

IPSOS UK POLITICAL PULSE

November 2023

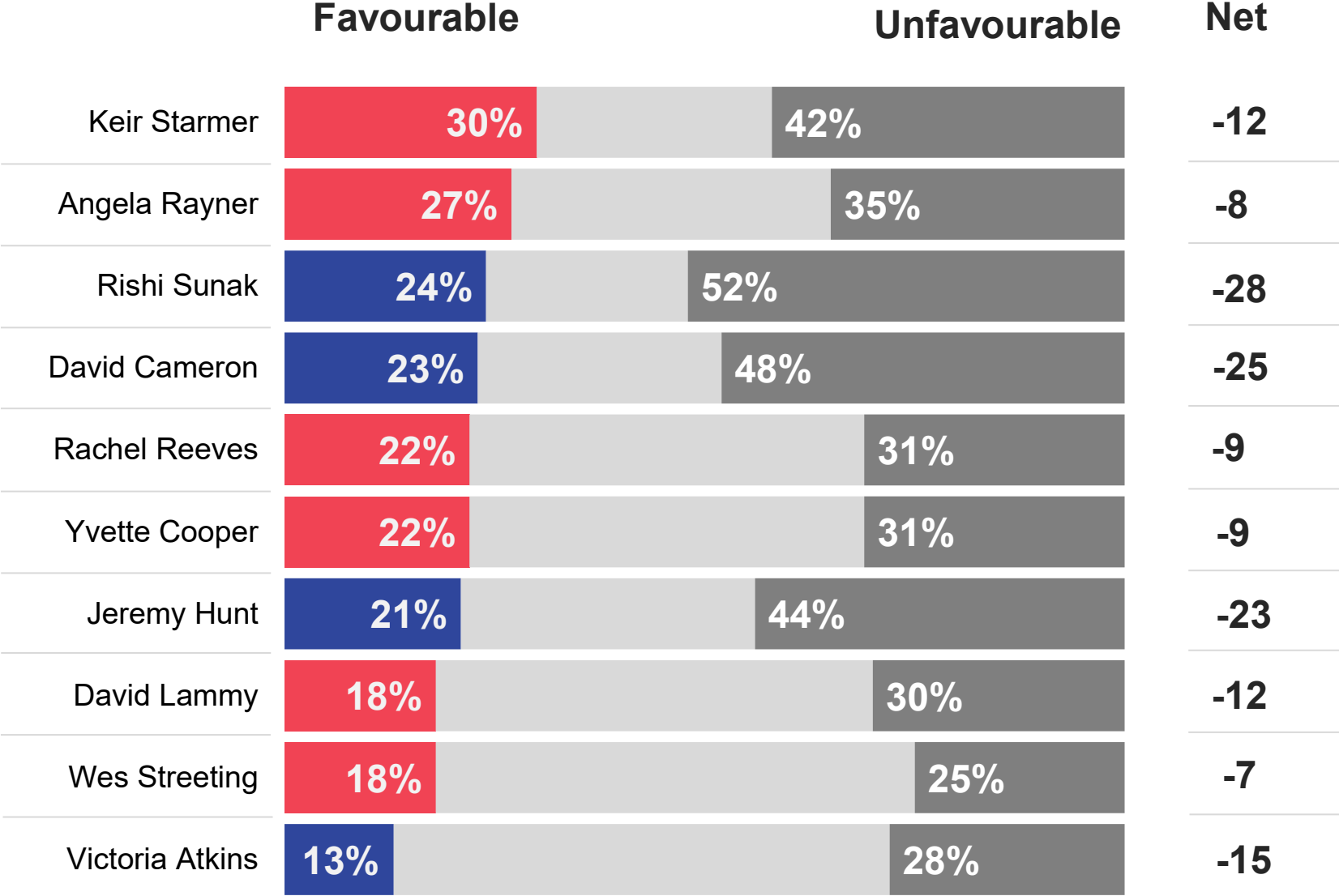


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

November 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?



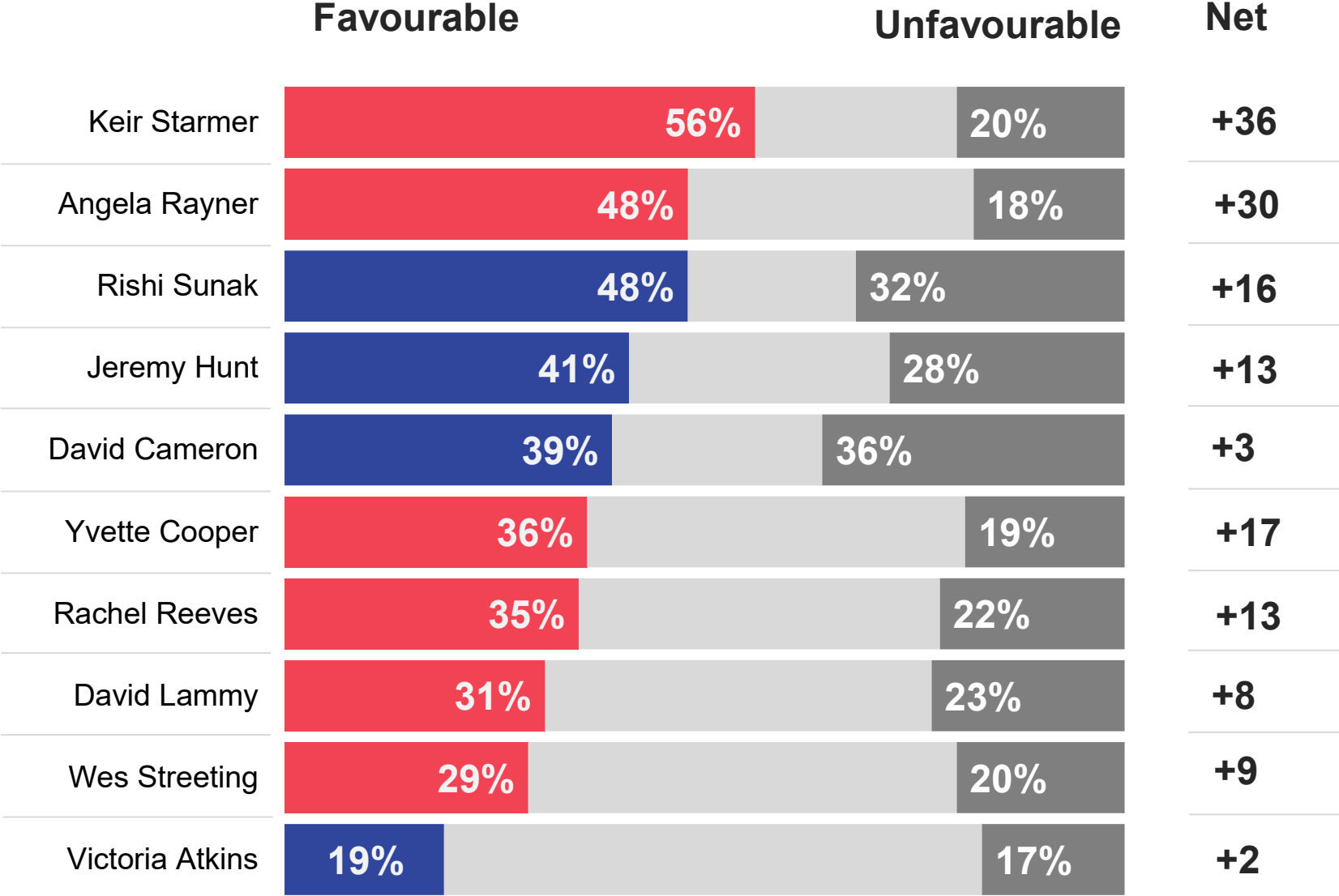
Base: 1,066 Online British adults aged 18+, 24-27 November 2023



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?



