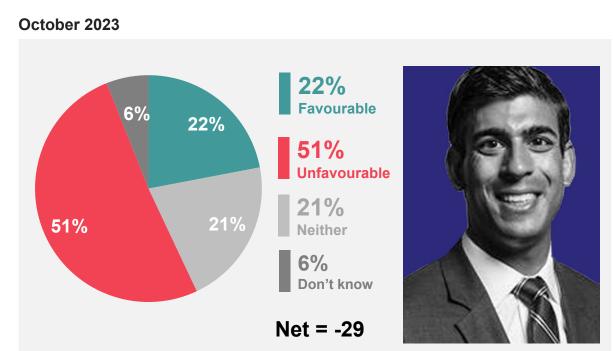
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

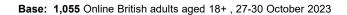


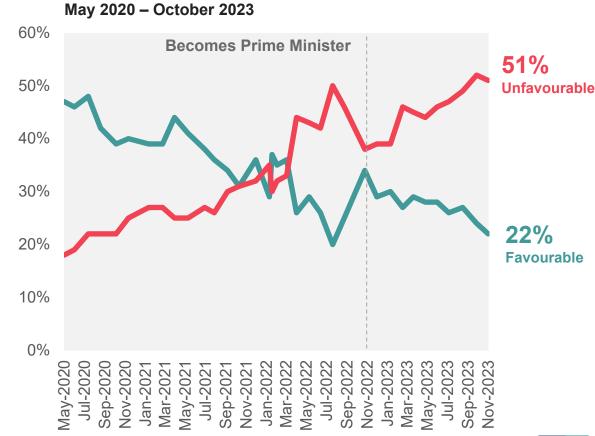
**Base: 1,055** Online British adults aged 18+, 27-30 October 2023, including (295) 2019 Conservative voters and (285) 2019 Labour voters



