

# IPSOS UK POLITICAL PULSE

October 2023



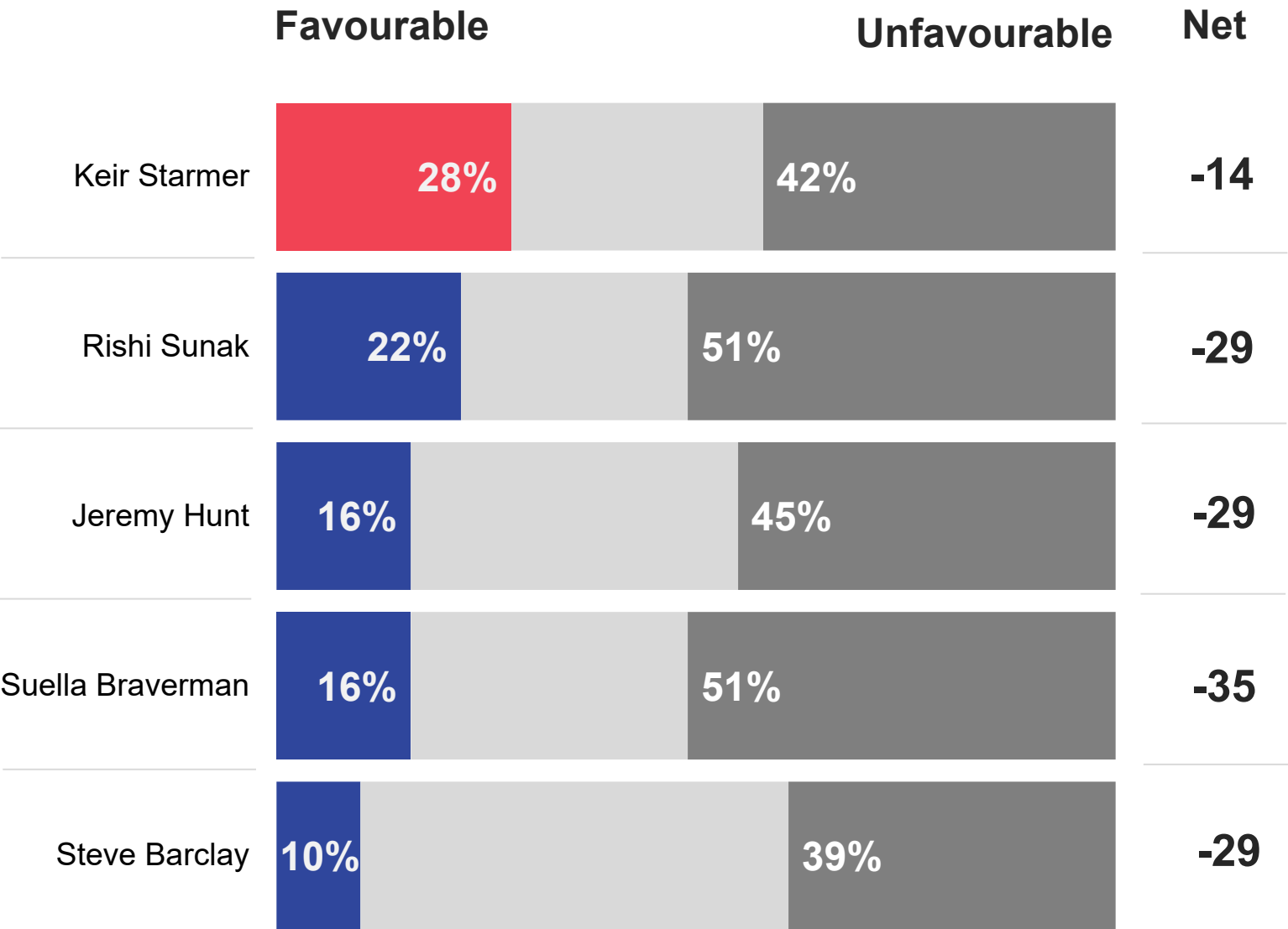


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

October 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?



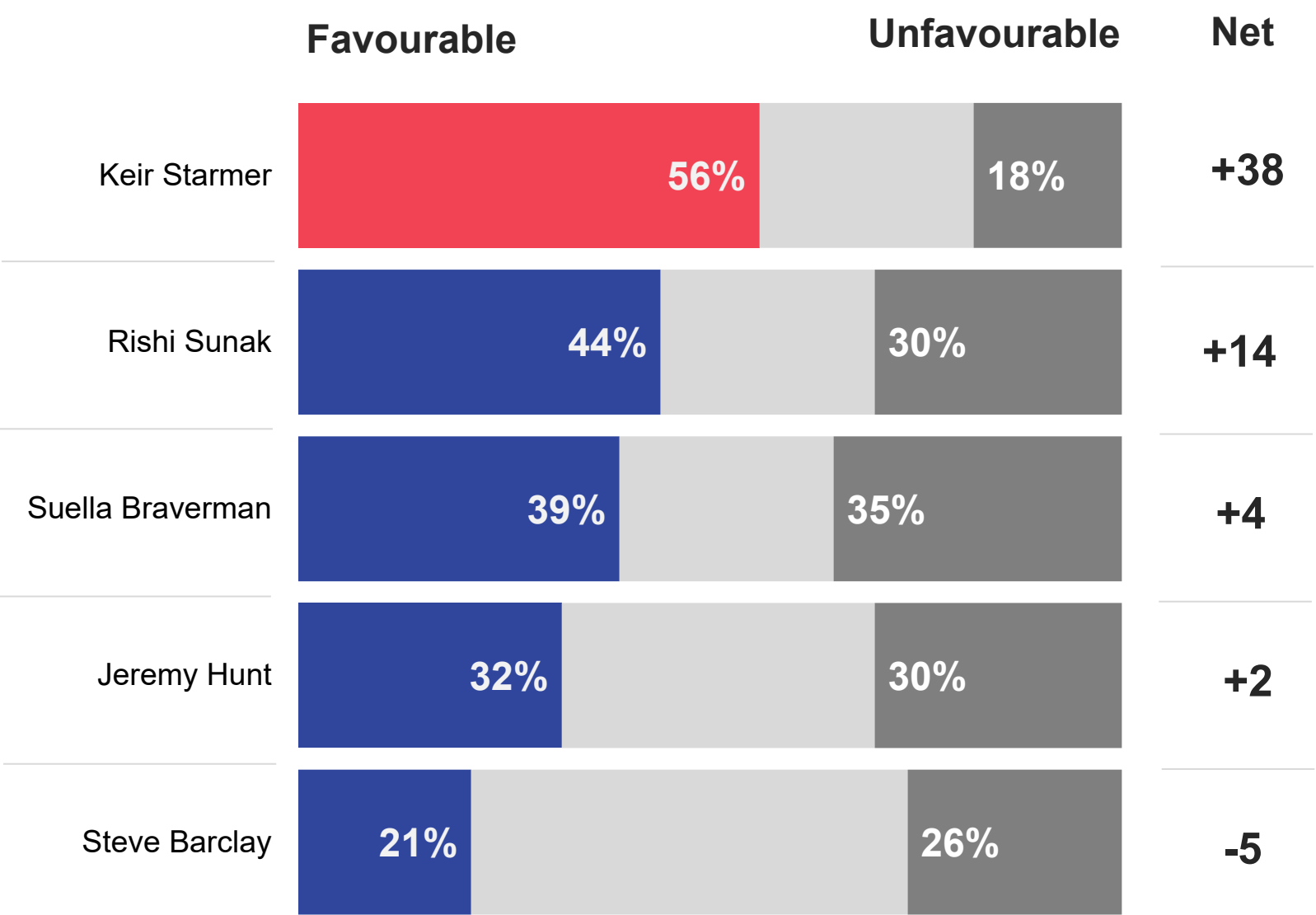
Base: 1,055 Online British adults aged 18+ , 27-30 October 2023



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

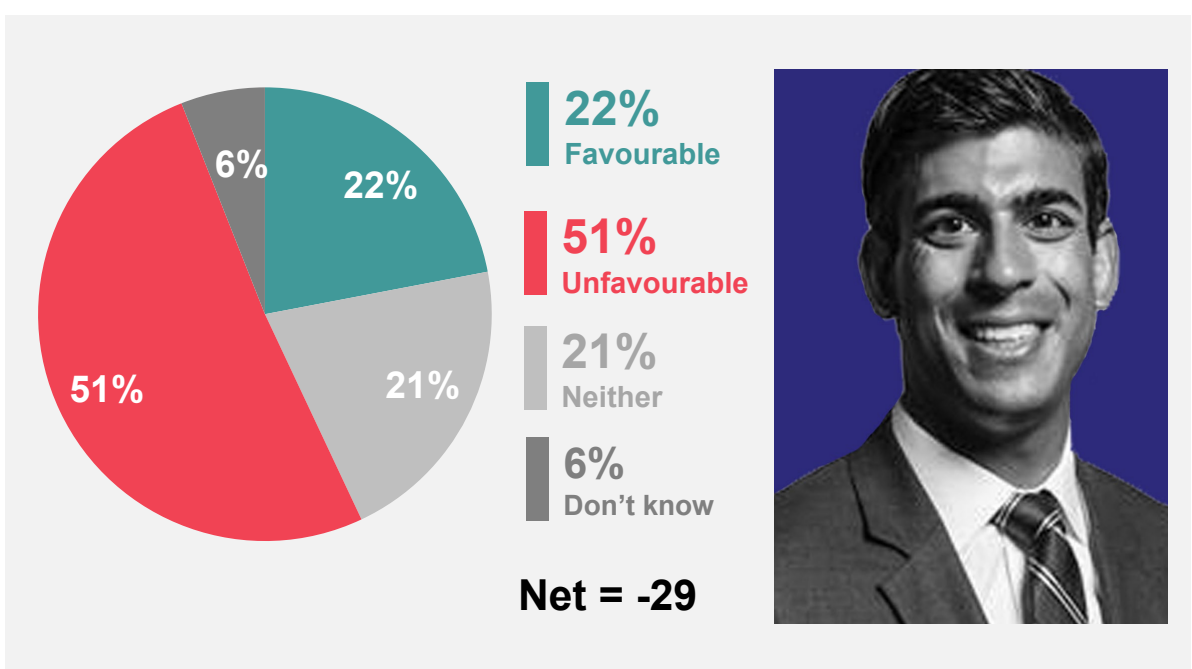




# Rishi Sunak: Favourability

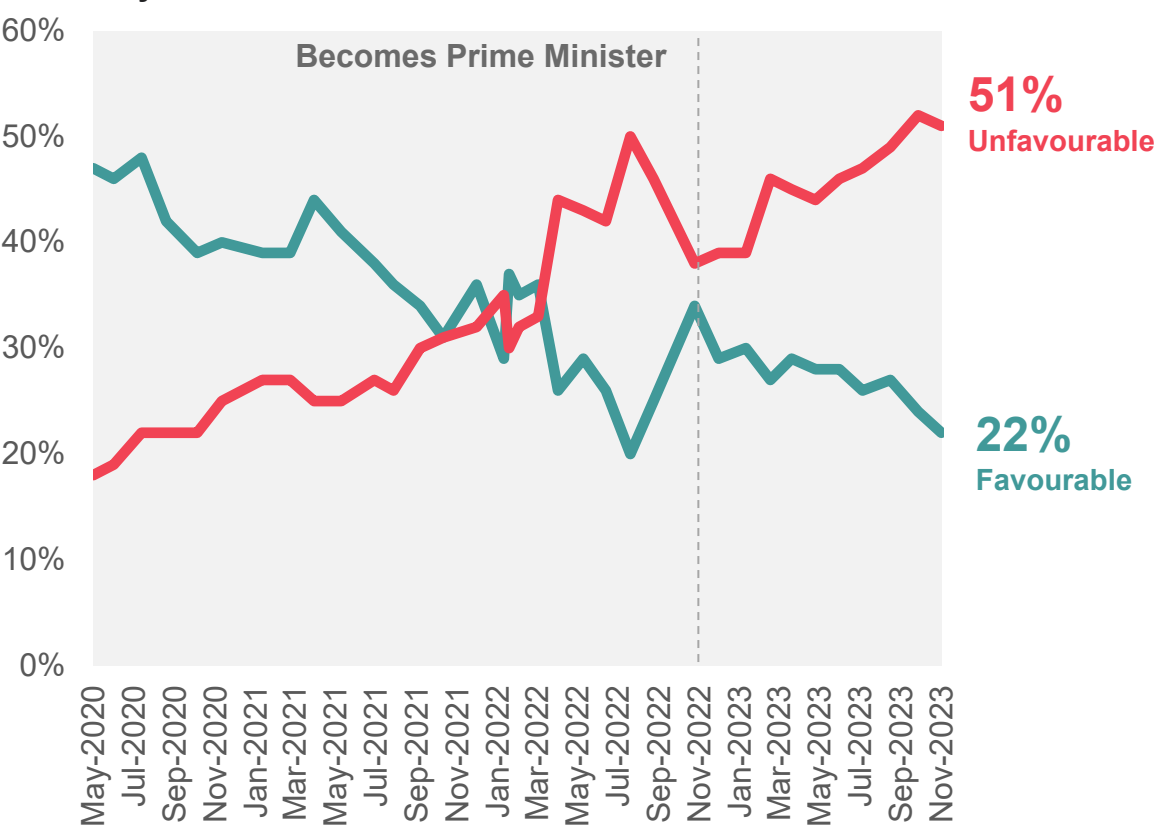
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