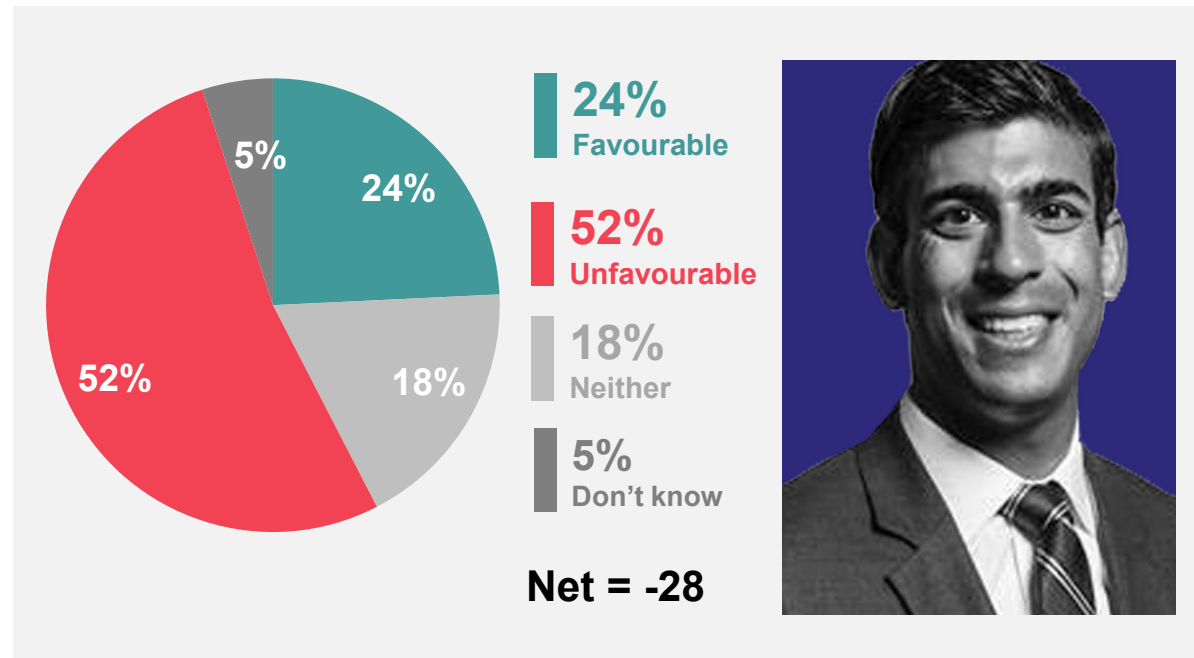
Base: 1,066 Online British adults aged 18+, 24-27 November 2023, including (335) 2019 Conservative voters and (308) 2019 Labour voters



Rishi Sunak: Favourability

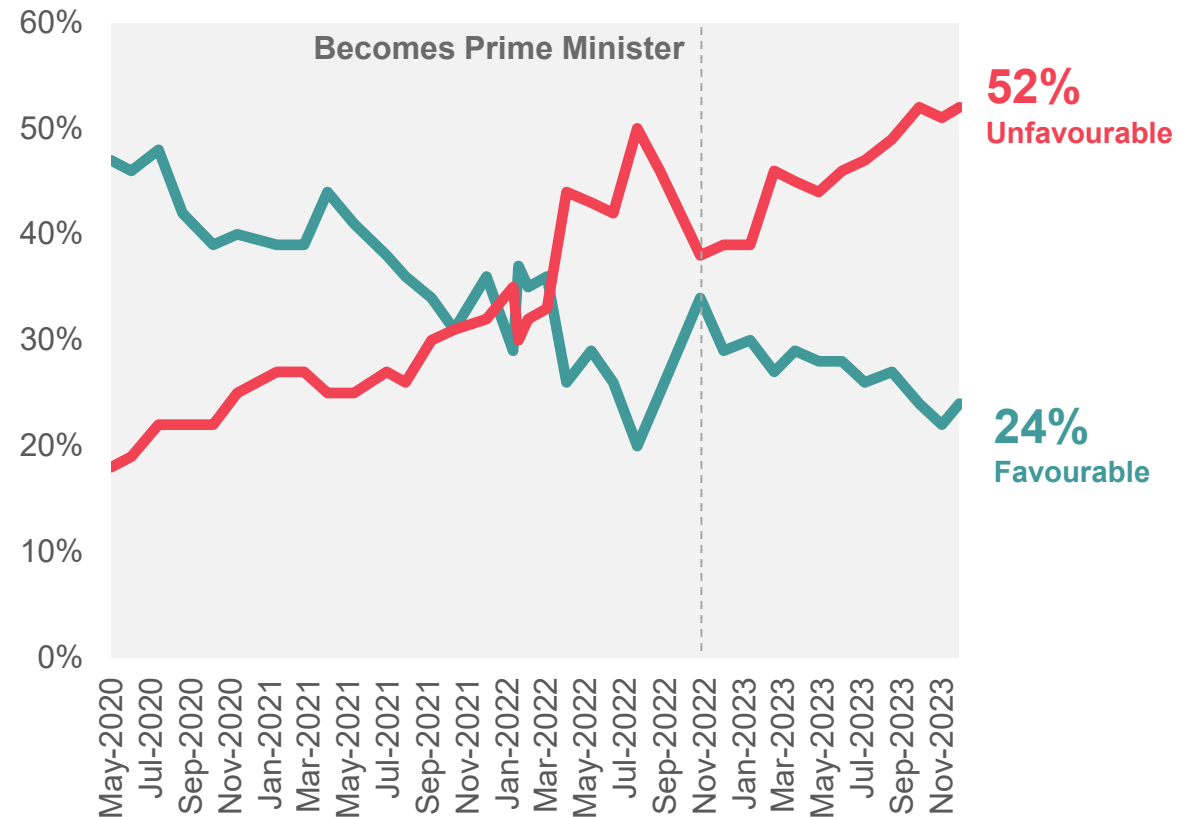
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

November 2023



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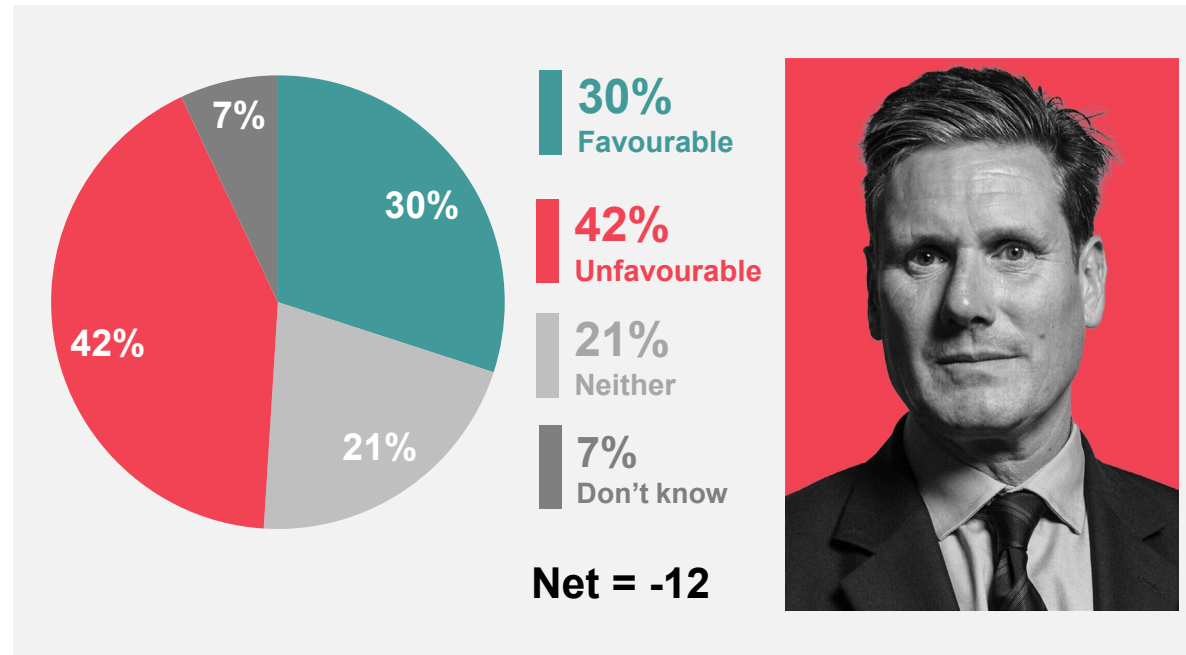
May 2020 – November 2023