### Rishi Sunak: Favourability





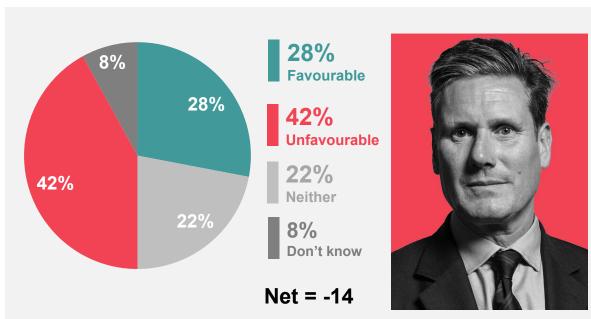


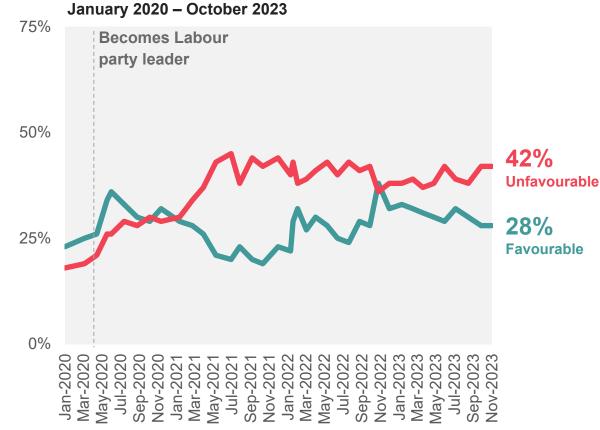


#### **Keir Starmer: Favourability**

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

#### October 2023



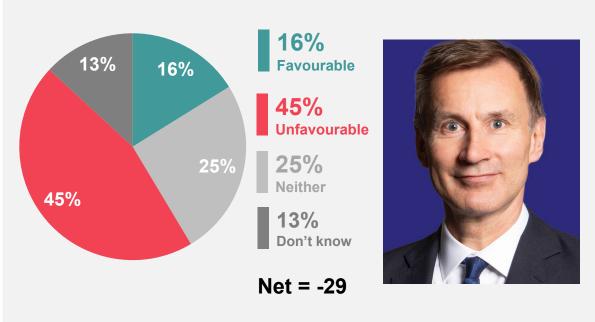




### **Jeremy Hunt: Favourability**

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

#### October 2023 16% 13% **Favourable** 16% 45% **Unfavourable** 25% 25% Neither 45% 13% Don't know Net = -29





October 2022 - October 2023

75%

50%

Base: 1,055 Online British adults aged 18+, 27-30 October 2023



45%

16%

Nov-2023