October 2023



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

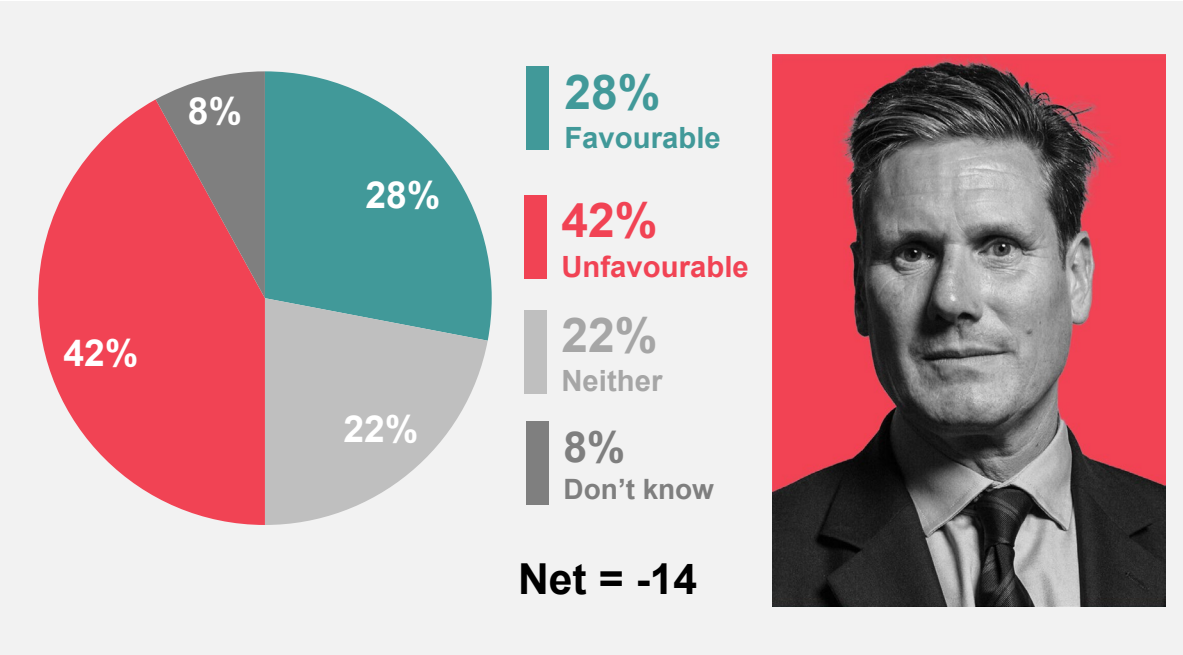
May 2020 – October 2023



# Keir Starmer: Favourability

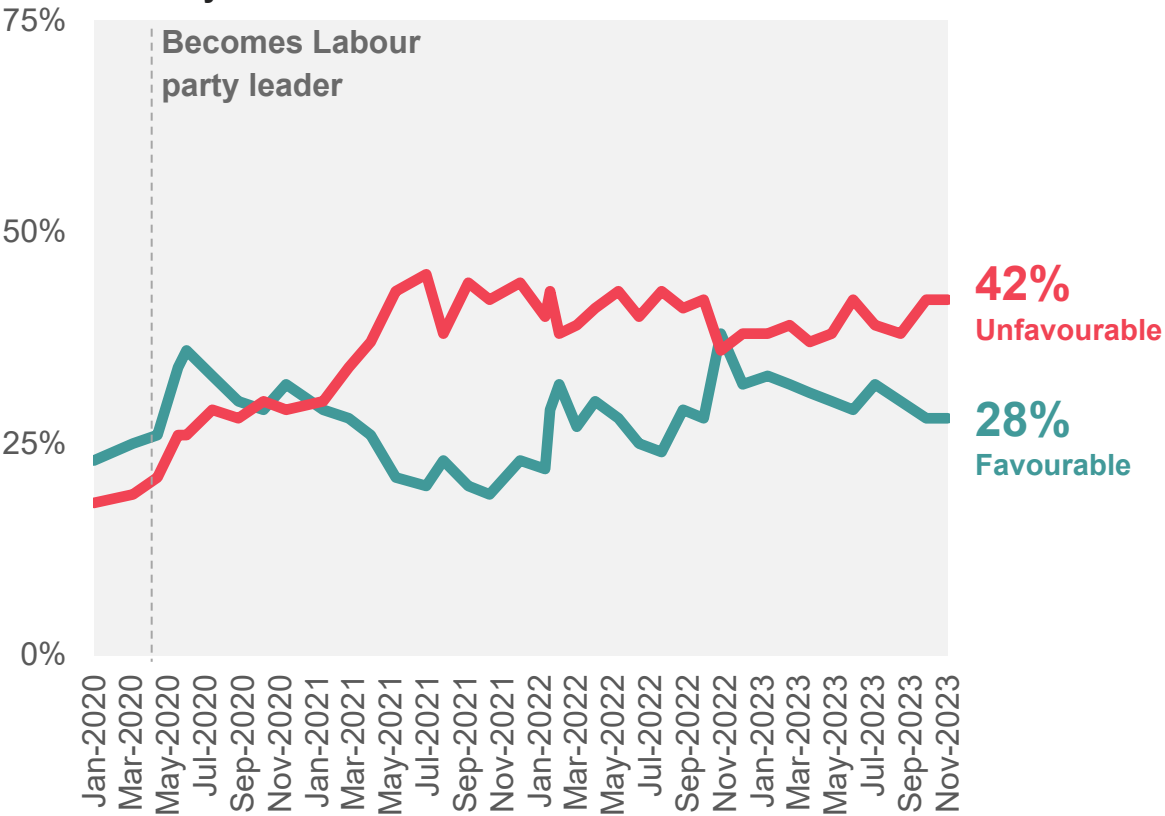
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

October 2023



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

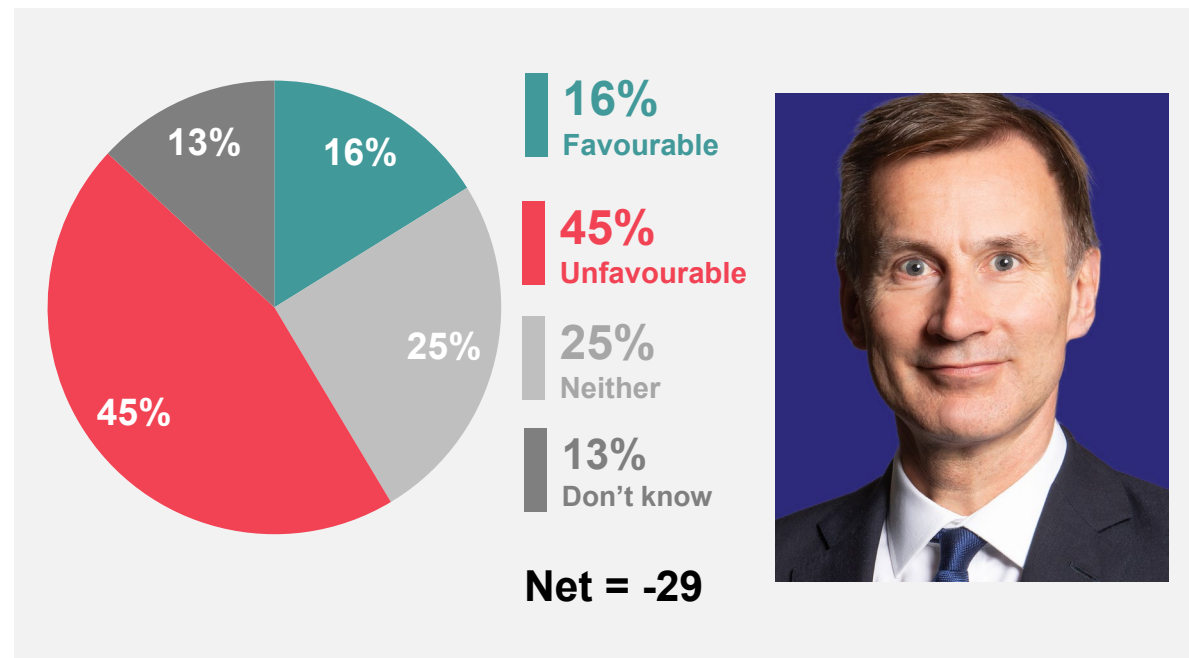
January 2020 – October 2023



# Jeremy Hunt: Favourability

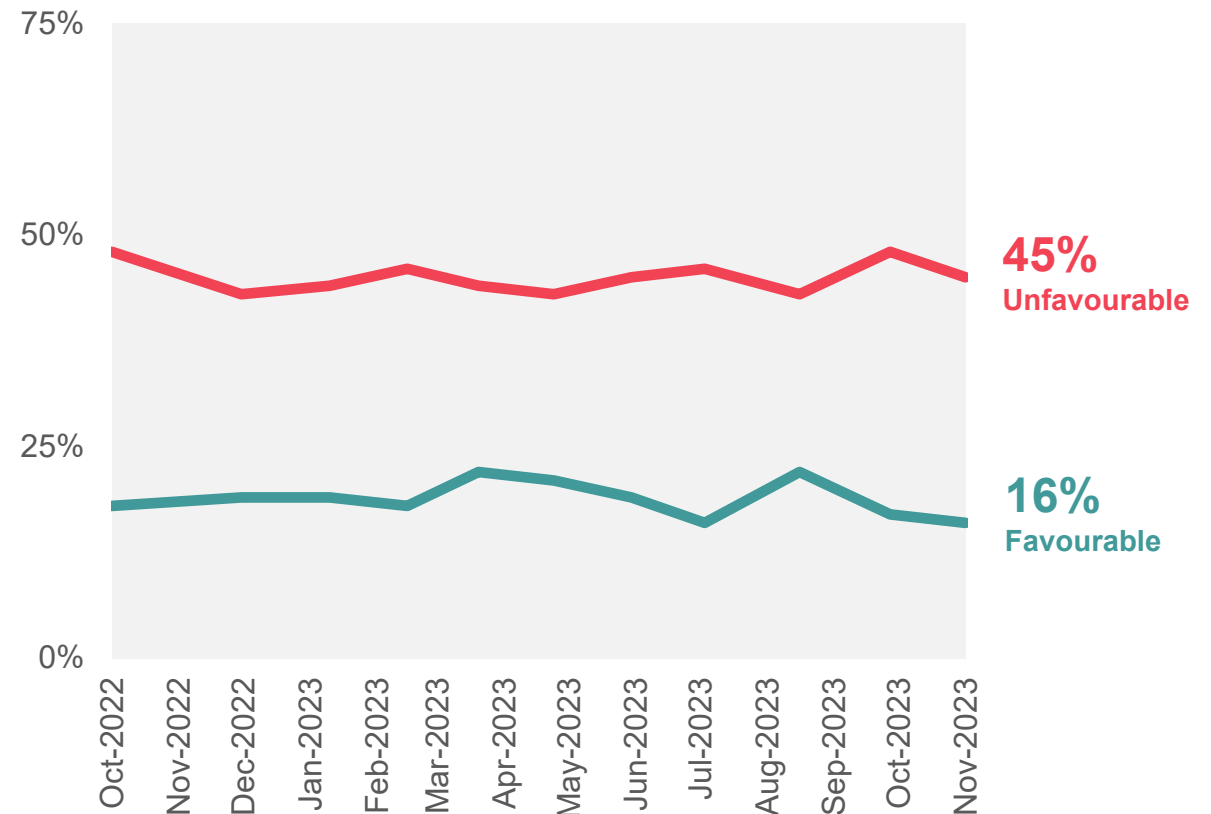
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

October 2023



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

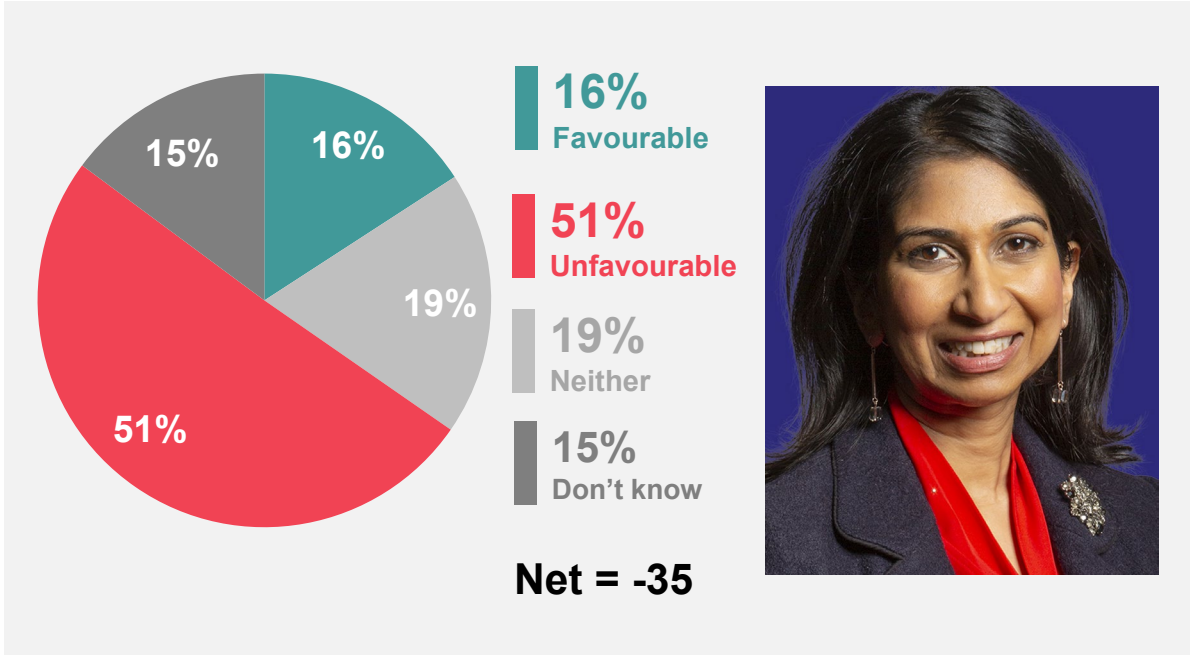
October 2022 – October 2023



# Suella Braverman: Favourability

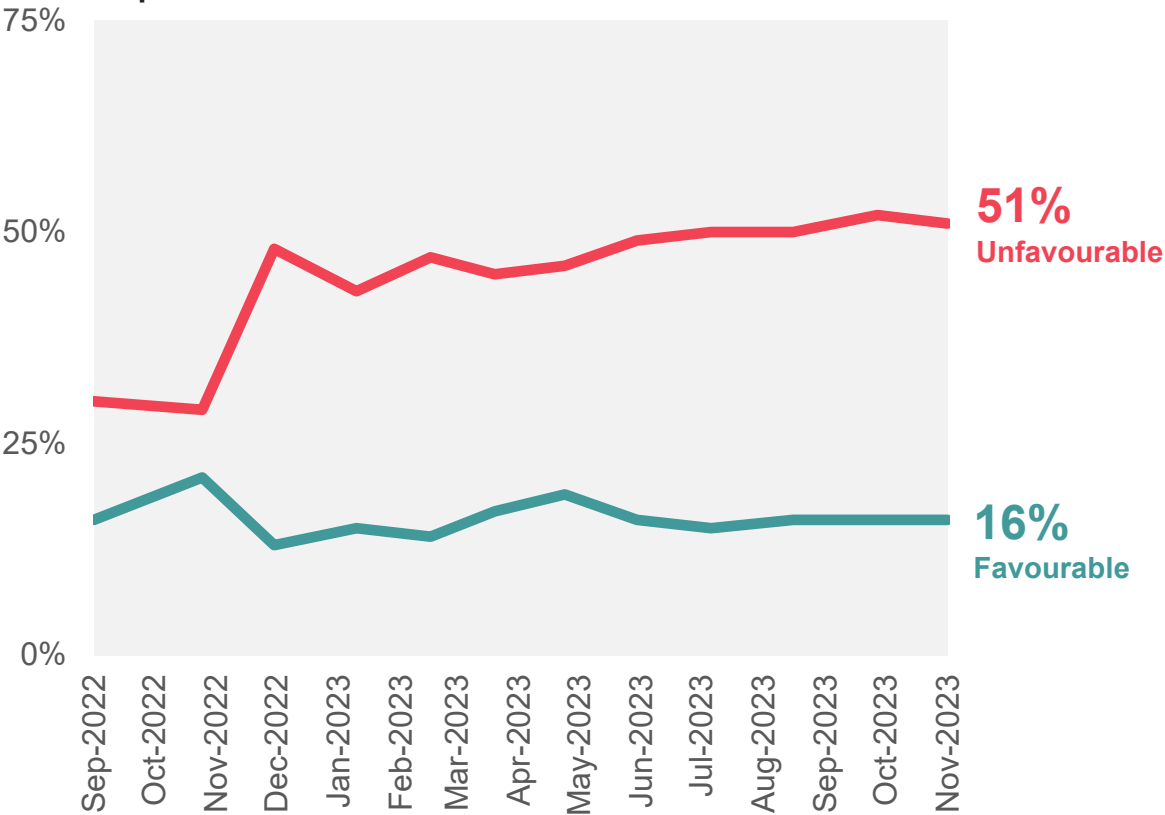
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Suella Braverman