Keir Starmer: Favourability

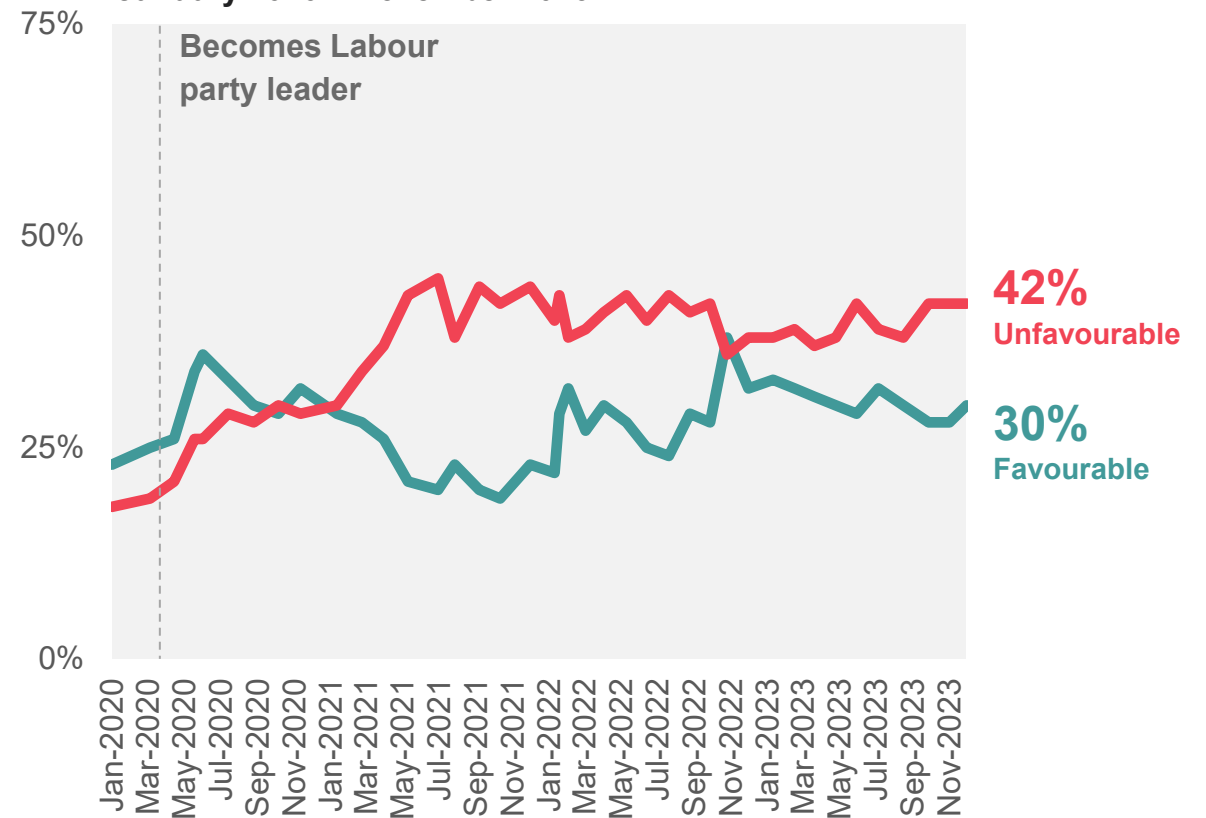
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

November 2023



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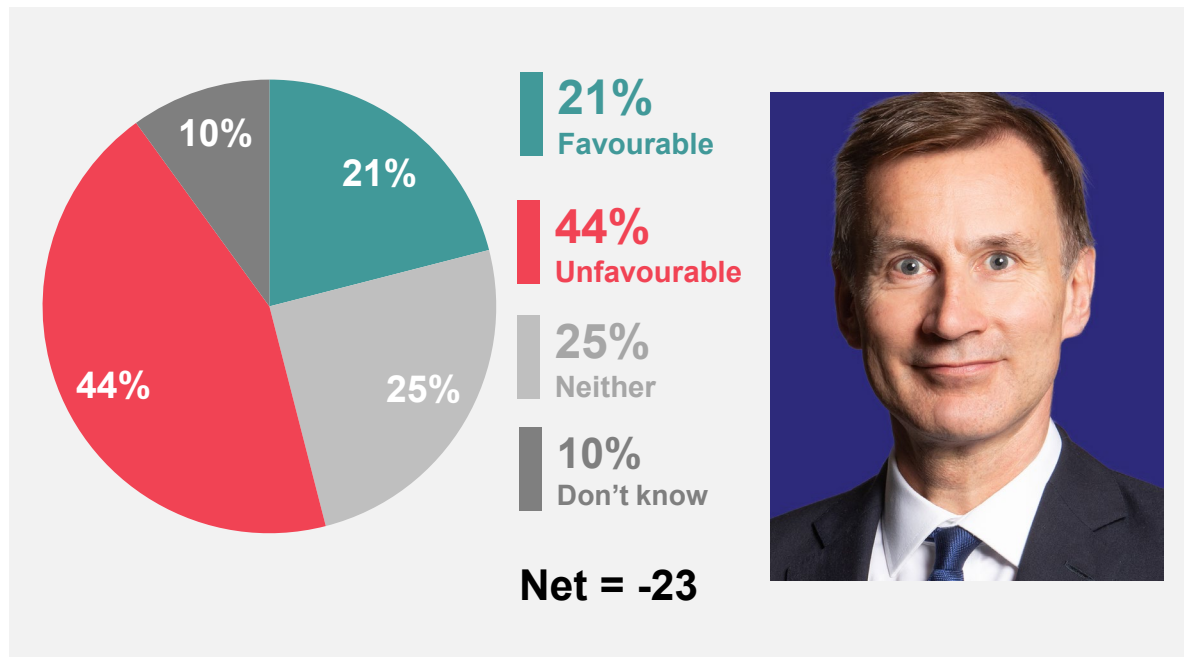
January 2020 – November 2023