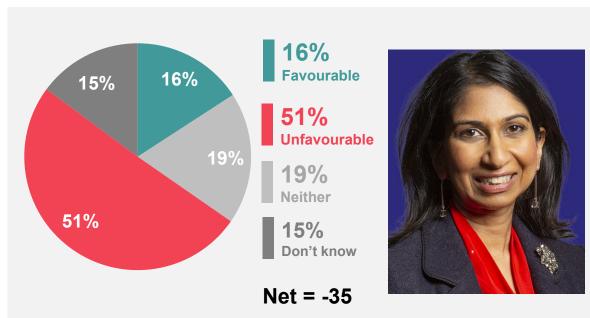
**Favourable** 

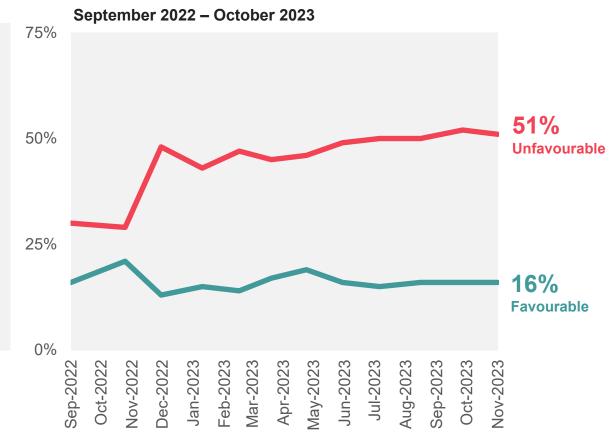
Unfavourable

### **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

#### October 2023

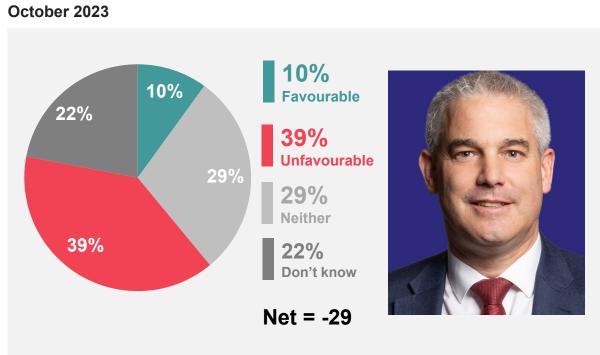




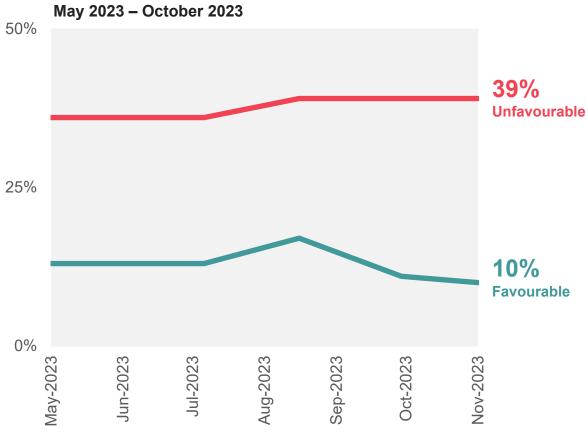


### **Steve Barclay: Favourability**

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

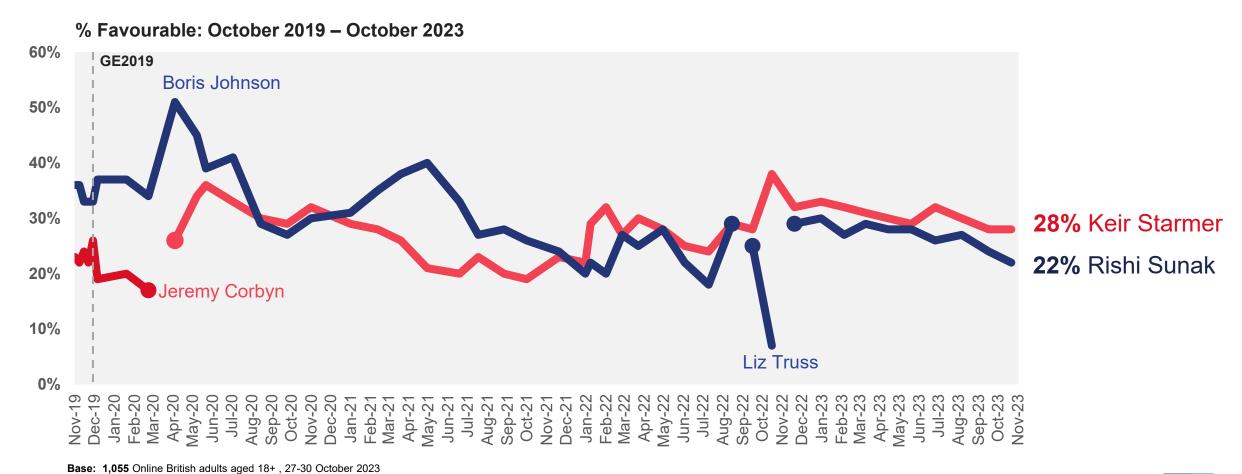






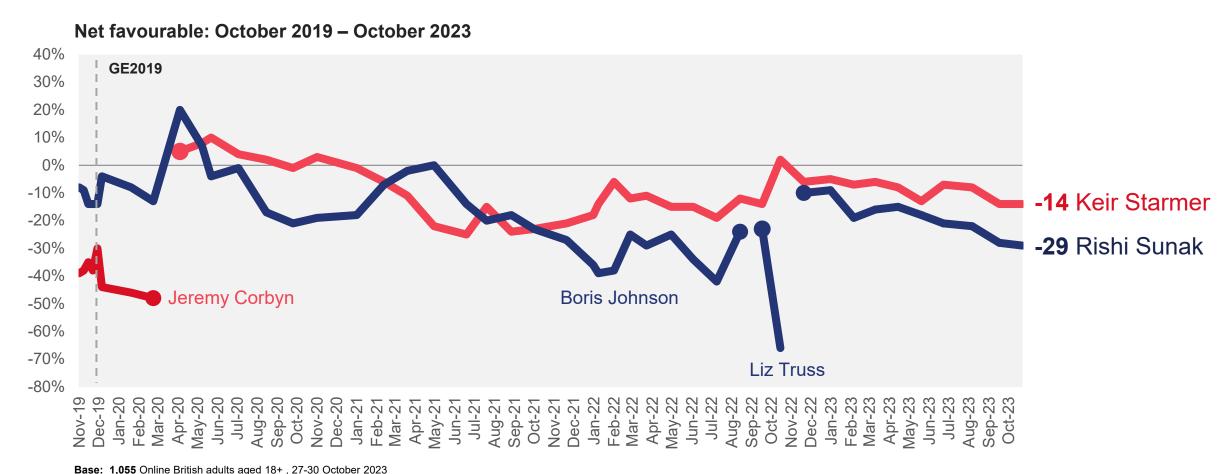


#### Favourability: Conservative leader vs Labour leader





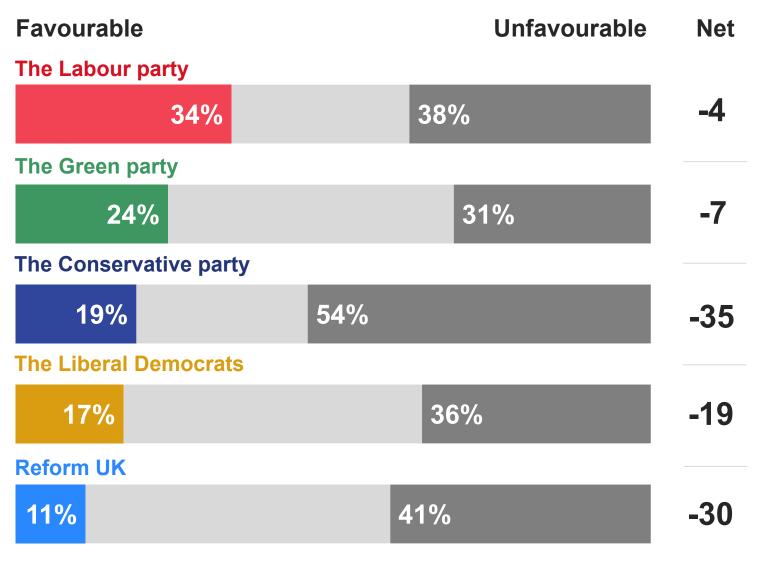
### Net favourability: Conservative leader vs Labour leader