October 2023



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

September 2022 – October 2023

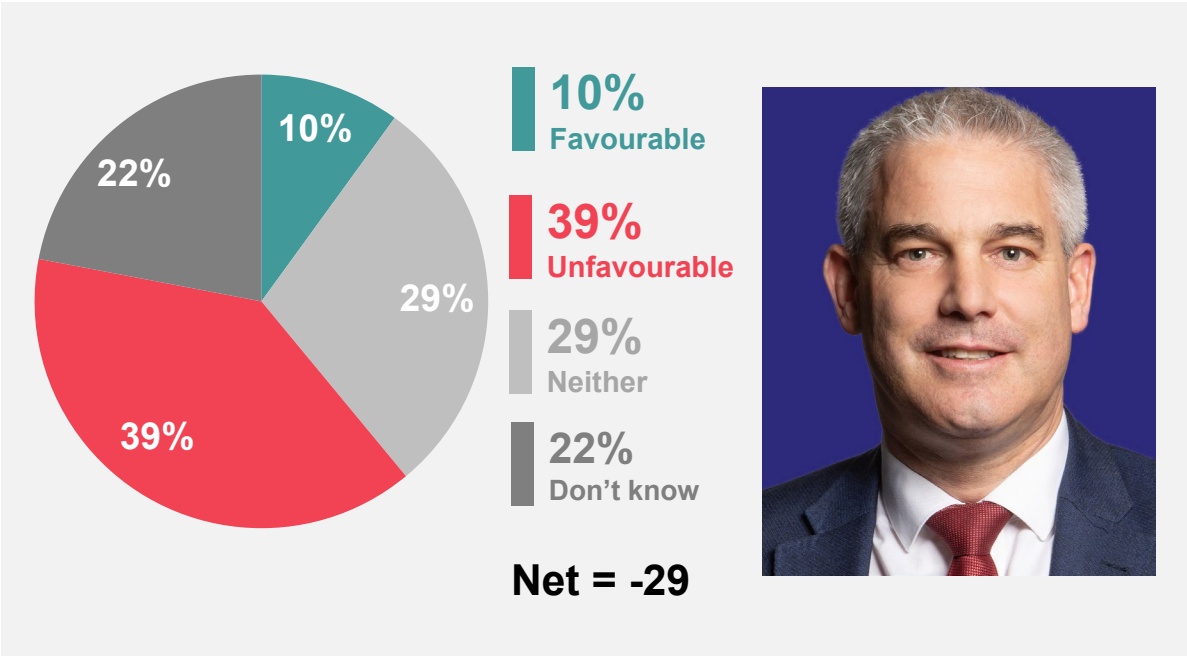




# Steve Barclay: Favourability

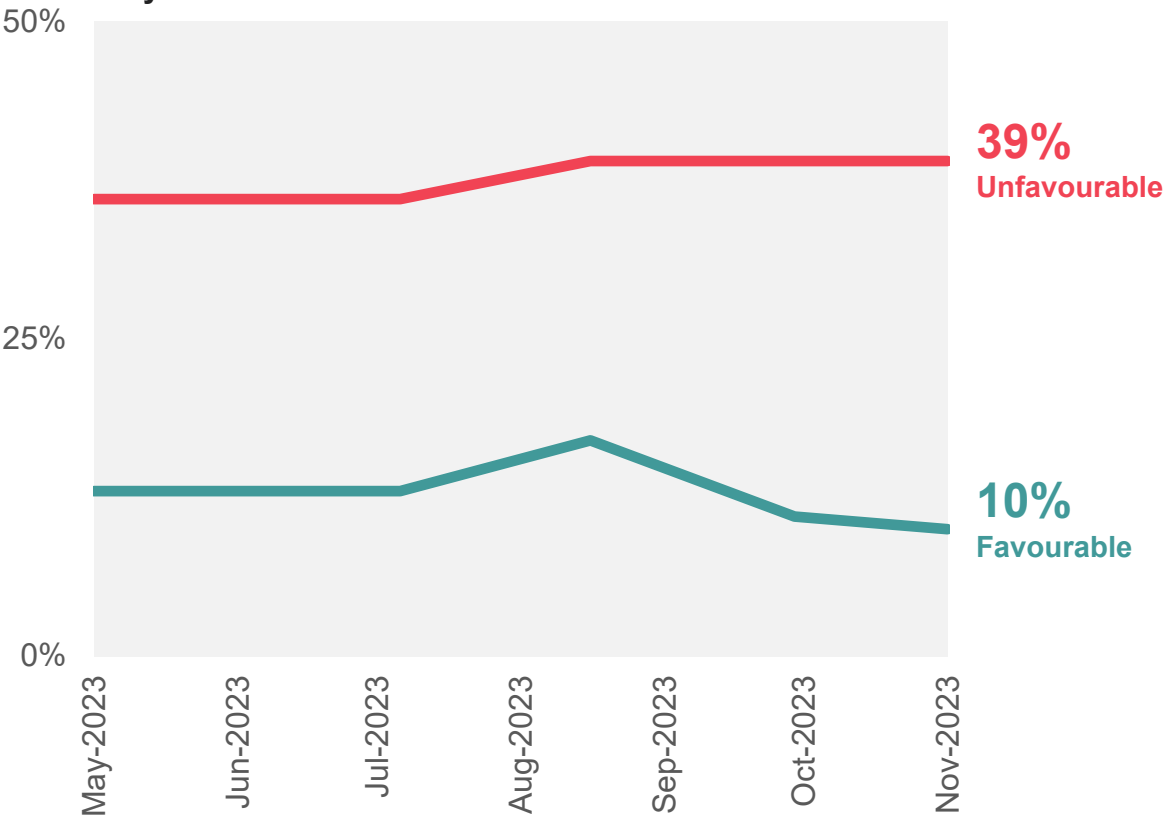
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Steve Barclay

October 2023



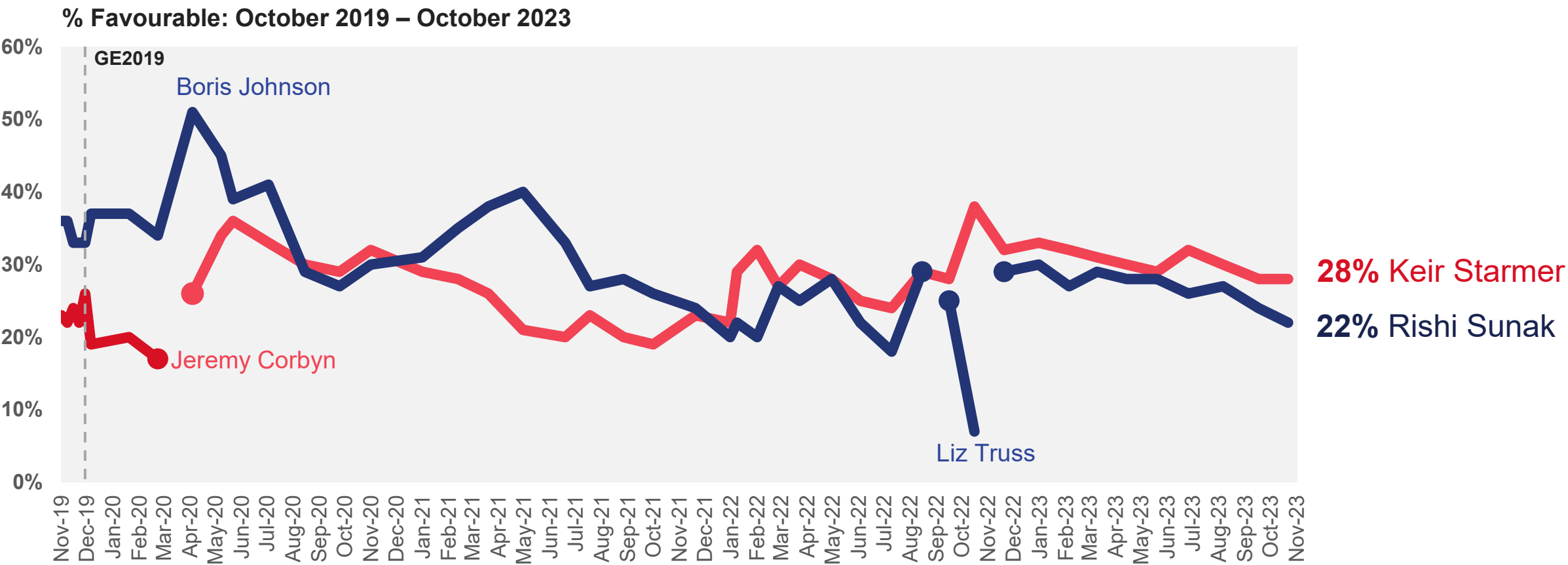
Base: 1,055 Online British adults aged 18+ , 27-30 October 2023

May 2023 – October 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?

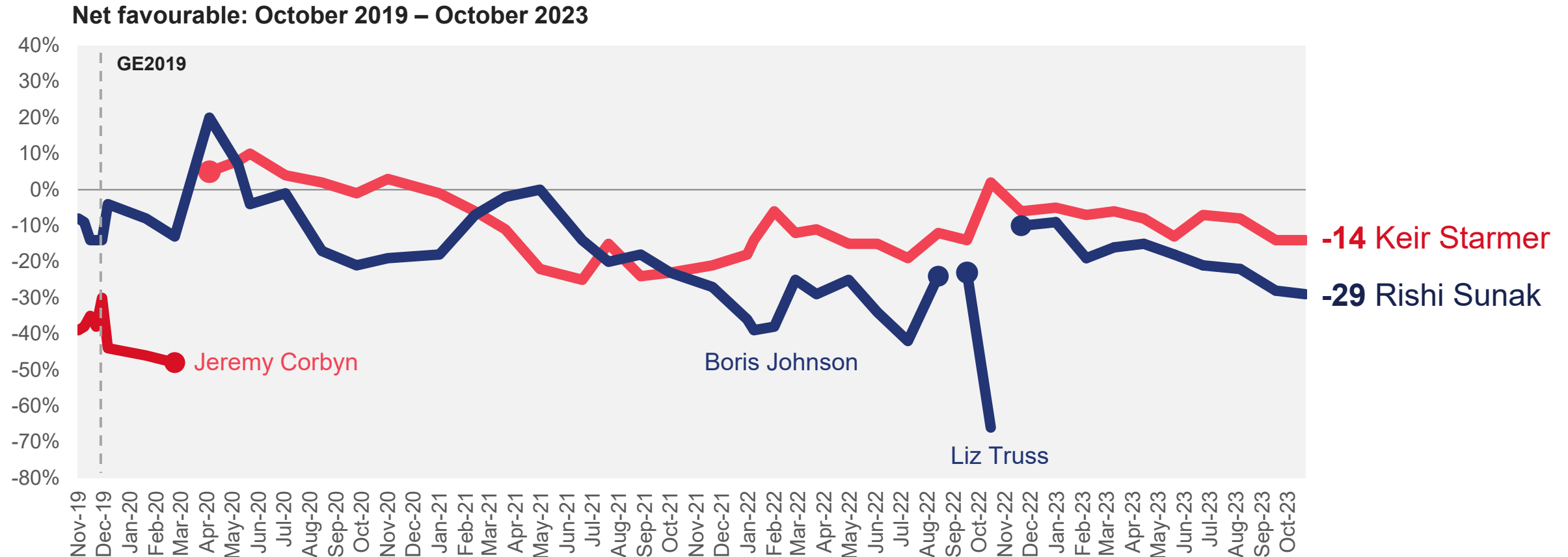


Base: 1,055 Online British adults aged 18+ , 27-30 October 2023



# Net favourability: Conservative leader vs Labour leader

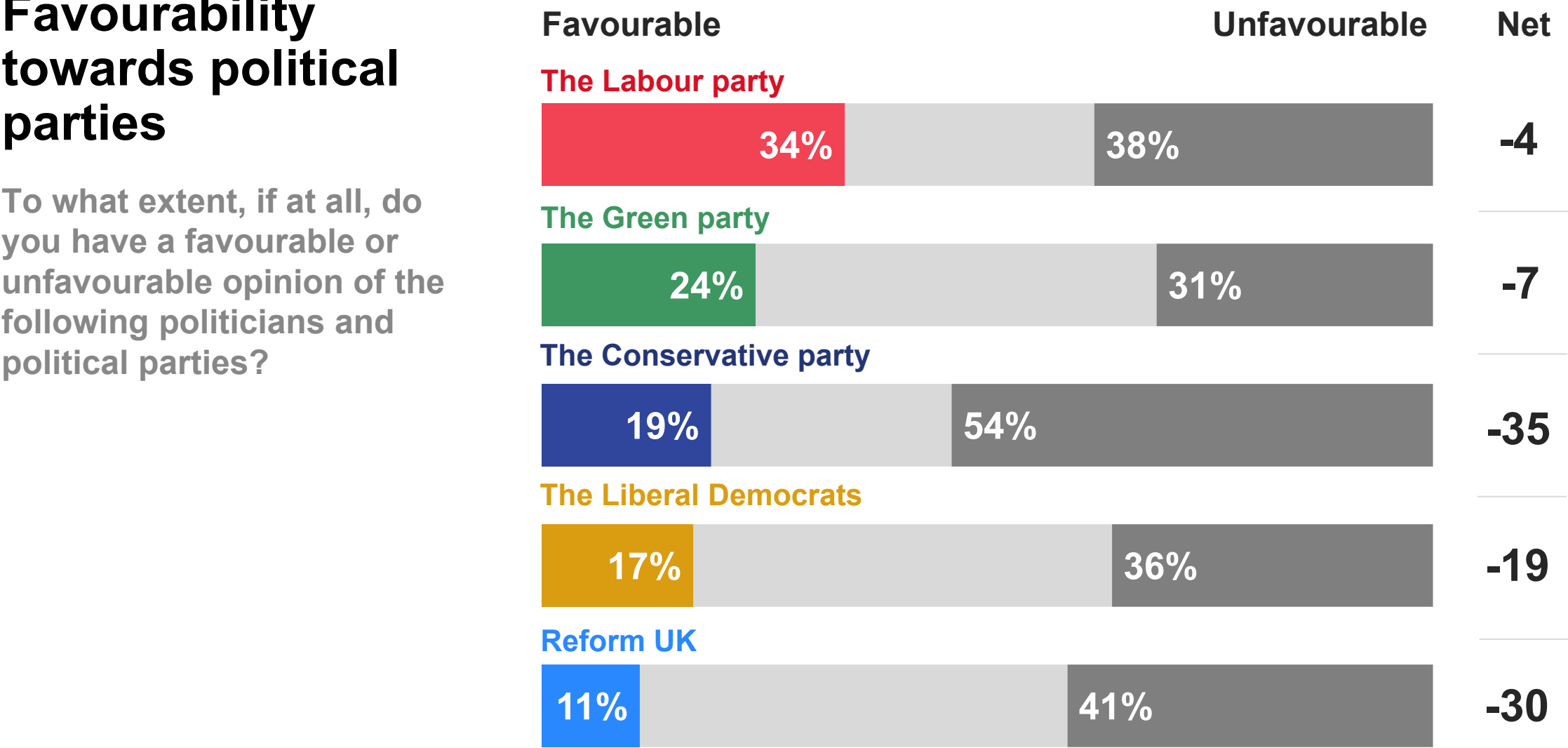
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