Jeremy Hunt: Favourability

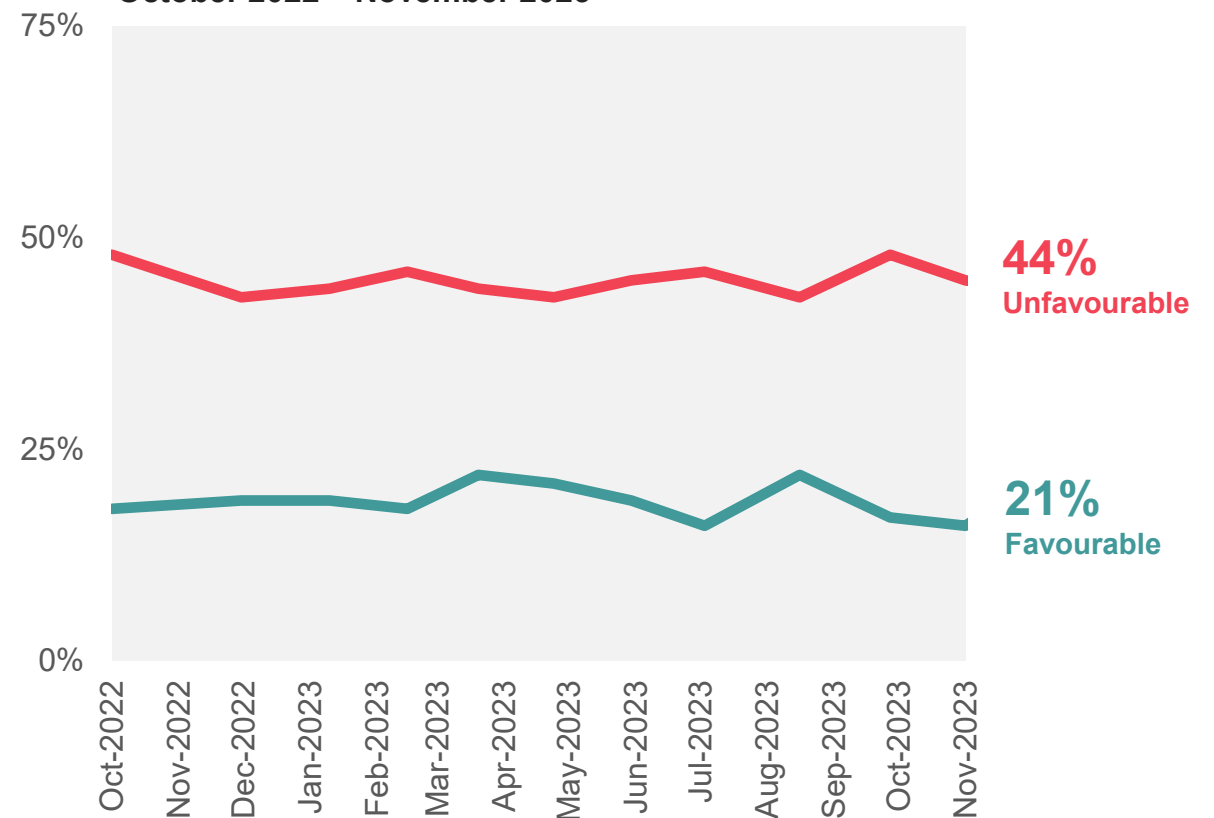
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

November 2023



Base: 1,066 Online British adults aged 18+, 24-27 November 2023

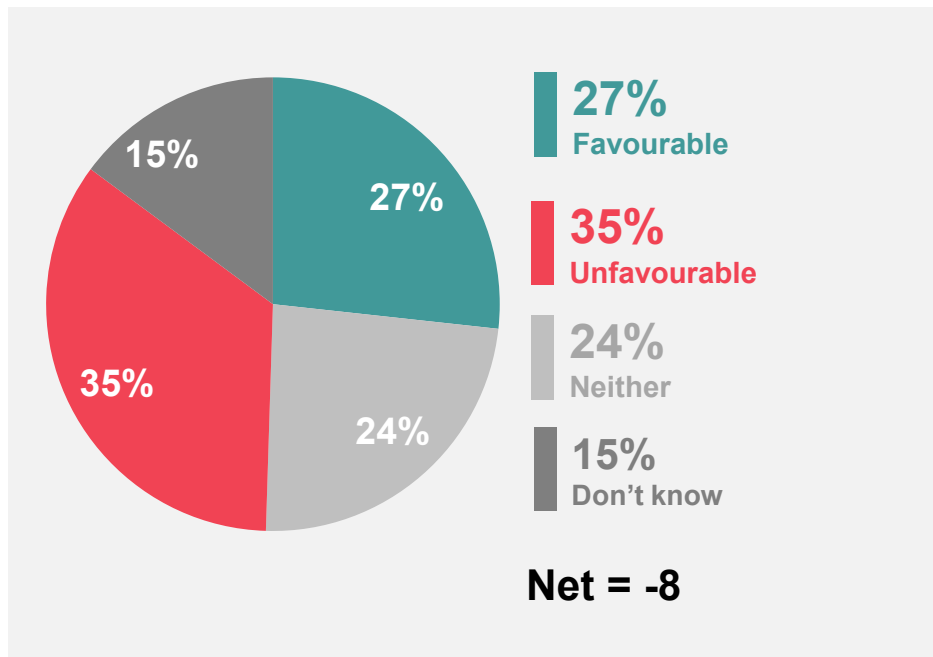
October 2022 – November 2023



Angela Rayner: Favourability

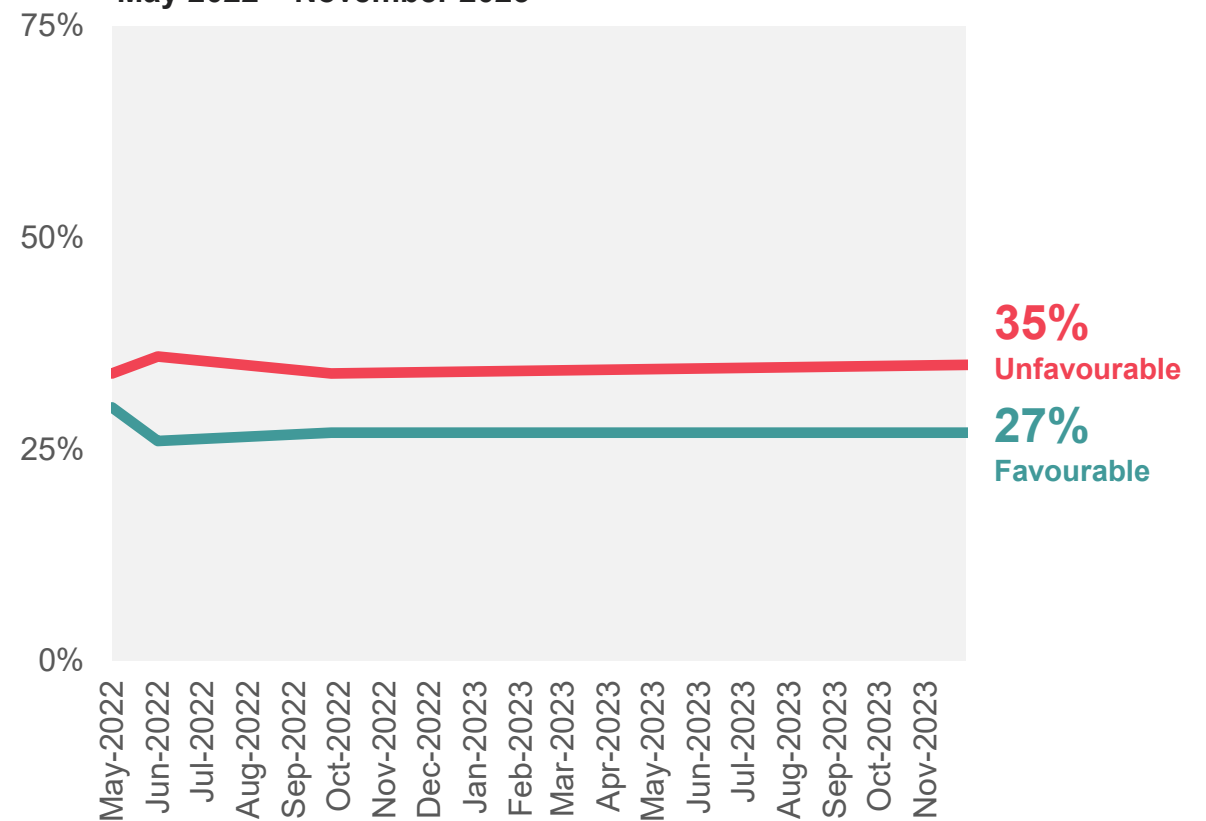
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Angela Rayner