# 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?

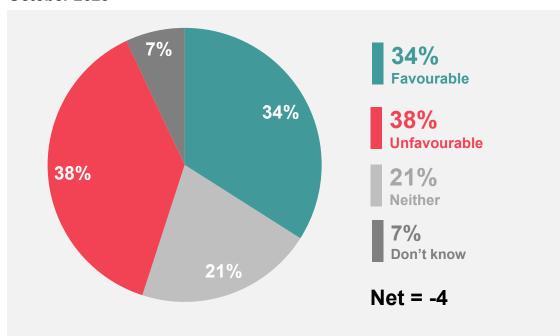


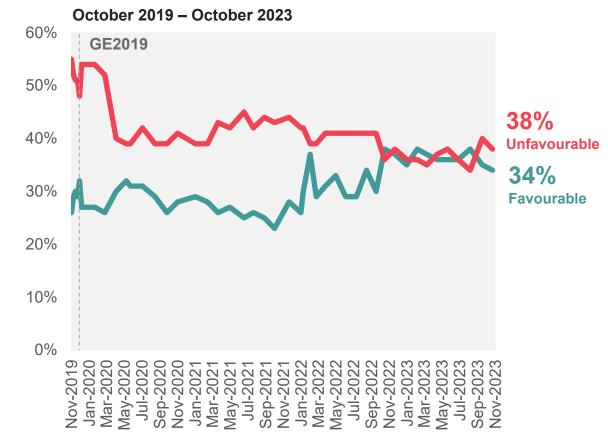


#### The Labour party: Favourability

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

#### October 2023



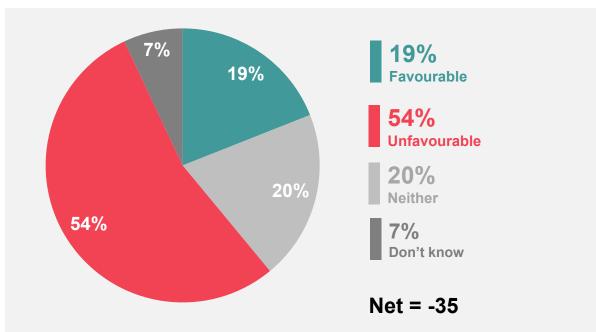


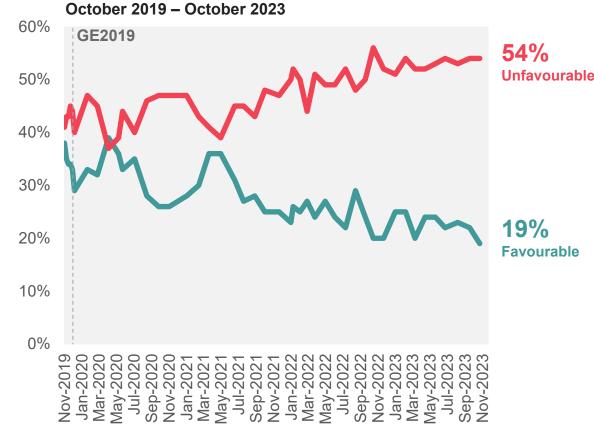


## The Conservative party: Favourability

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

#### October 2023



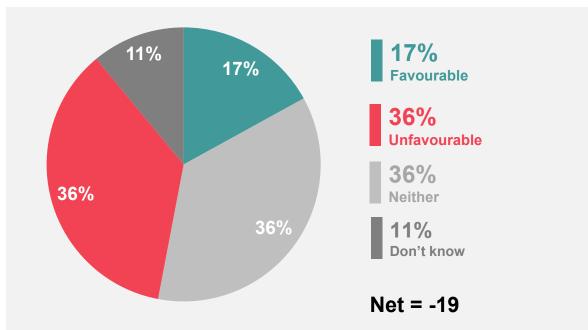


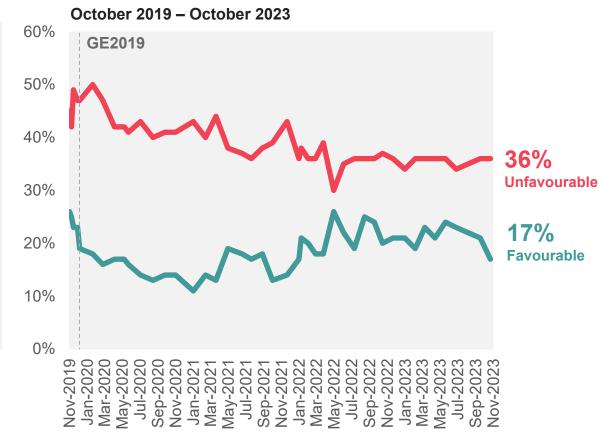


#### The Liberal Democrats: Favourability

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