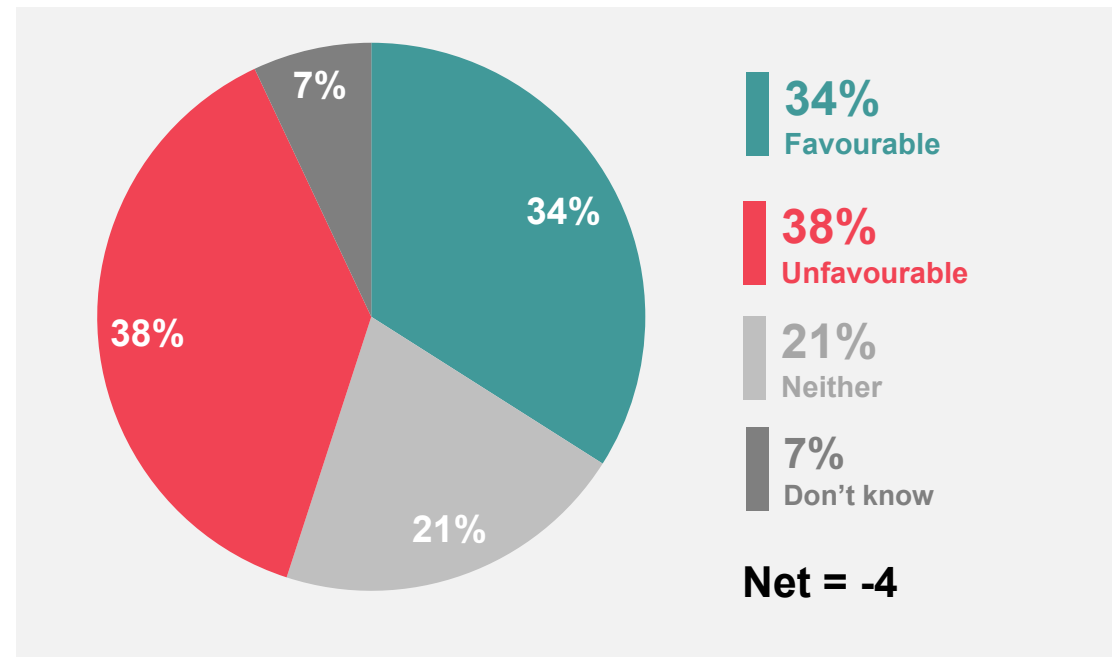




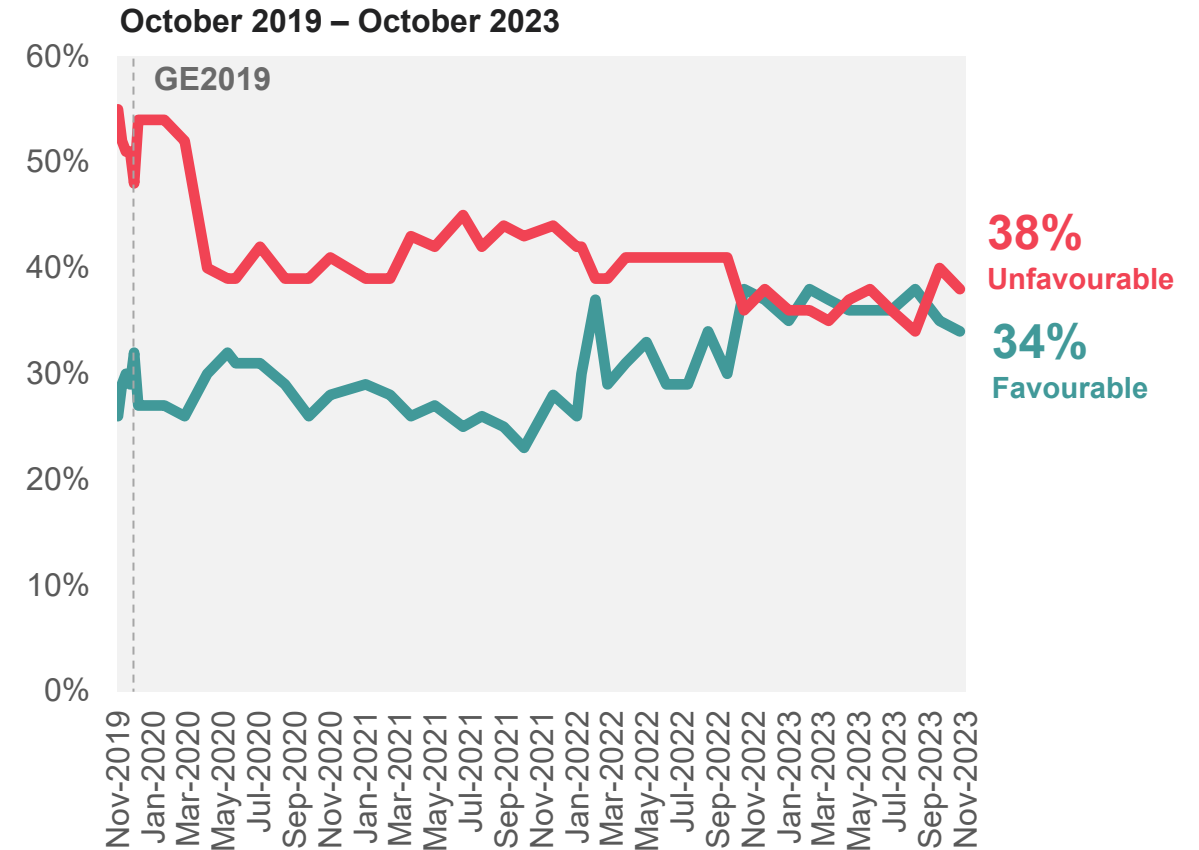
# The Labour party: Favourability

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

October 2023



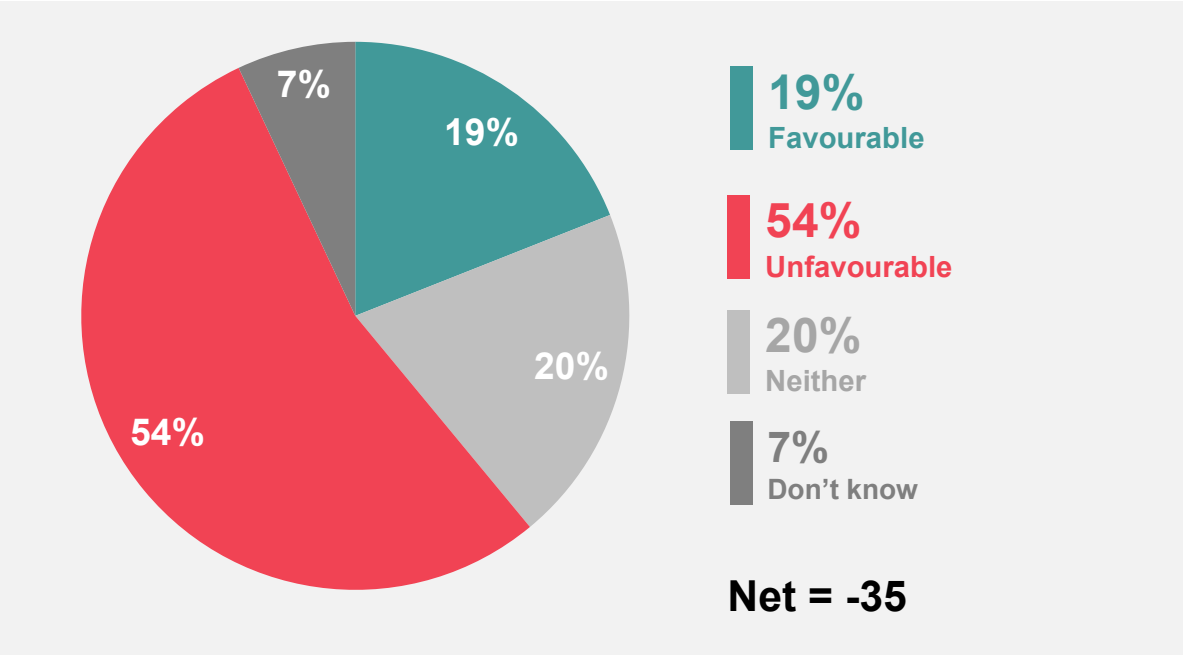
Base: 1,055 Online British adults aged 18+ , 27-30 October 2023



# The Conservative party: Favourability

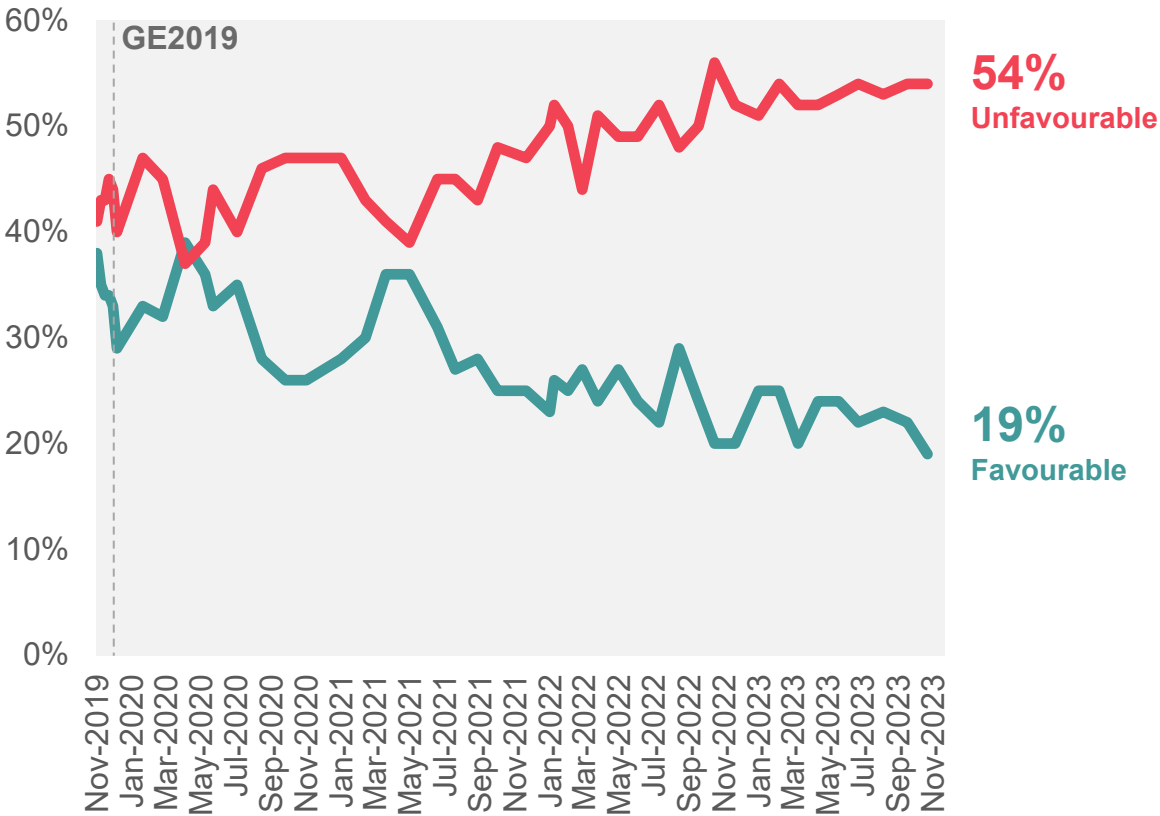
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