November 2023



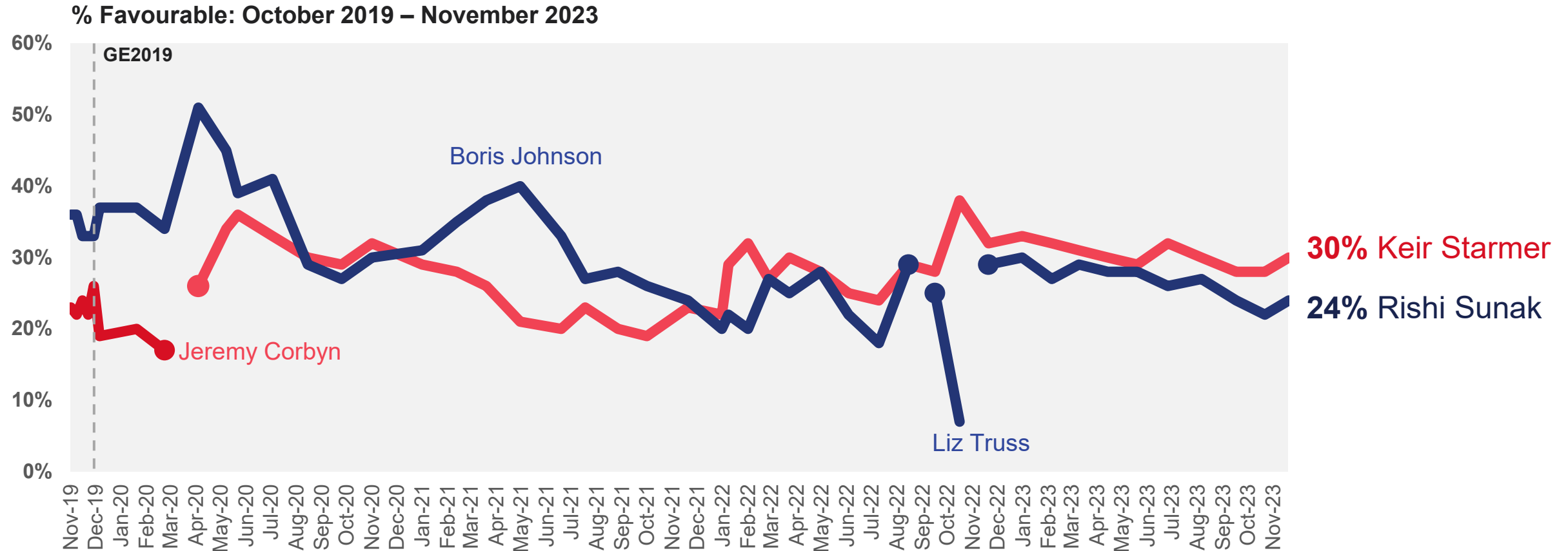
Base: 1,066 Online British adults aged 18+, 24-27 November 2023

May 2022 – November 2023



Favourability: Conservative leader vs Labour leader

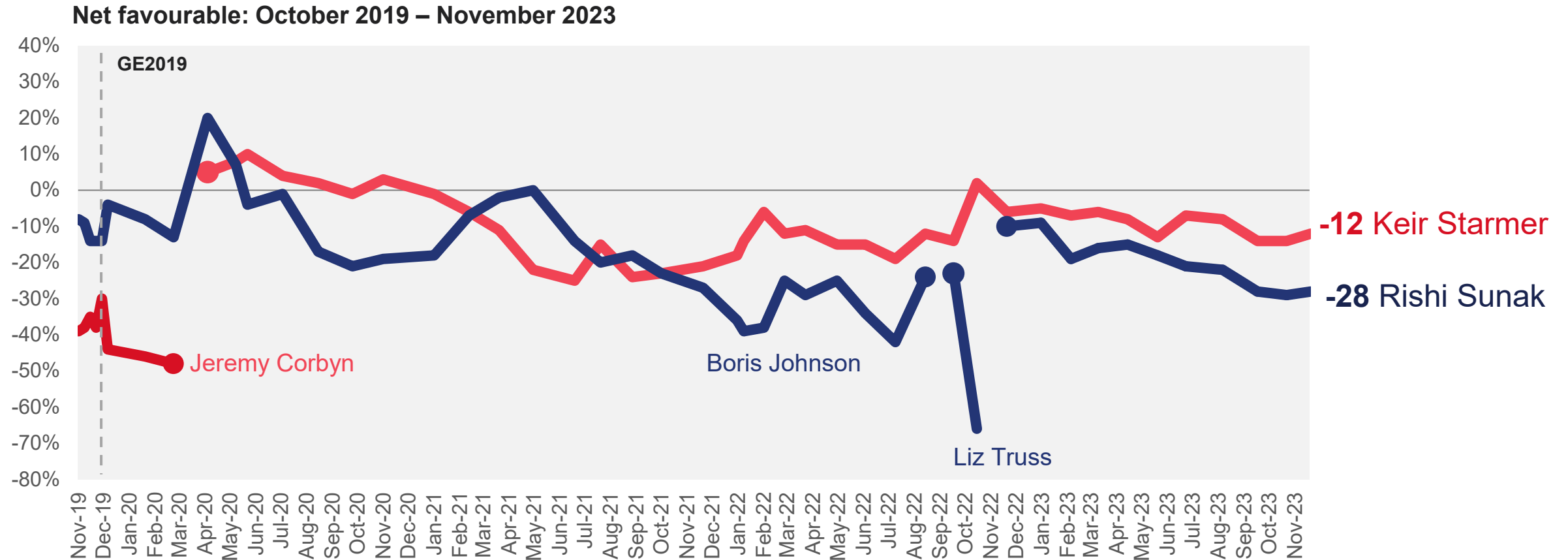
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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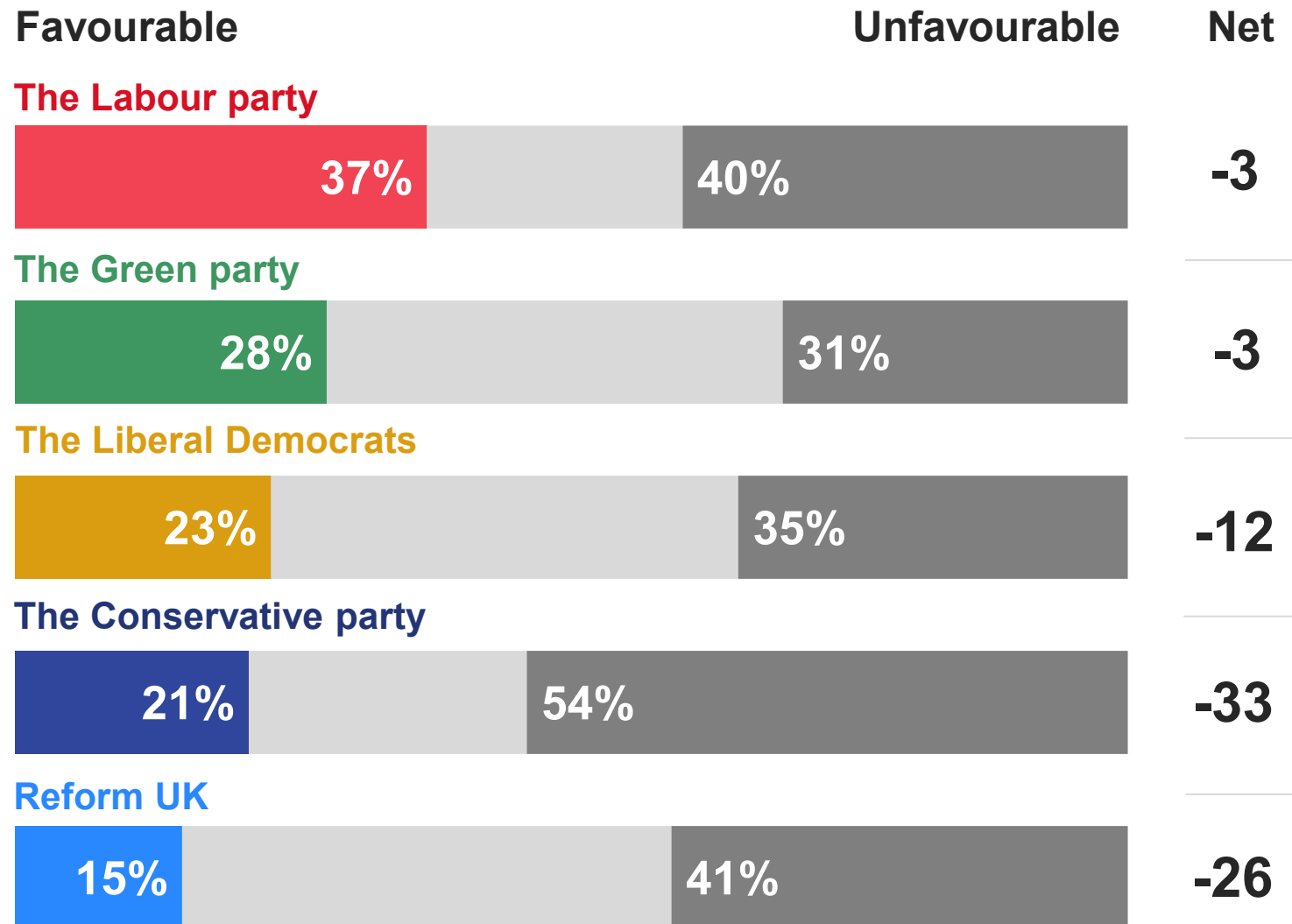
Net favourability: Conservative leader vs Labour leader

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



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?