#### October 2023

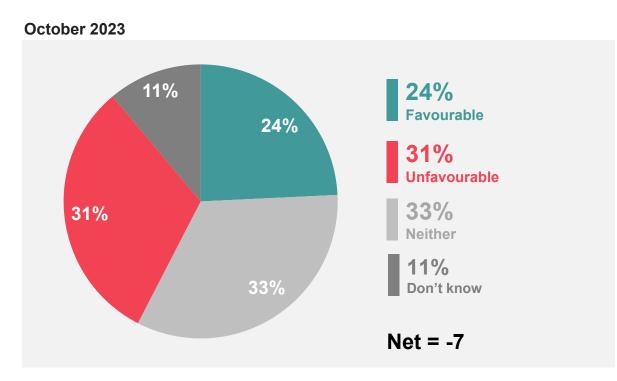


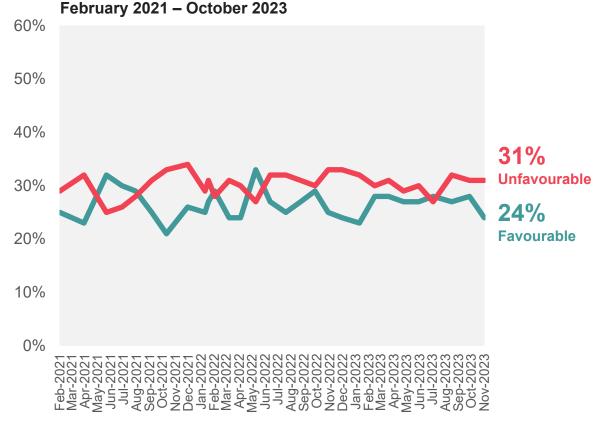




### The Green Party: Favourability

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

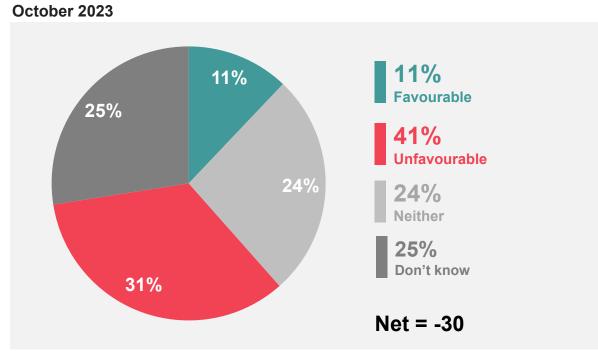


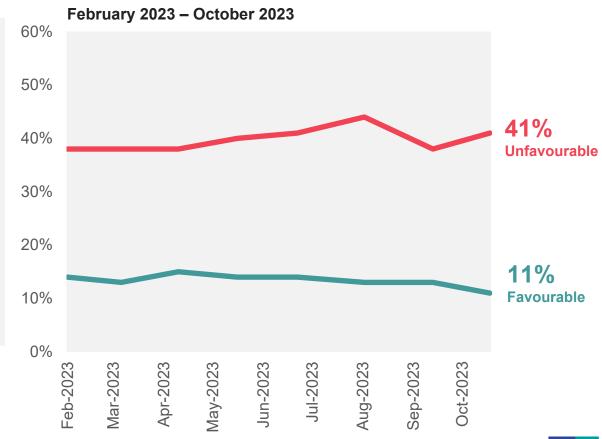




## **Reform UK: Favourability**

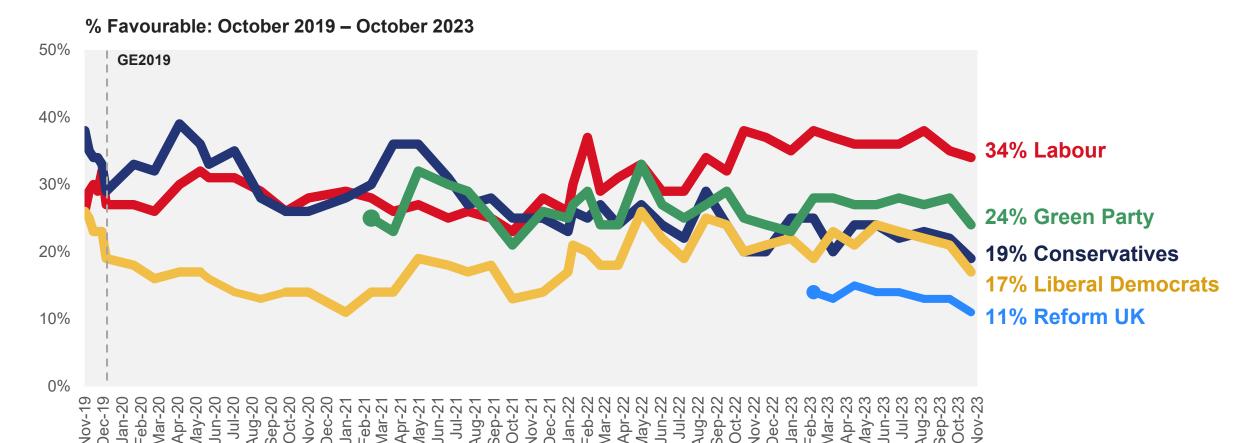
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK







#### **Political parties: Favourability**

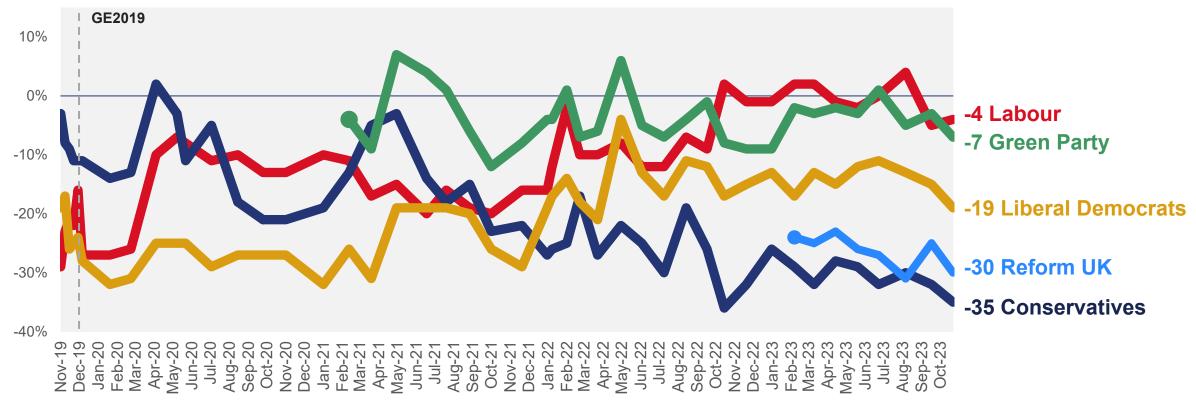




#### Political parties: Net favourability

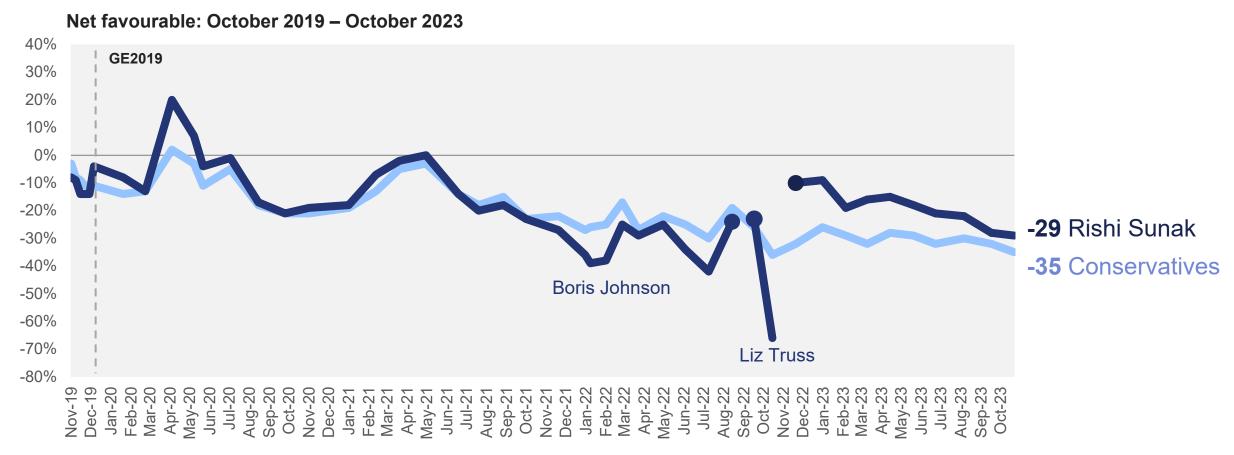
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?