October 2023



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

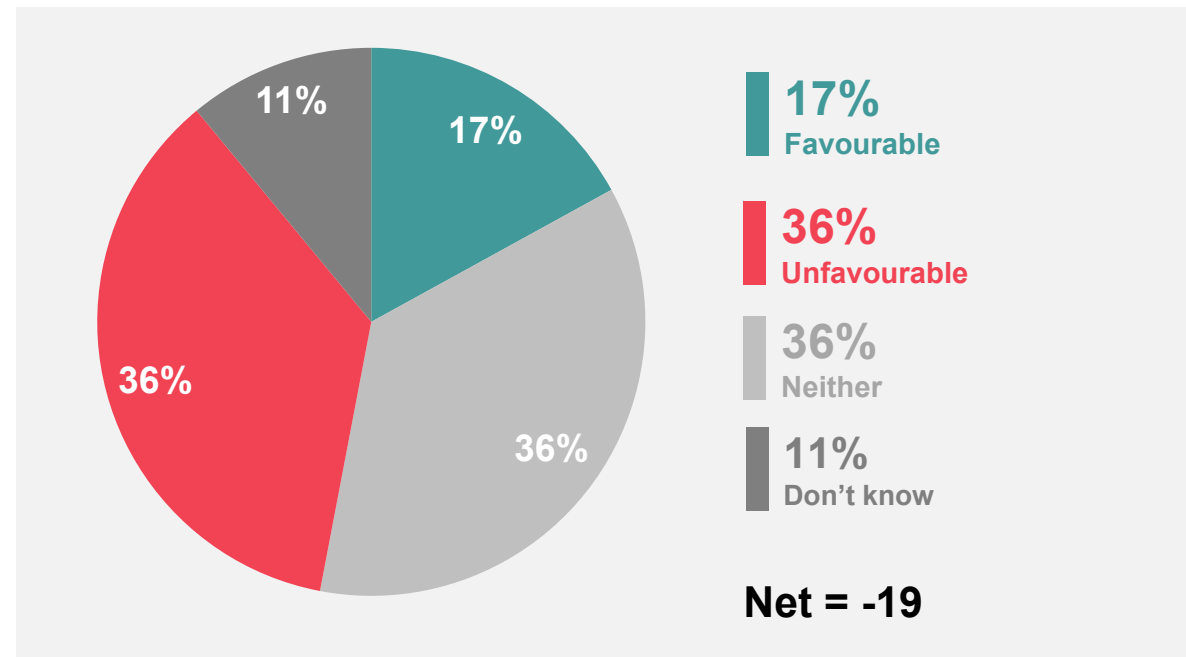
October 2019 – October 2023



# The Liberal Democrats: Favourability

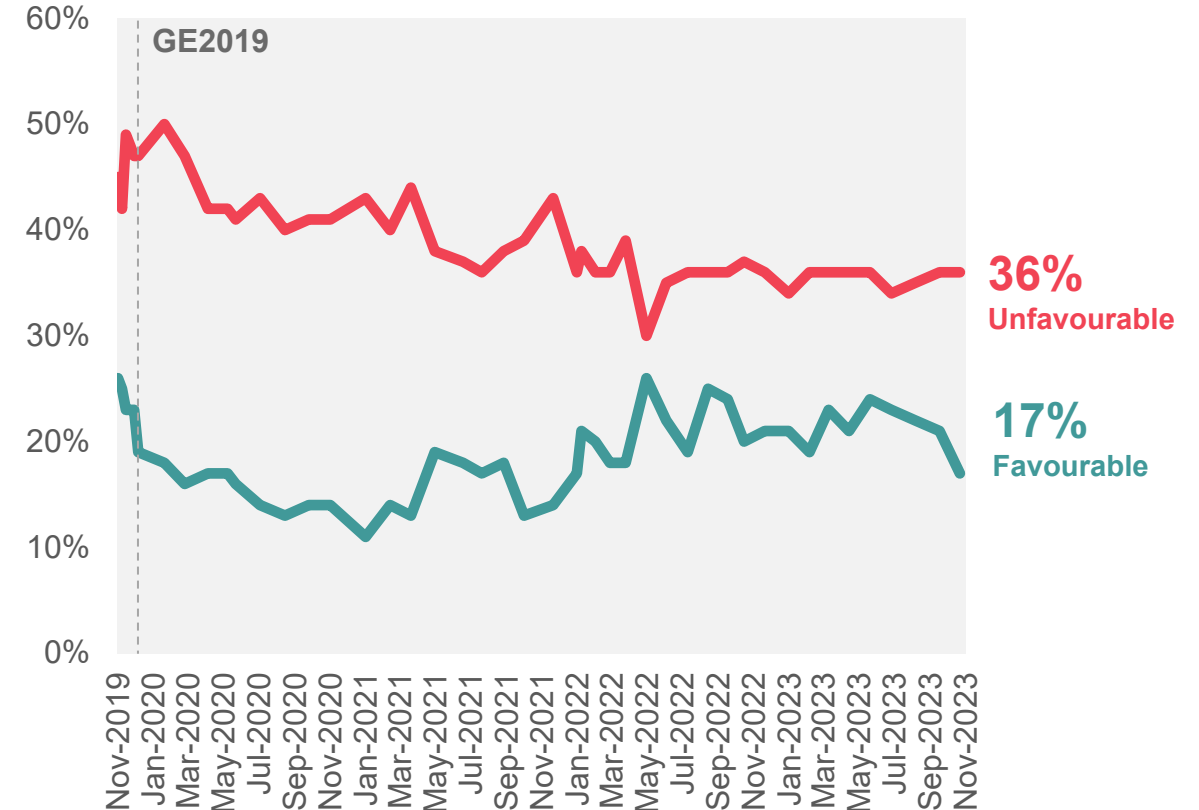
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

October 2023



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

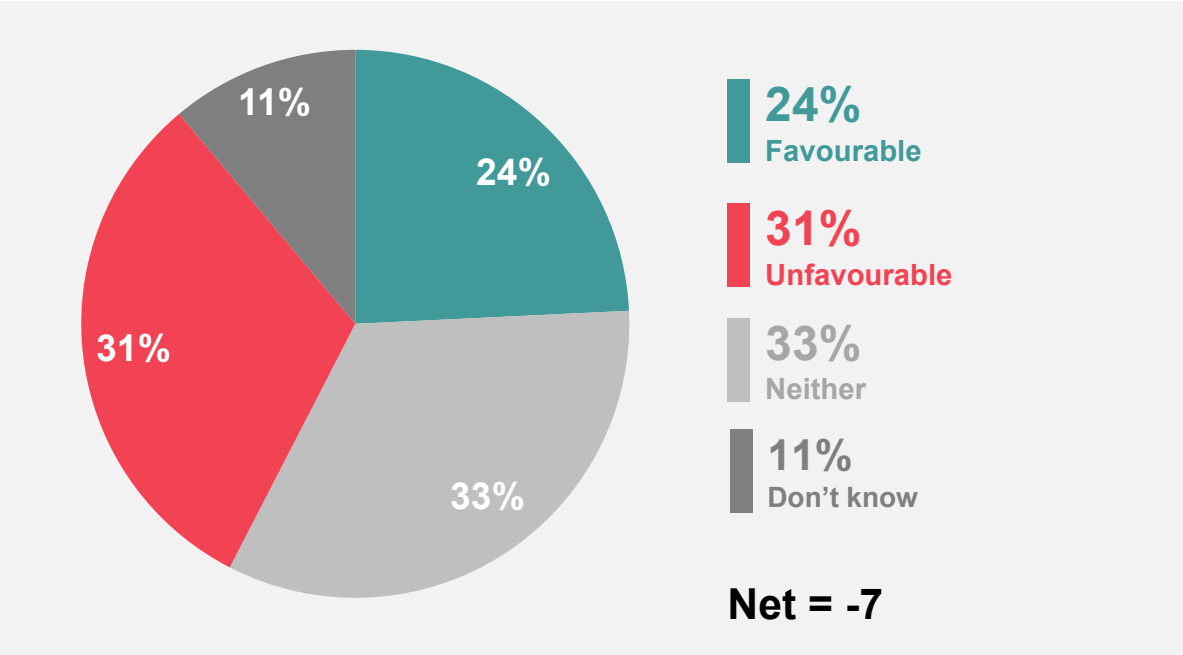
October 2019 – October 2023



# The Green Party: Favourability

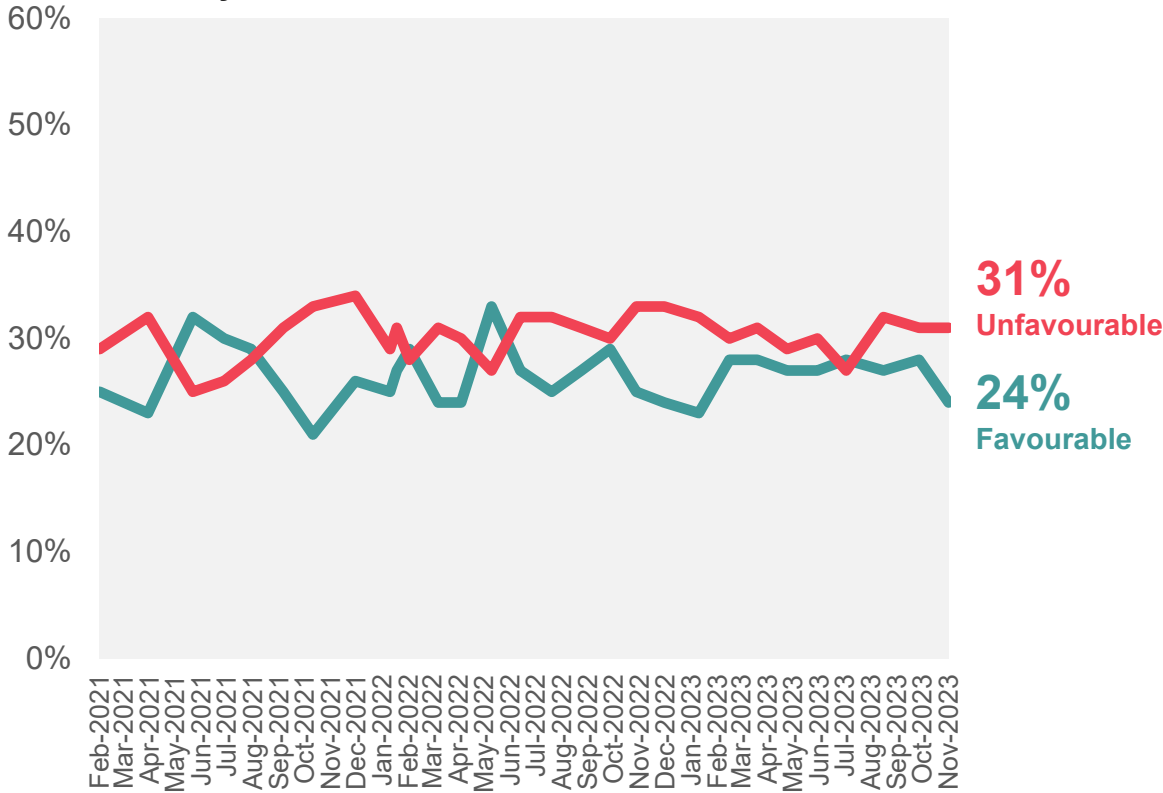
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

October 2023



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

February 2021 – October 2023

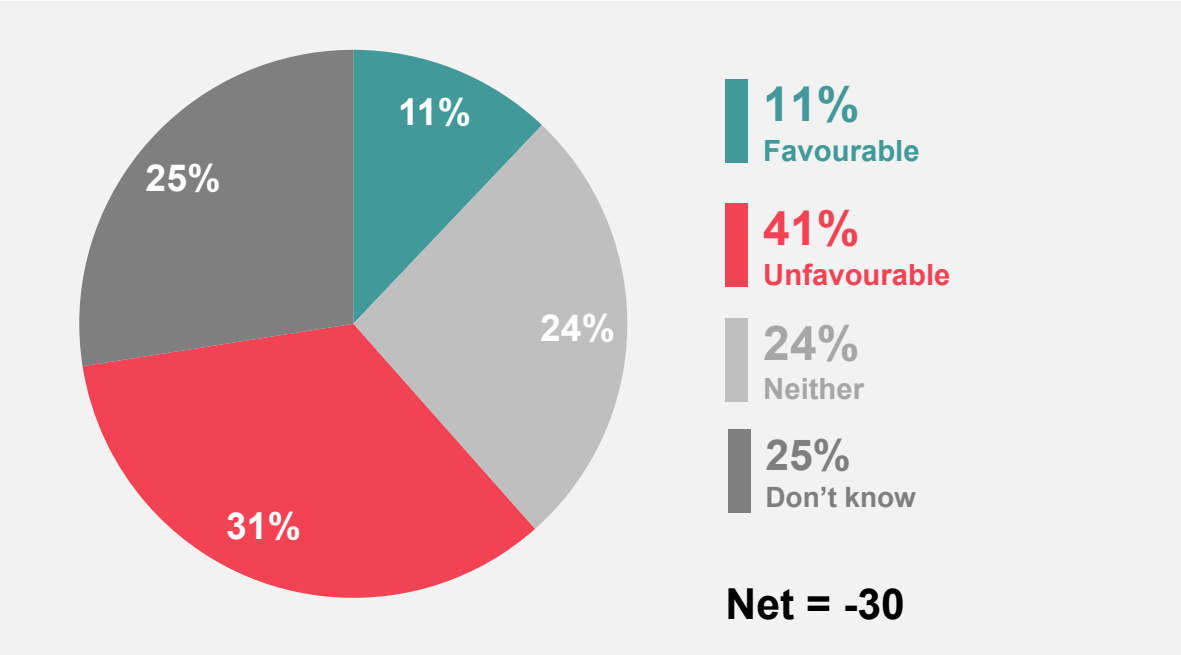




# Reform UK: Favourability

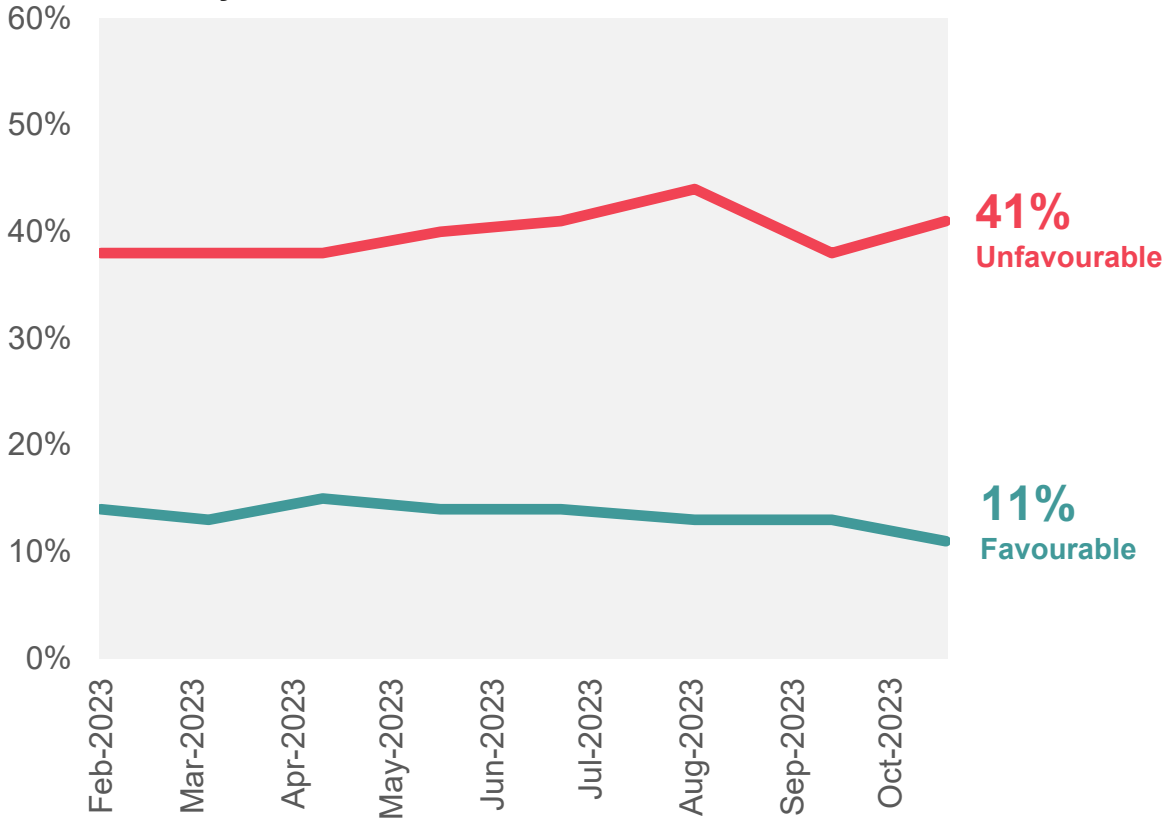
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