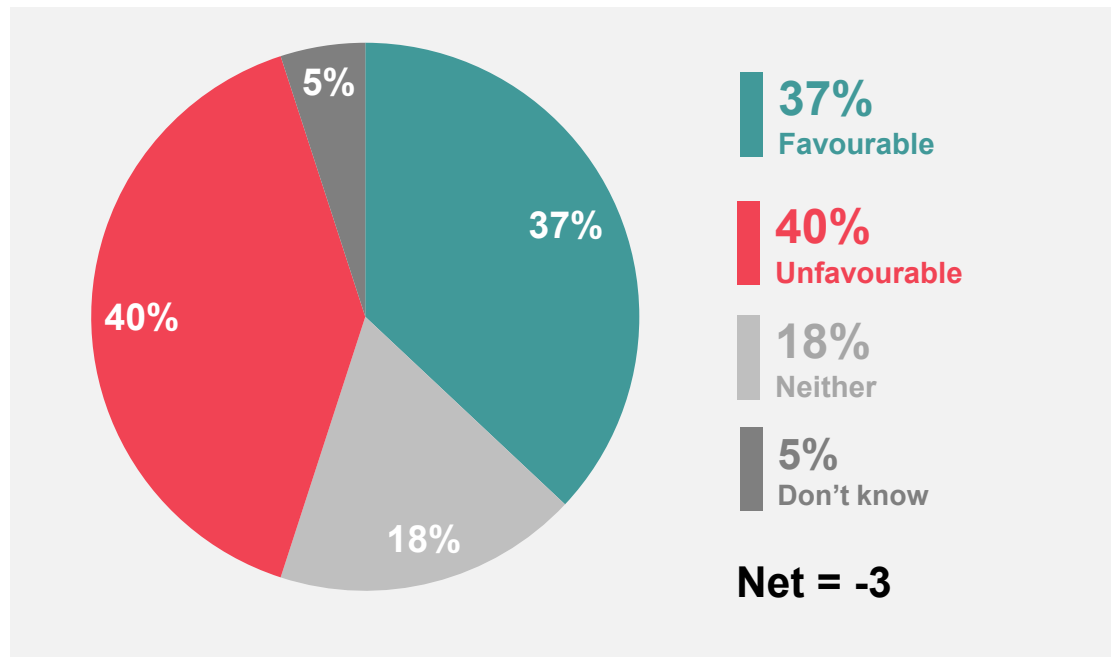


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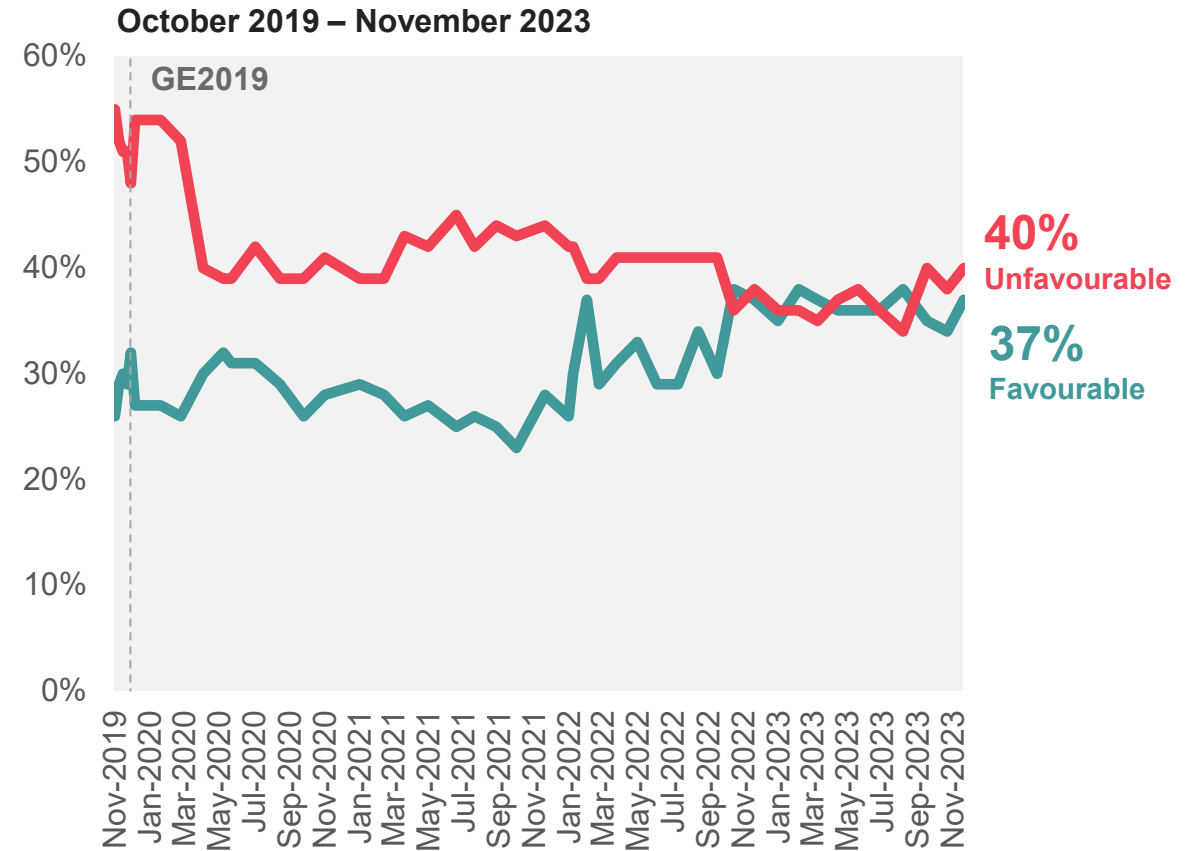
The Labour party: Favourability

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

November 2023



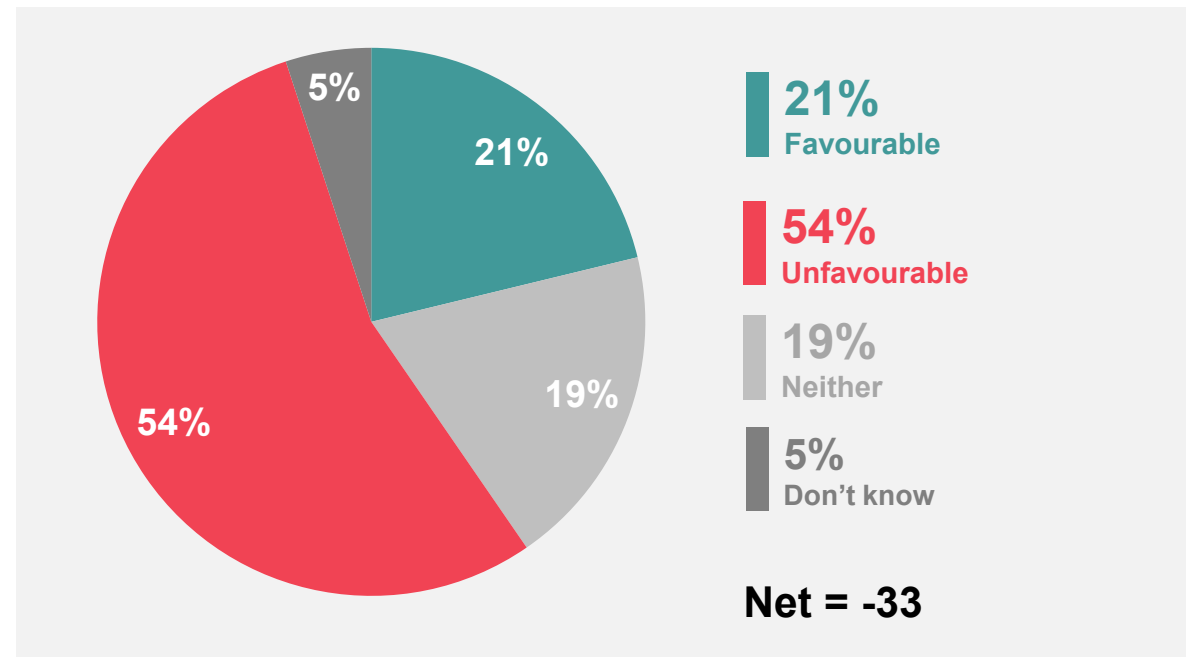
Base: 1,066 Online British adults aged 18+, 24-27 November 2023