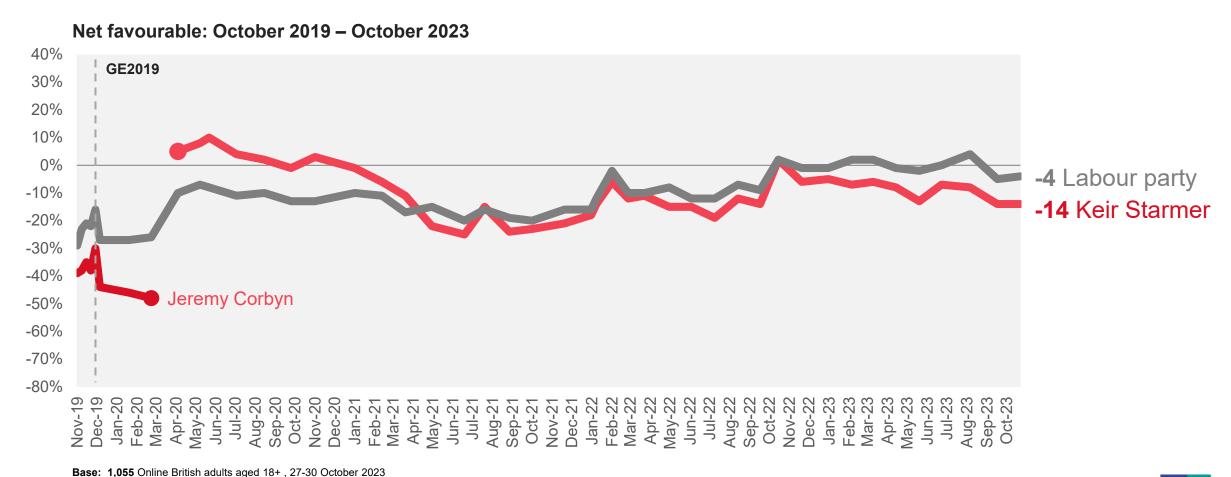
## Net favourability: Rishi Sunak vs the Conservative party







## Net favourability: Keir Starmer vs Labour party







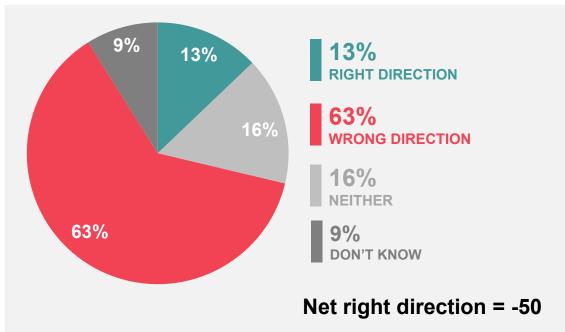
October 2023



### **Direction of the country**

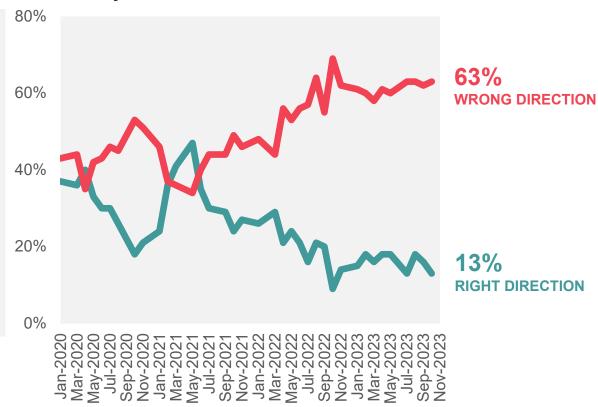
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