October 2023



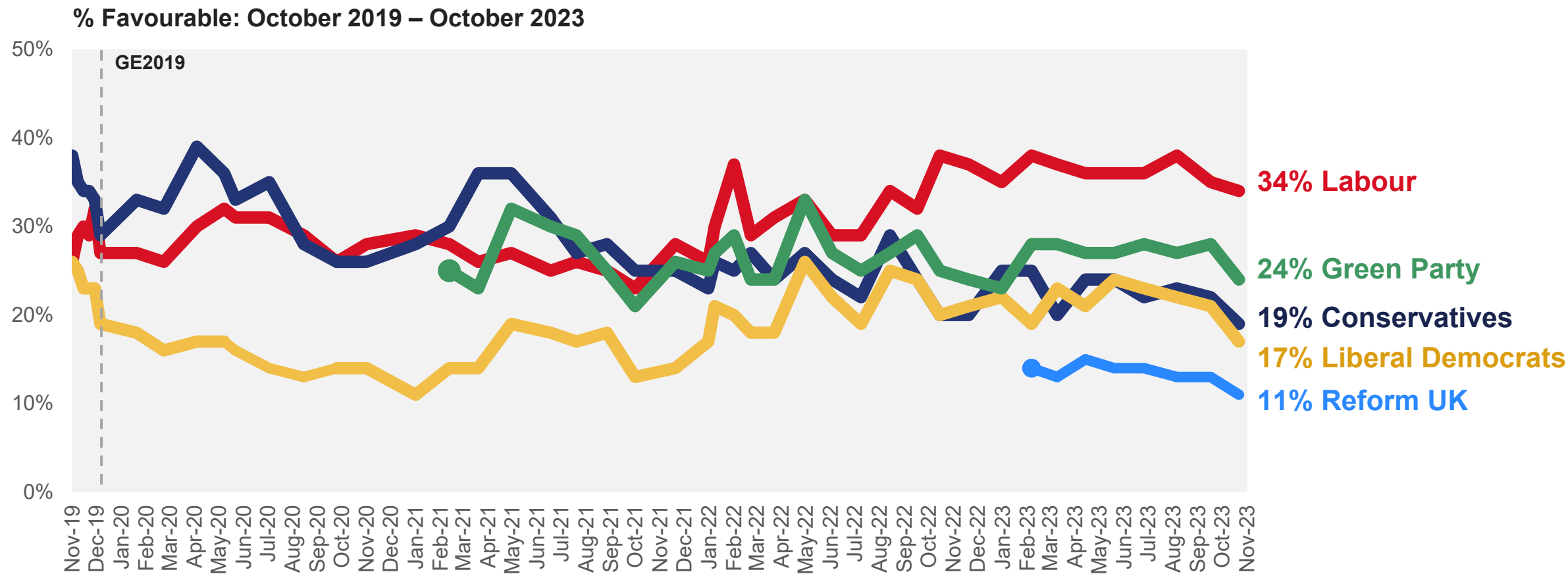
Base: 1,055 Online British adults aged 18+ , 27-30 October 2023

February 2023 – October 2023



# Political parties: Favourability

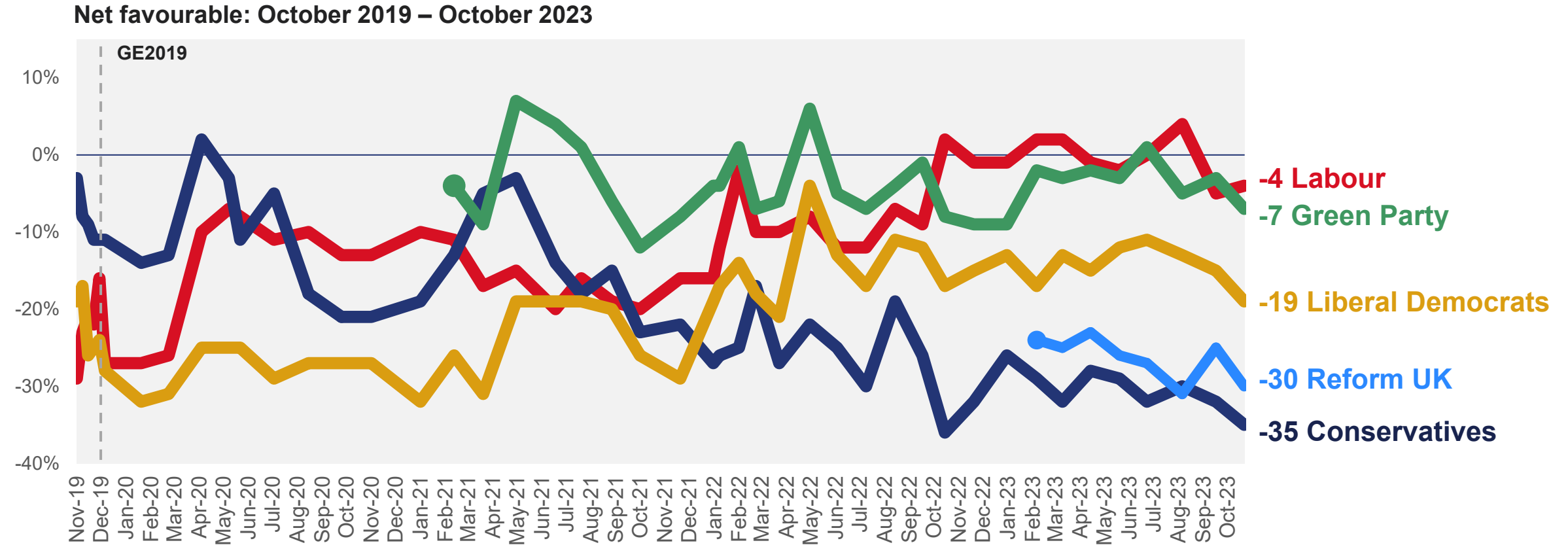
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

# Political parties: Net favourability

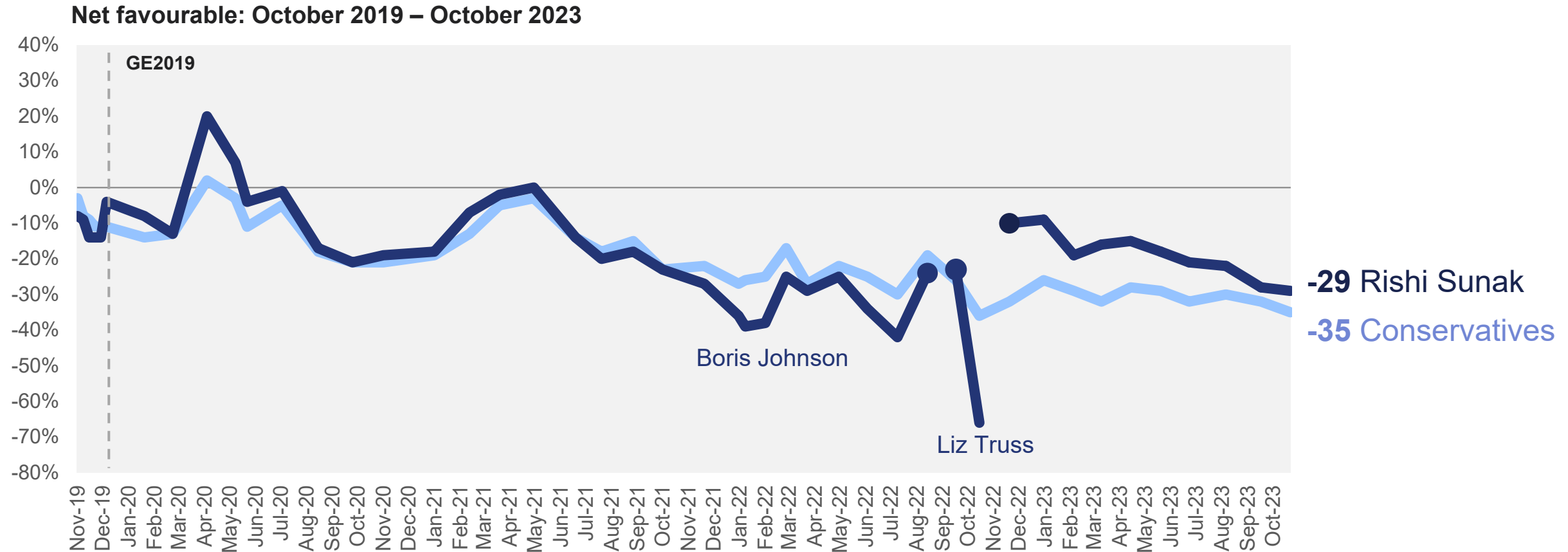
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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

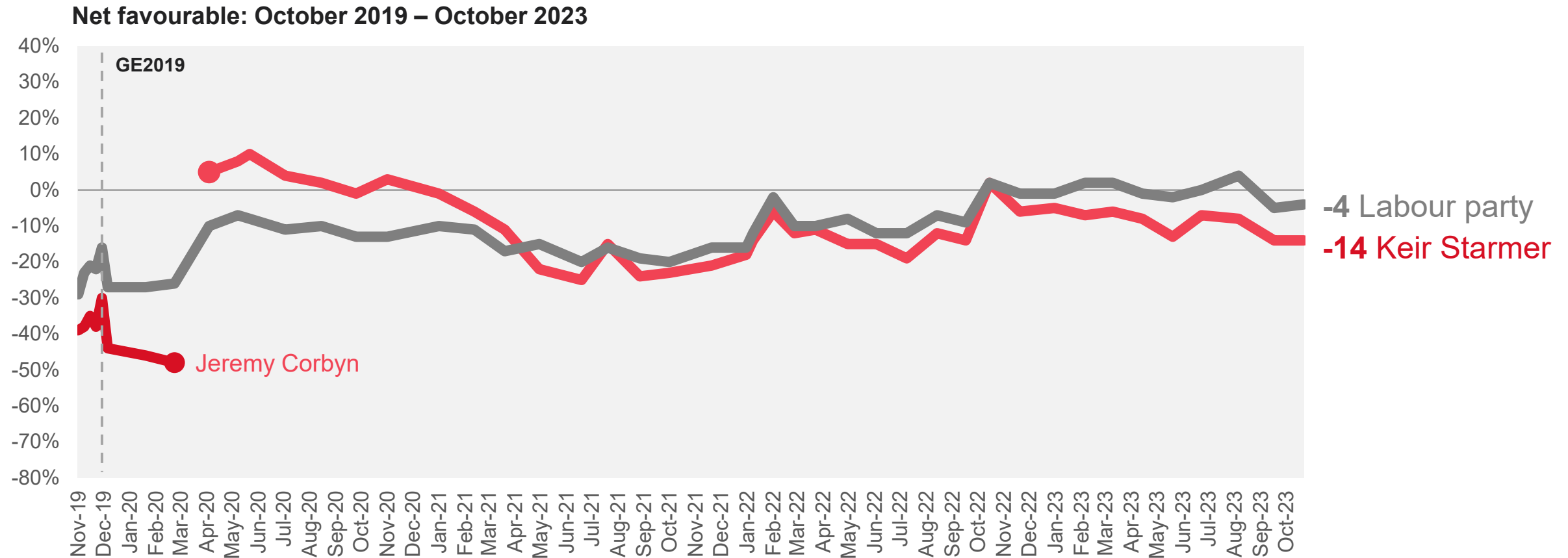


Base: 1,055 Online British adults aged 18+ , 27-30 October 2023



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

# DIRECTION OF THE COUNTRY

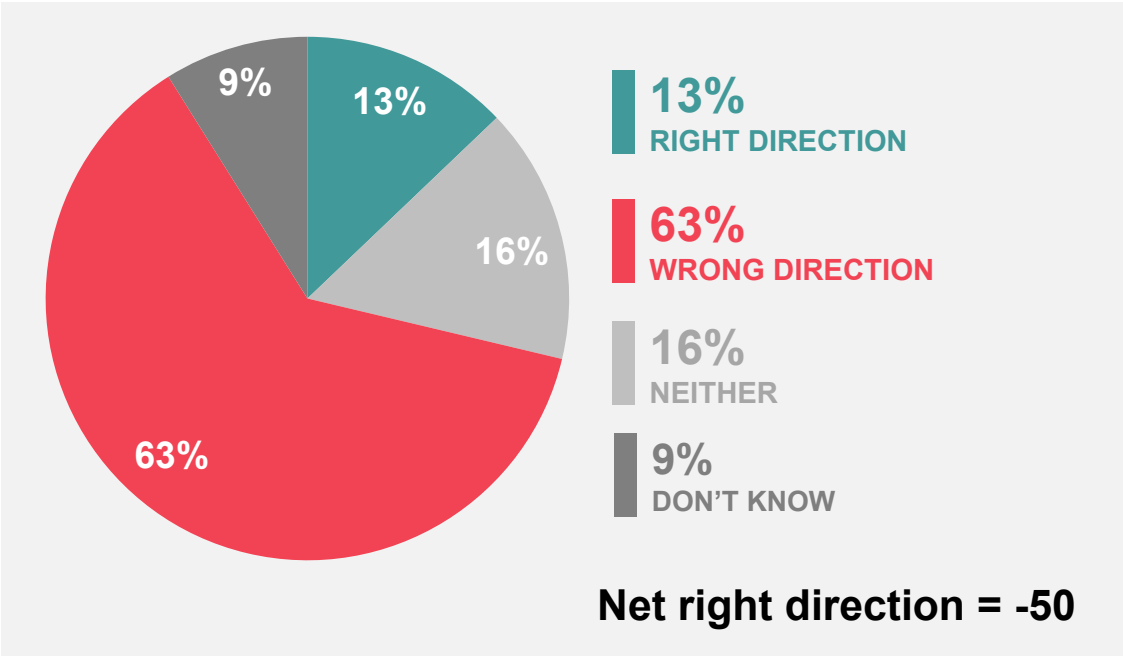
October 2023



# Direction of the country

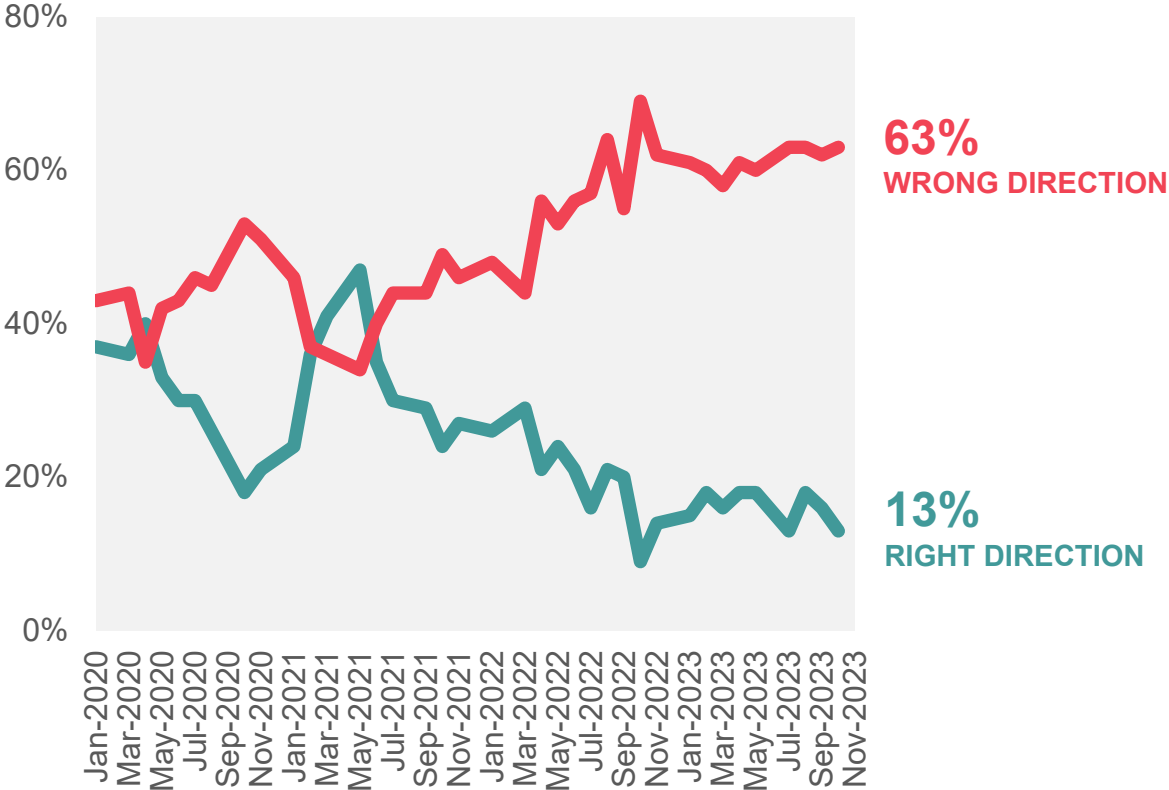
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