The Conservative party: Favourability

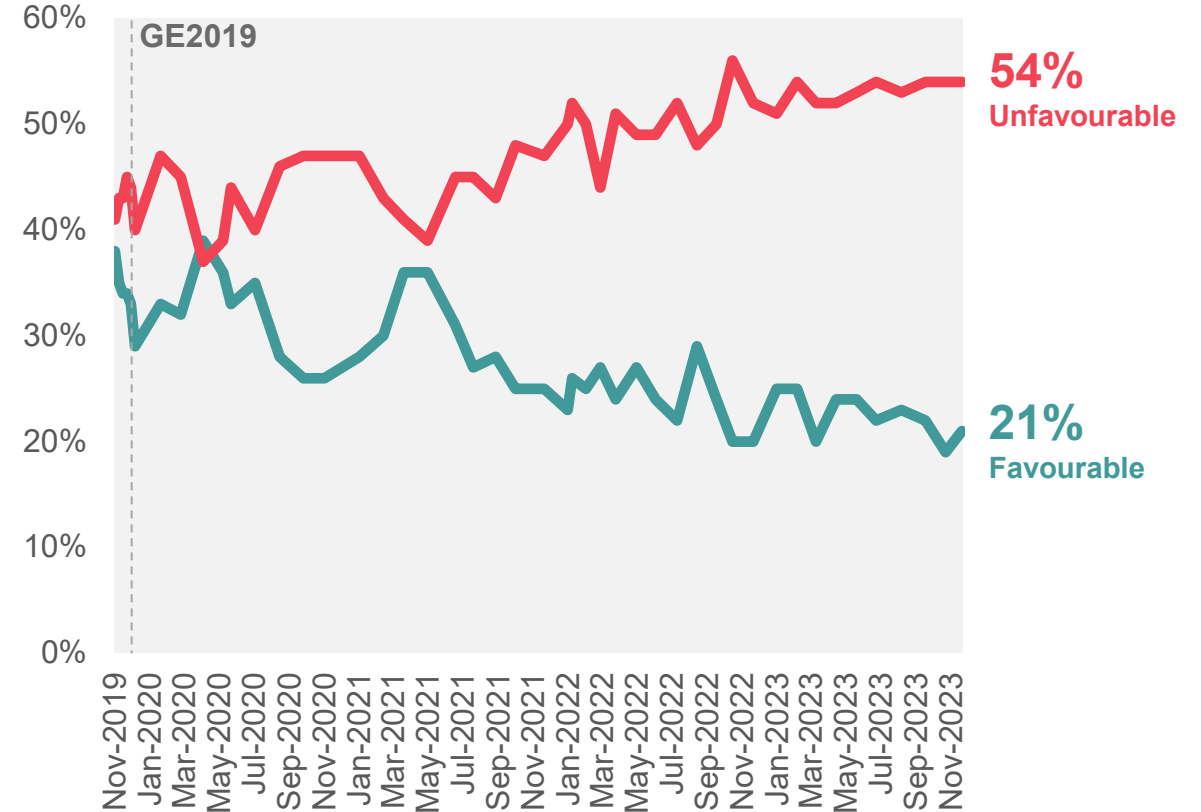
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

November 2023



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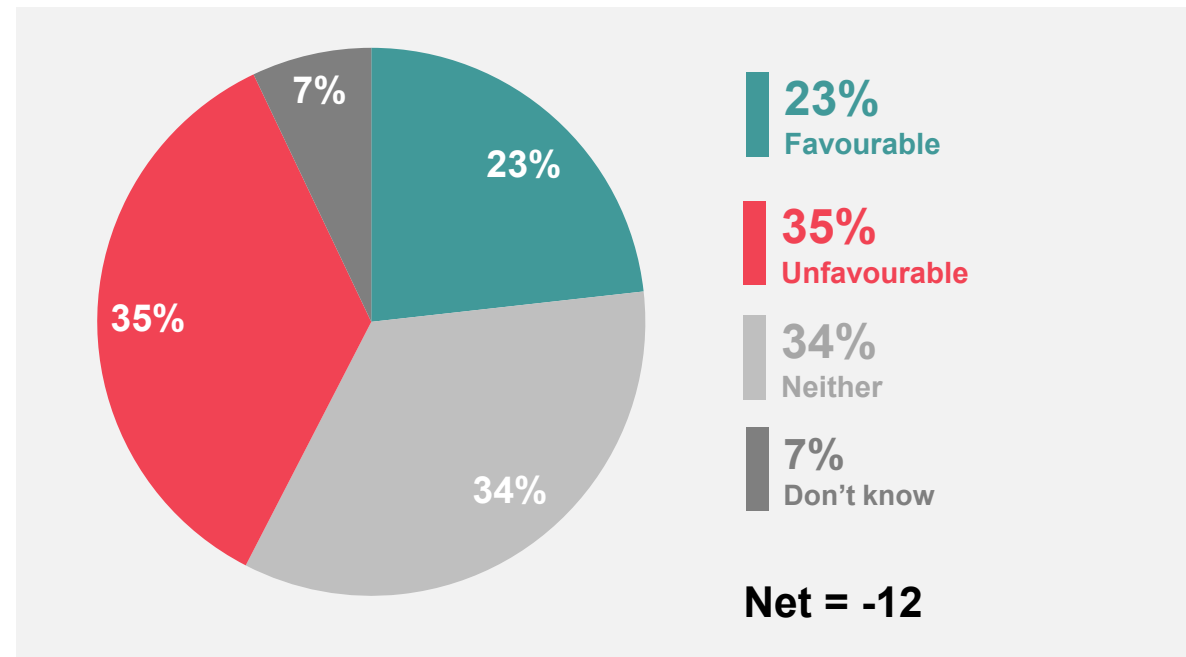
October 2019 – November 2023