#### October 2023



Base: 1,055 Online British adults aged 18+, 27-30 October 2023

#### January 2020 - October 2023

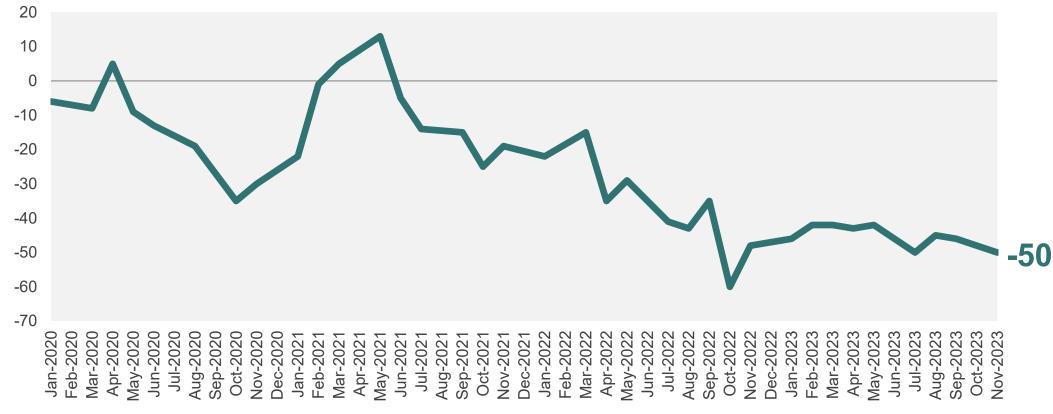




## Direction of the country: January 2020 – October 2023

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

#### **Net right direction**







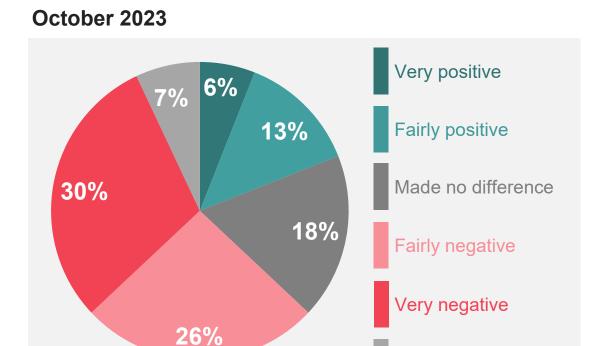
October 2023



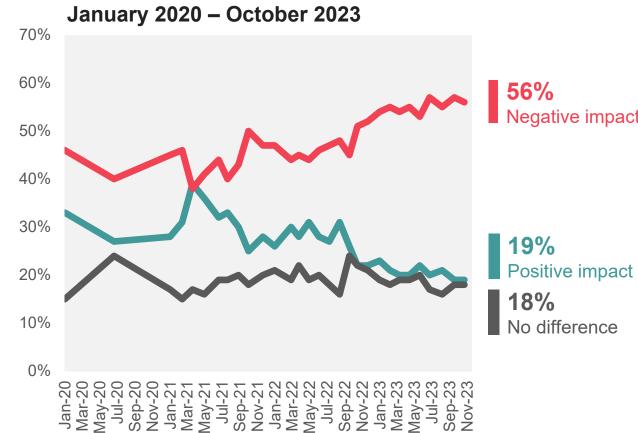
## Impact of the UK's decision to leave the European Union

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?

Don't know











# What might a future government do?

If they win the next General Election, how likely or unlikely do you think it is that a ....

A Conservative
Government with Rishi
Sunak as Prime Minister

A Labour Government with <u>Keir Starmer</u> as **Prime Minister** 

% Saying each is likely... Lead 18% 27pt Starmer ... improve public services? 45% 17% ... offer Britain a fresh start? 24pt Starmer 41% 25% ... act with integrity? 20pt Starmer 45% 18% ... reduce regional inequalities? 20pt Starmer 38% ... do what's best for 25% 17pt Starmer 42% Britain as a whole? 19% ... reduce the cost of living? 17pt Starmer 36% 29% ... have sensible policies? 15pt Starmer 44% 21% ... have a good team of ministers? 15pt Starmer 36% 27% ... be competent and effective? 13pt Starmer 40% ... provide strong and stable 26% 13pt Starmer 39% government? 18% ... reduce climate change? 13pt Starmer 31% 20% ... reduce taxes? 6pt Starmer 26% 26% ... have the right foreign policy? 5pt Starmer 31% 32% ... grow the economy? 4pt Starmer 36%

# What would a Rishi Sunak government do?

If they win the next General Election, how likely or unlikely do you think it is that a ....

# Conservative Government with <u>Rishi Sunak</u> as Prime Minister would...?

\*Note – October 2022 data did not ask about the next General Election so trend data should be treated as concerning that moment in time compared to most recent data asking about what might happen after a future election.

**Base: 1,005** Online British adults aged 18-75, 27-30 October 2023

	% Saying each is likely	Change since Oct '22*
grow the economy?	32%	-11
have sensible policies?	29%	N/A
be competent and effective?	27%	-13
have the right foreign policy?	26%	-10
provide strong and stable government?	26%	-11
act with integrity?	25%	-16
do what's best for Britain as a whole?	25%	N/A
have a good team of ministers?	21%	-14
reduce taxes?	20%	-1
reduce the cost of living?	19%	-5
improve public services?	18%	-6
reduce regional inequalities?	18%	-6
reduce climate change?	18%	-4
offer Britain a fresh start?	17%	-13