October 2023



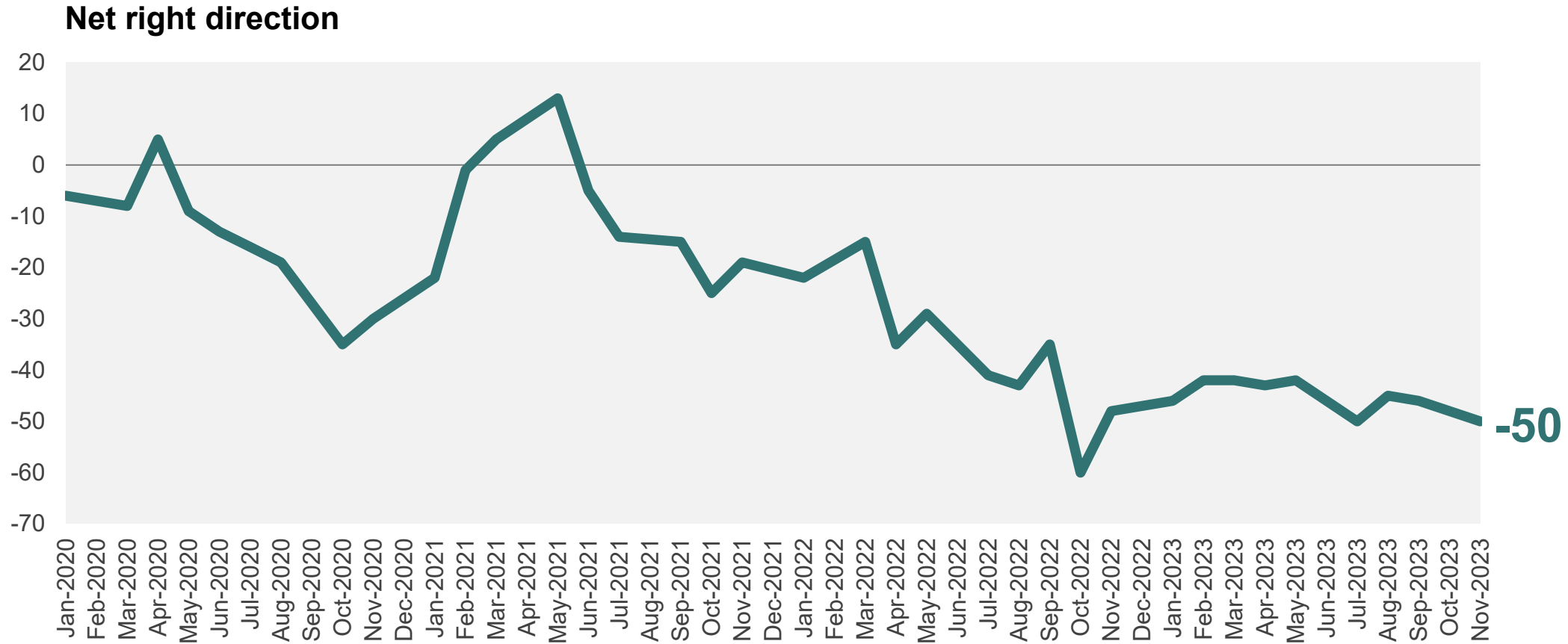
Base: 1,055 Online British adults aged 18+ , 27-30 October 2023

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?



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



# IMPACT OF BREXIT

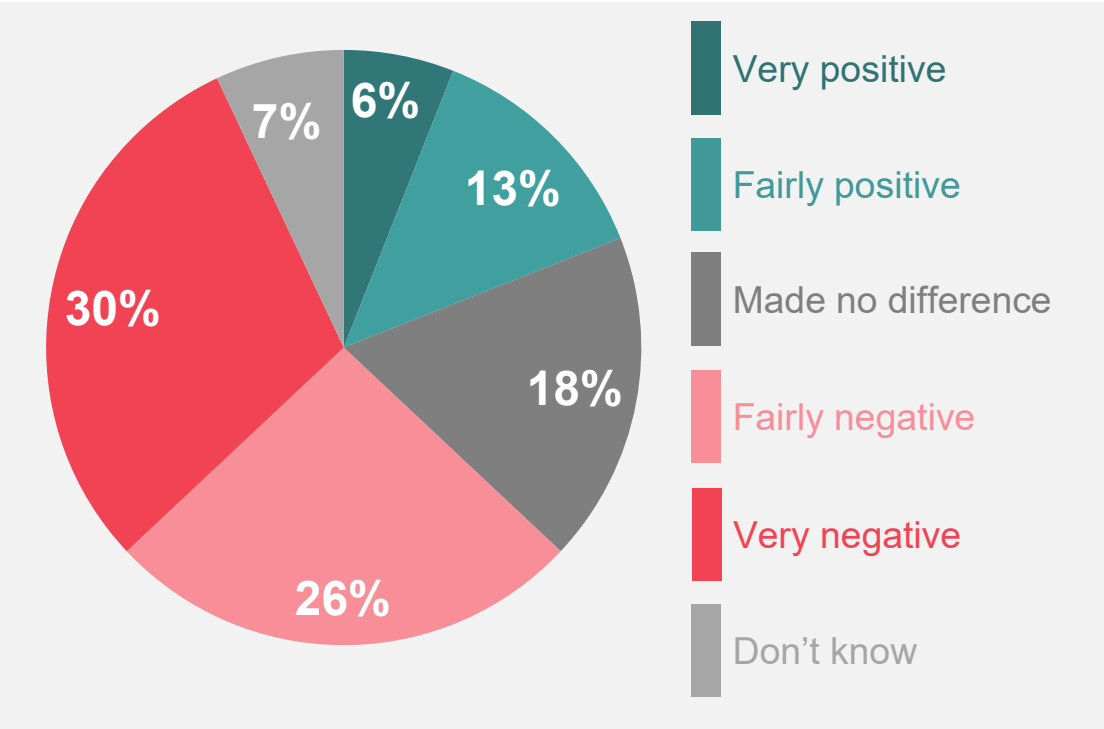
October 2023



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

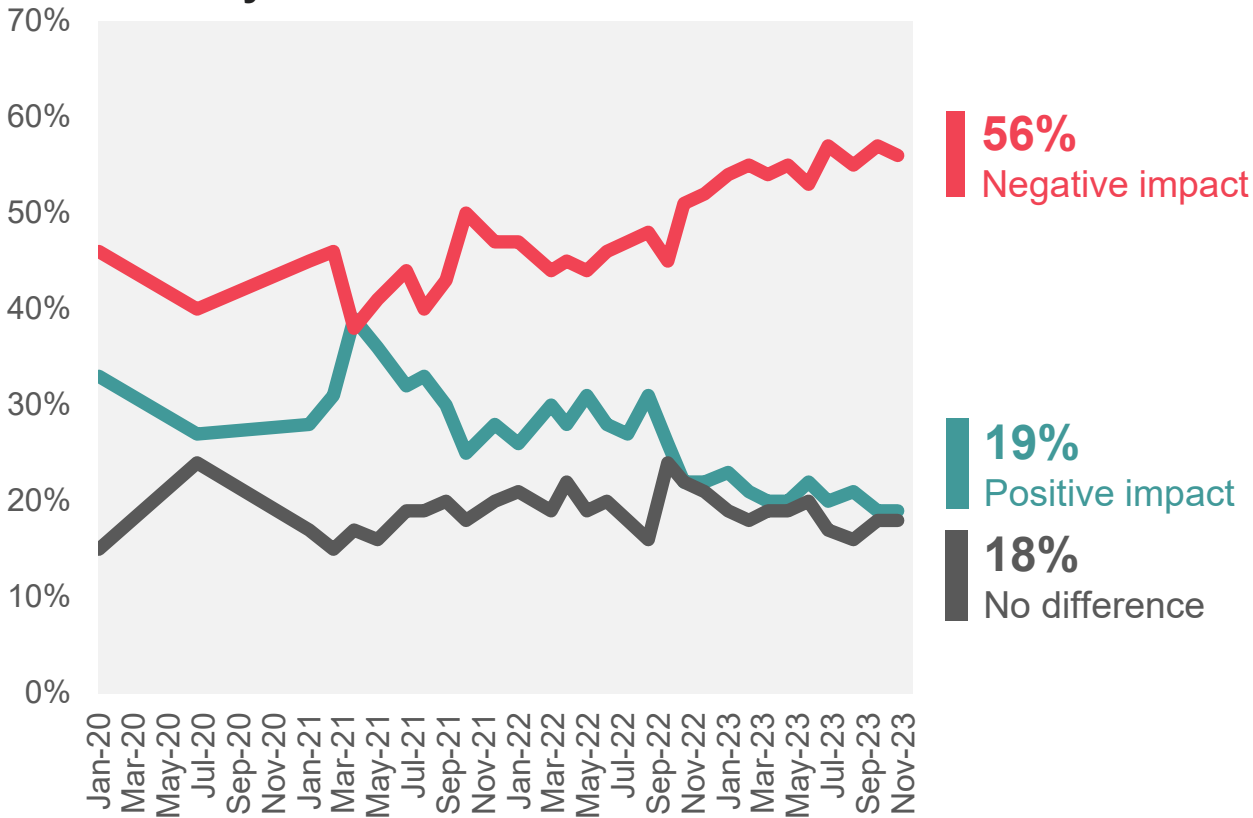
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

October 2023



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

January 2020 – October 2023





# PARTIES

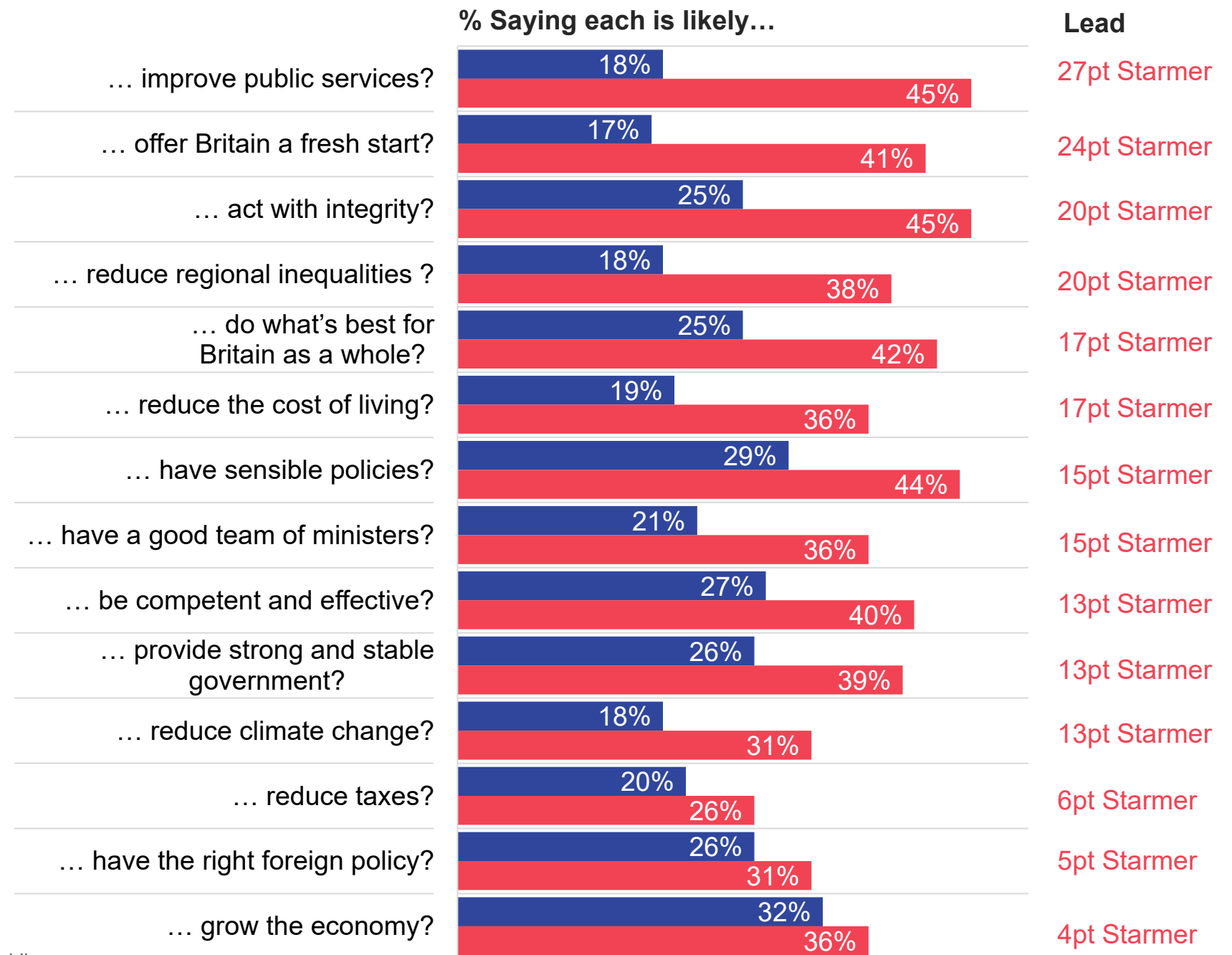
# What might a future government do?

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 Keir Starmer as Prime Minister**

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





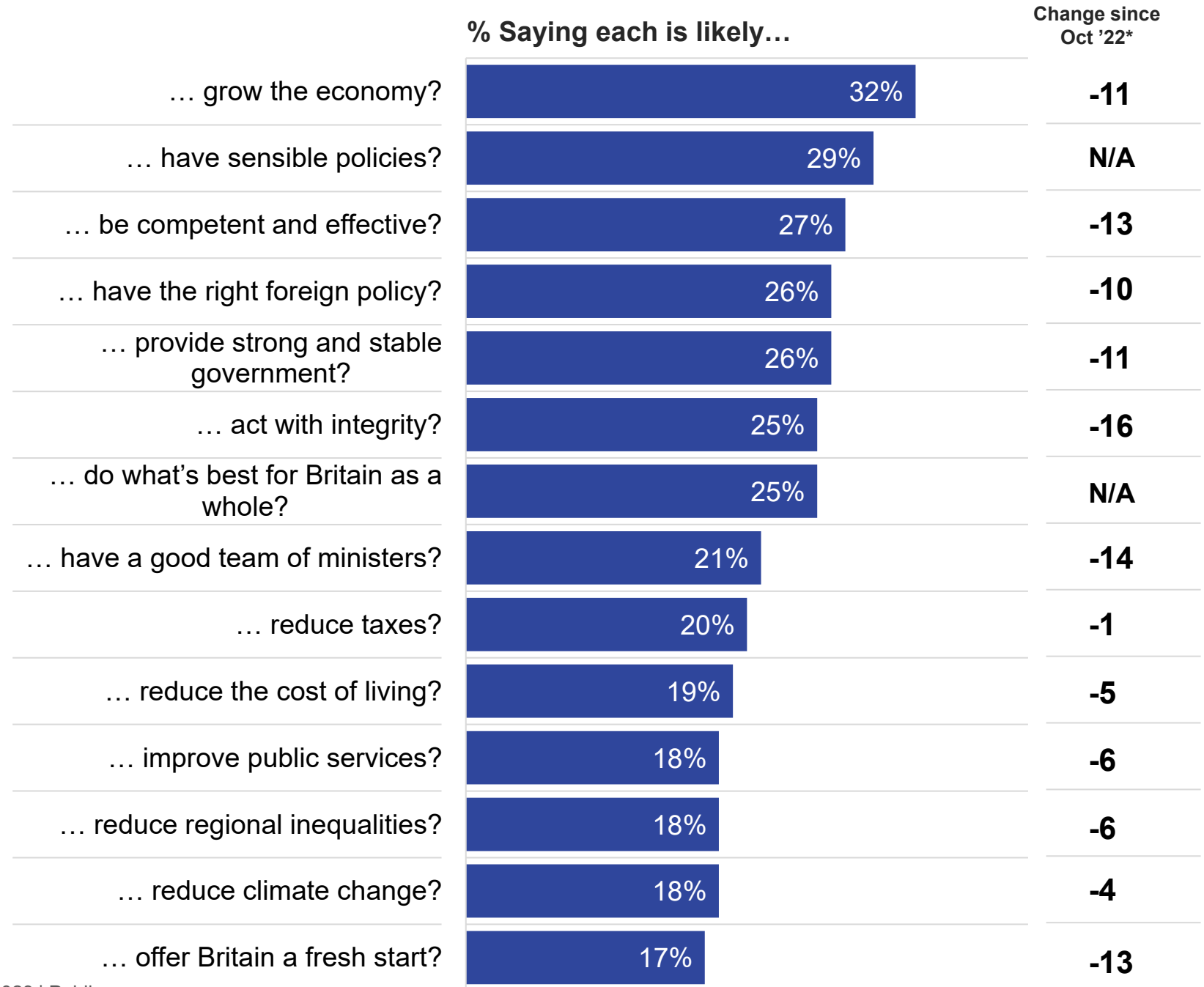
# What would a Rishi Sunak government do?

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

Conservative Government with Rishi Sunak 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



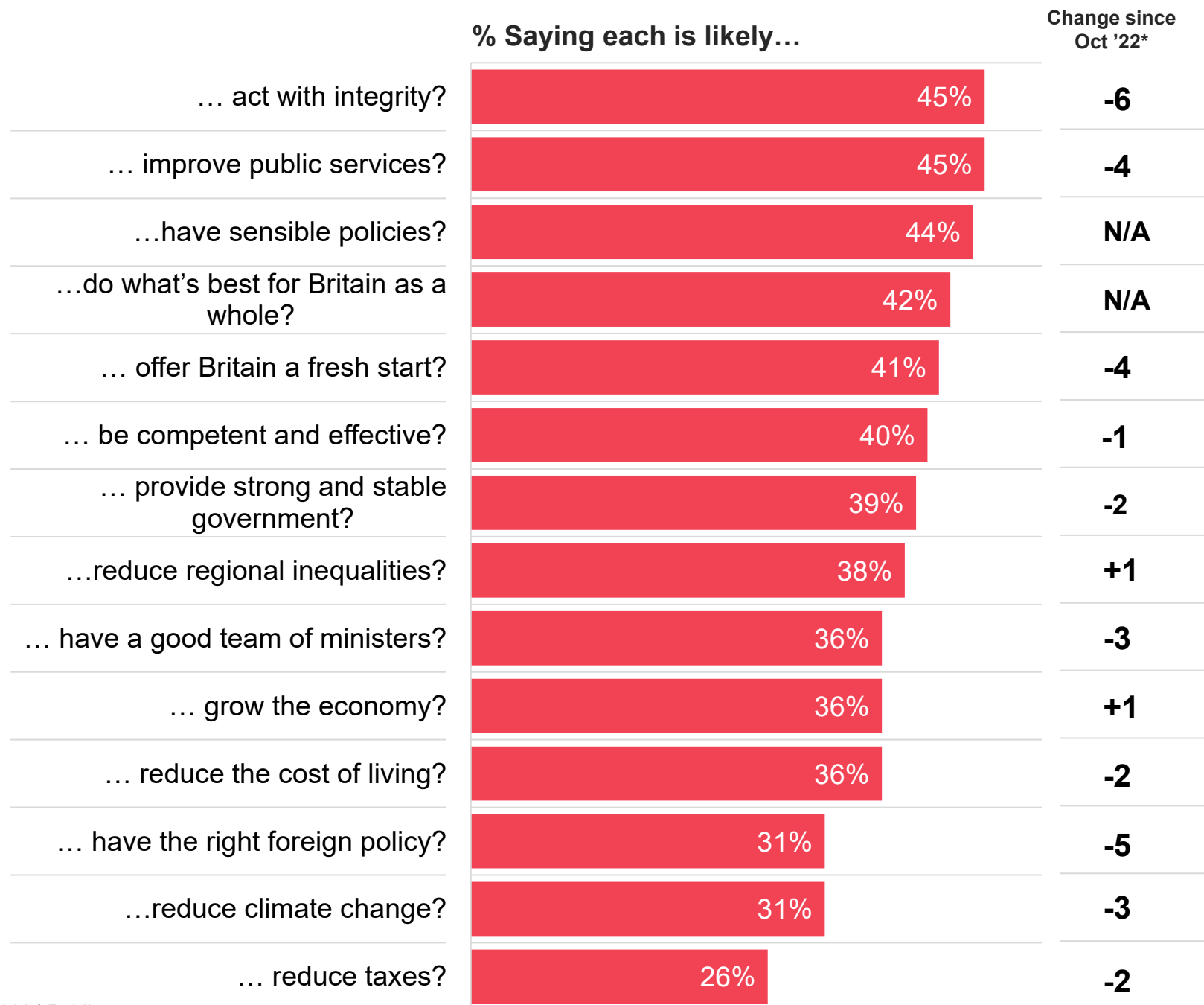
# What would a Keir Starmer government do?

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...?**

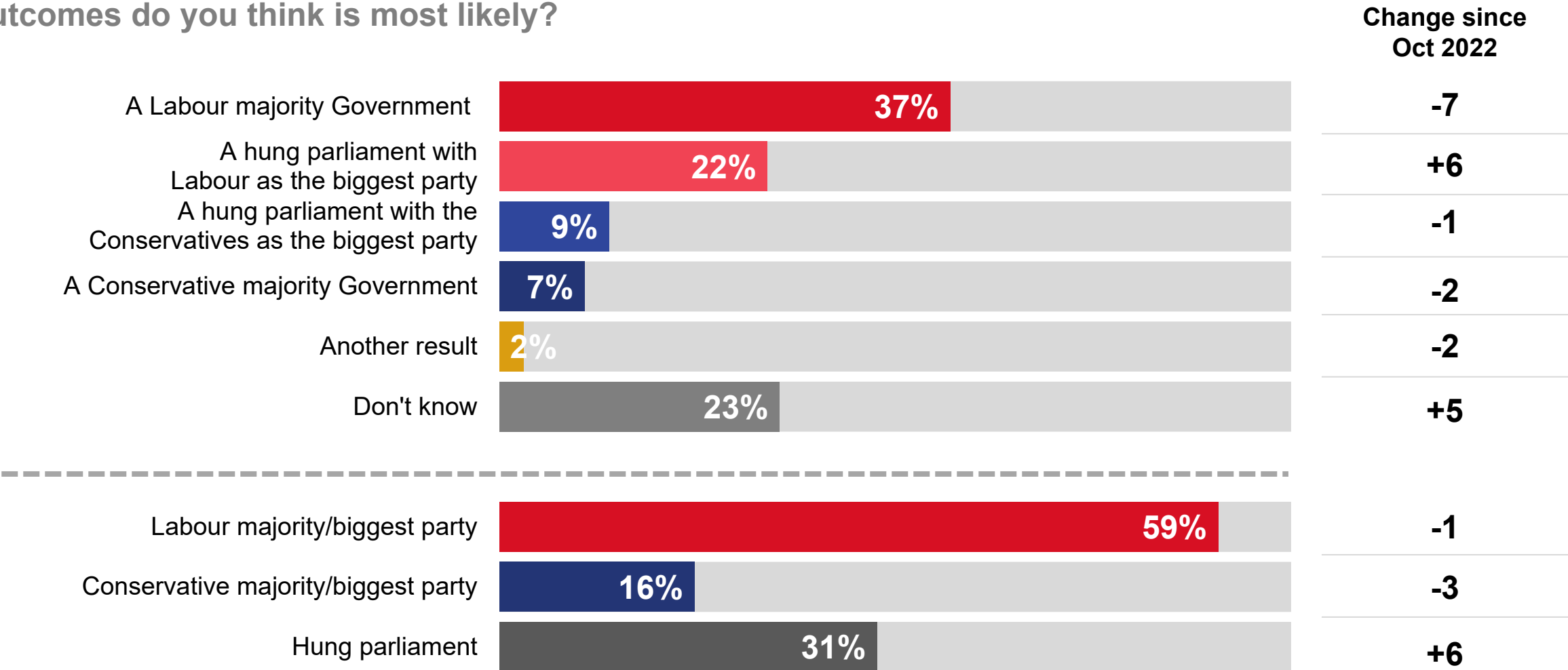
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**Base:** 1,005 Online British adults aged 18-75 , 27-30 October 2023



# 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?

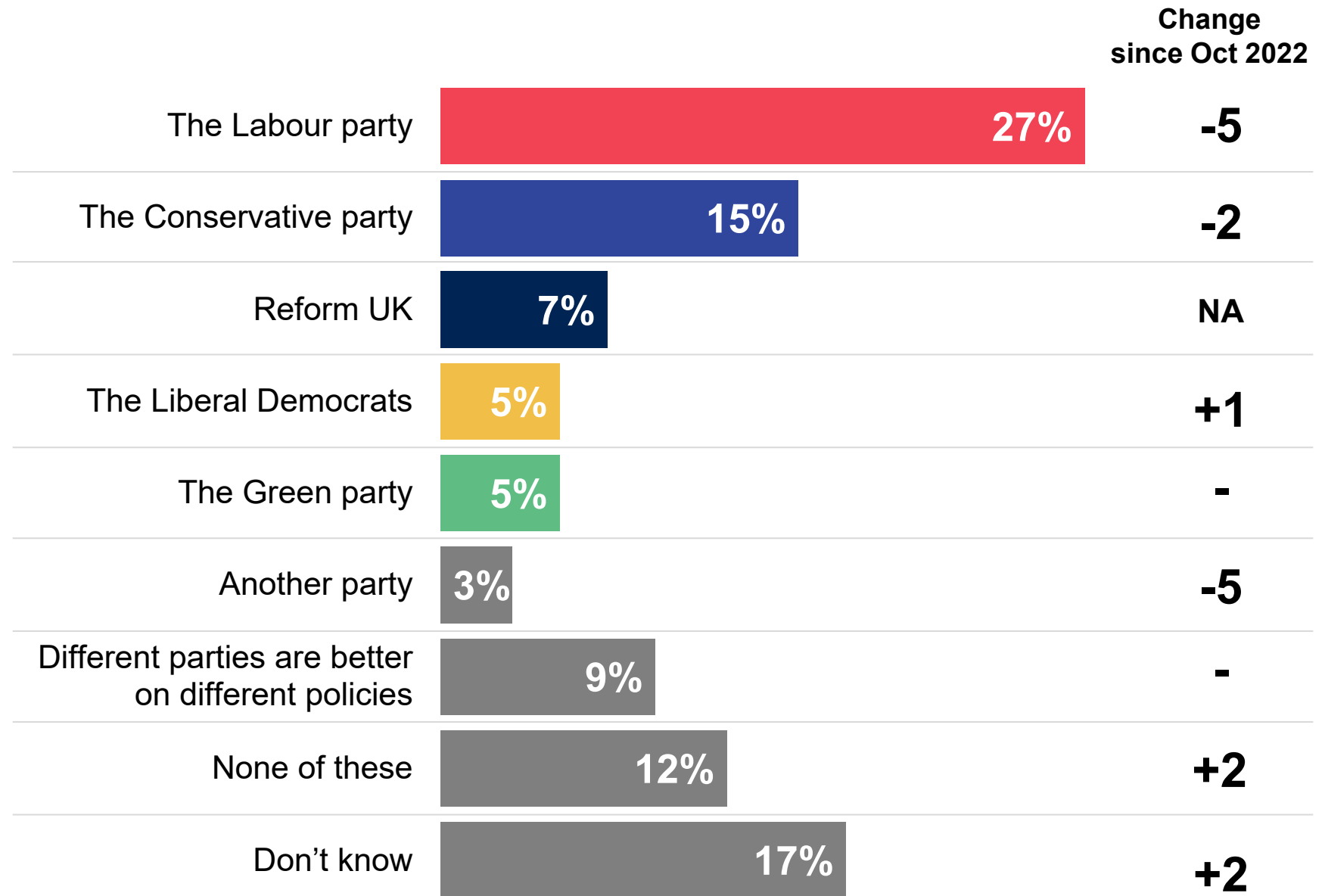


Base: 1,055 Online British adults aged 18+ , 27-30 October 2023



# 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?



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



## Political Pulse October 2023

### For more information

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