Change since

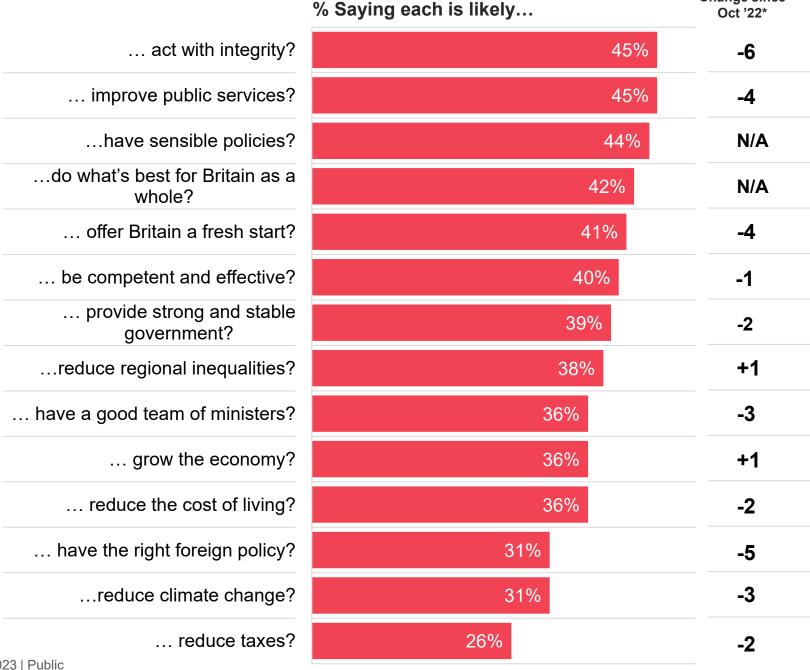
# What would a Keir Starmer government do?

If they win the next General Election, how likely or unlikely do you think it is that a ....

Labour Government with Keir Starmer as Prime Minister would...?

\*Note – October 2022 data did not ask about the next General Election so trend data should be treated as concerning that moment in time compared to most recent data asking about what might happen after a future election.

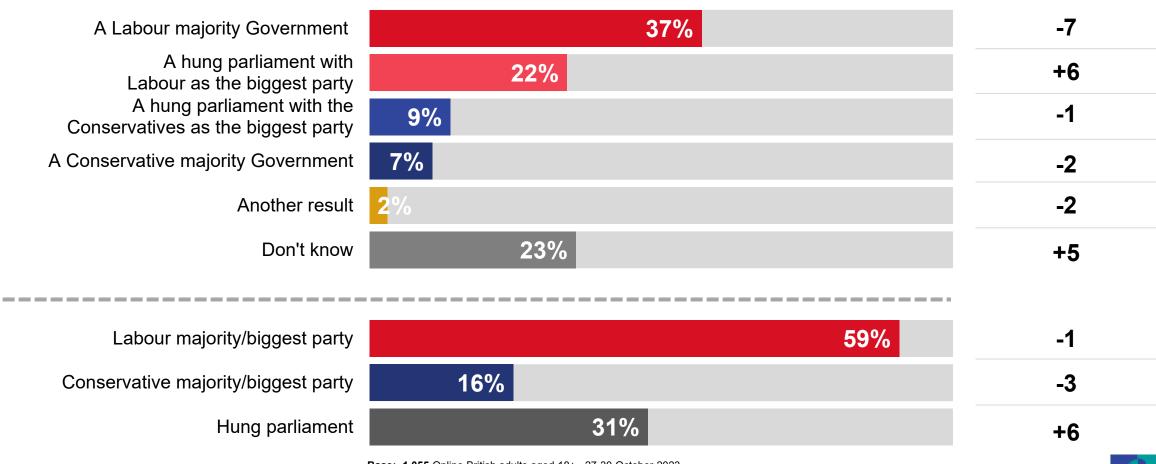
Base: 1,005 Online British adults aged 18-75, 27-30 October 2023



Change since

### What will happen at the next General Election?

Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

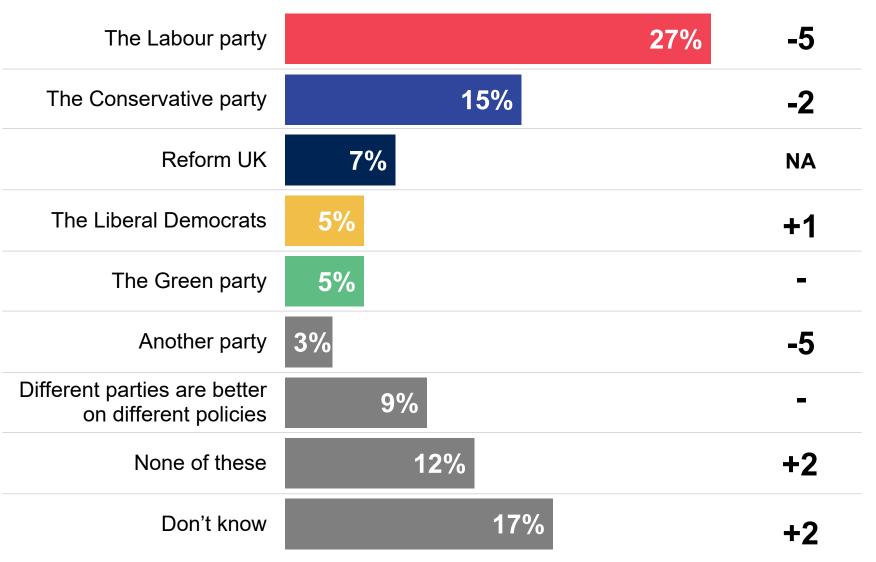


Change since Oct 2022

## Change since Oct 2022

# Which party has the best policies?

Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?





# psos

#### Political Pulse October 2023

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