The Liberal Democrats: Favourability

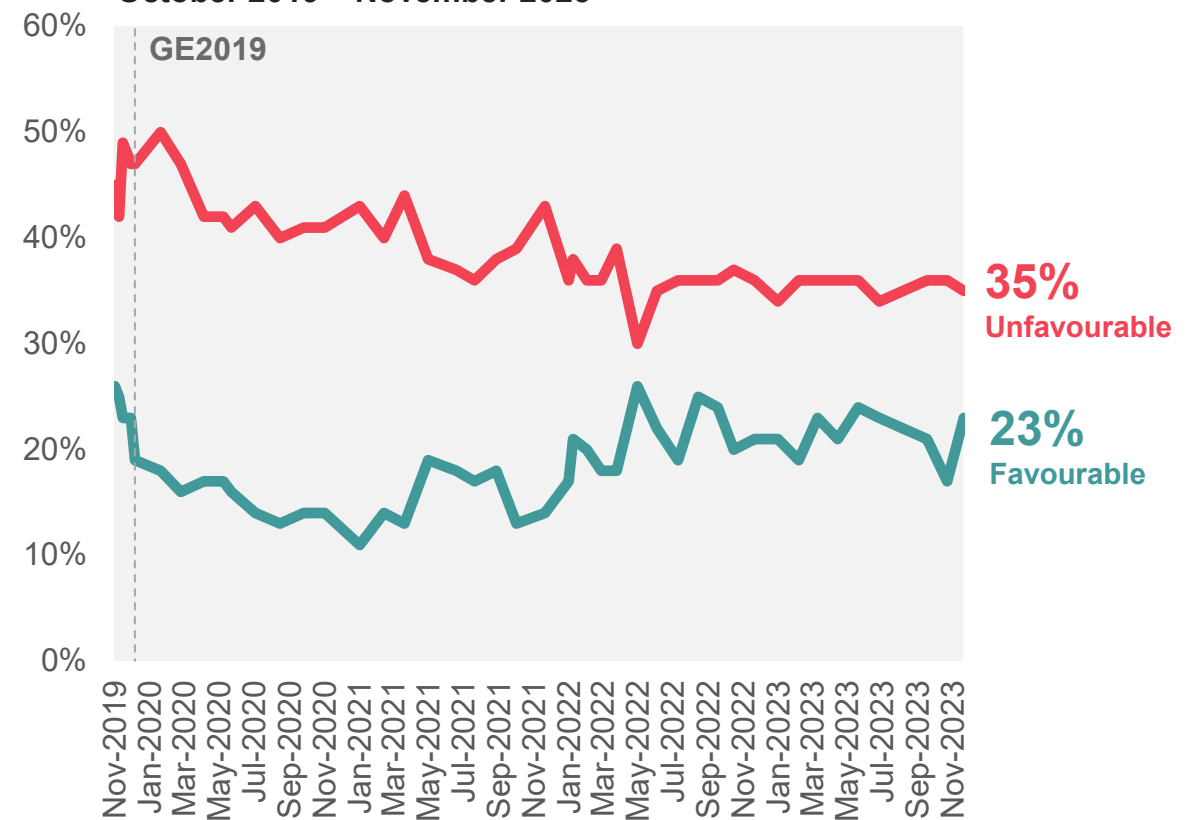
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

November 2023



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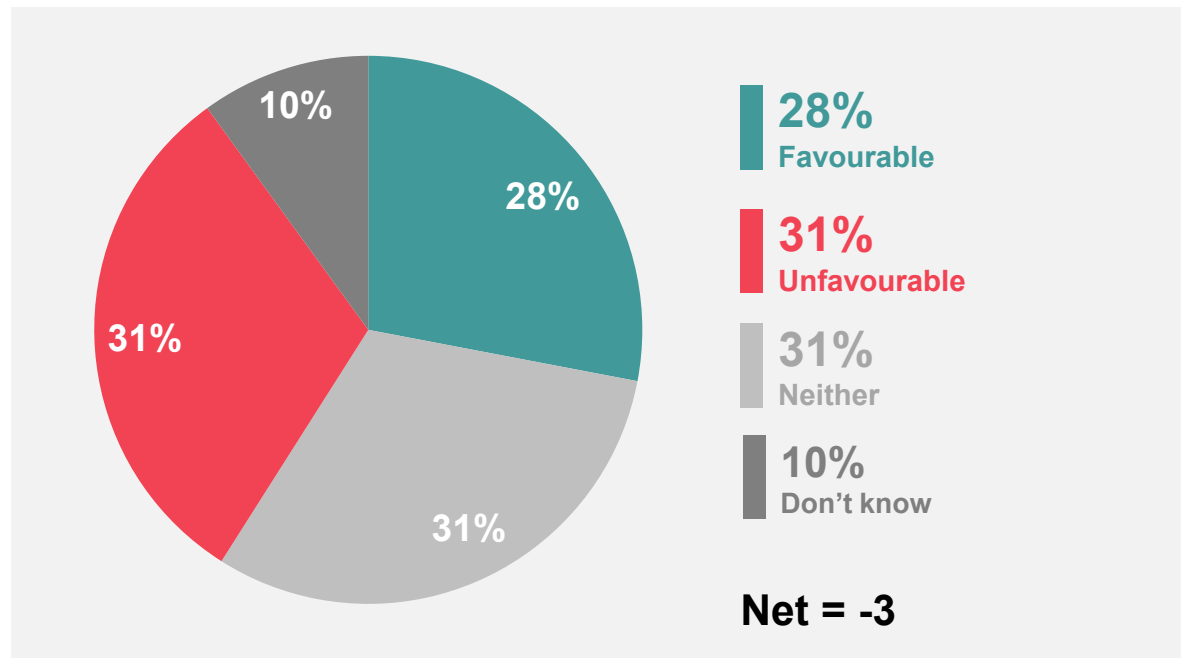
October 2019 – November 2023



The Green Party: Favourability

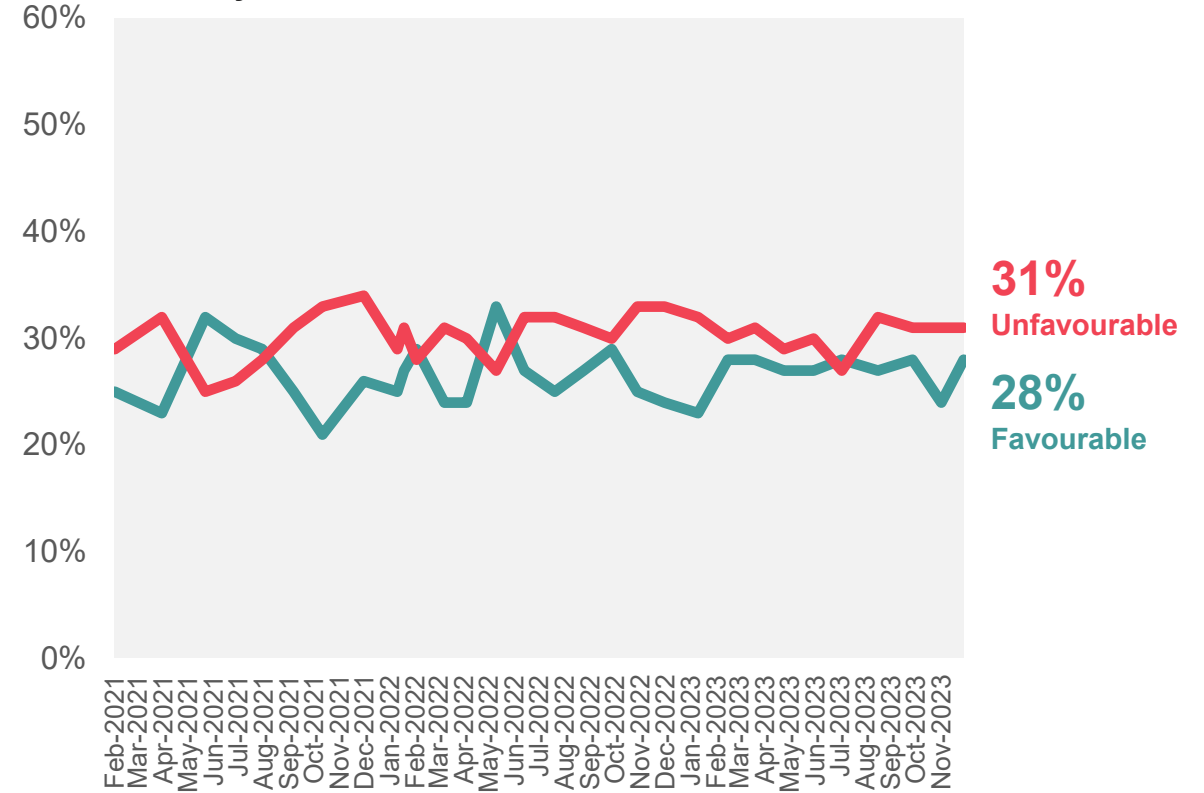
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

November 2023



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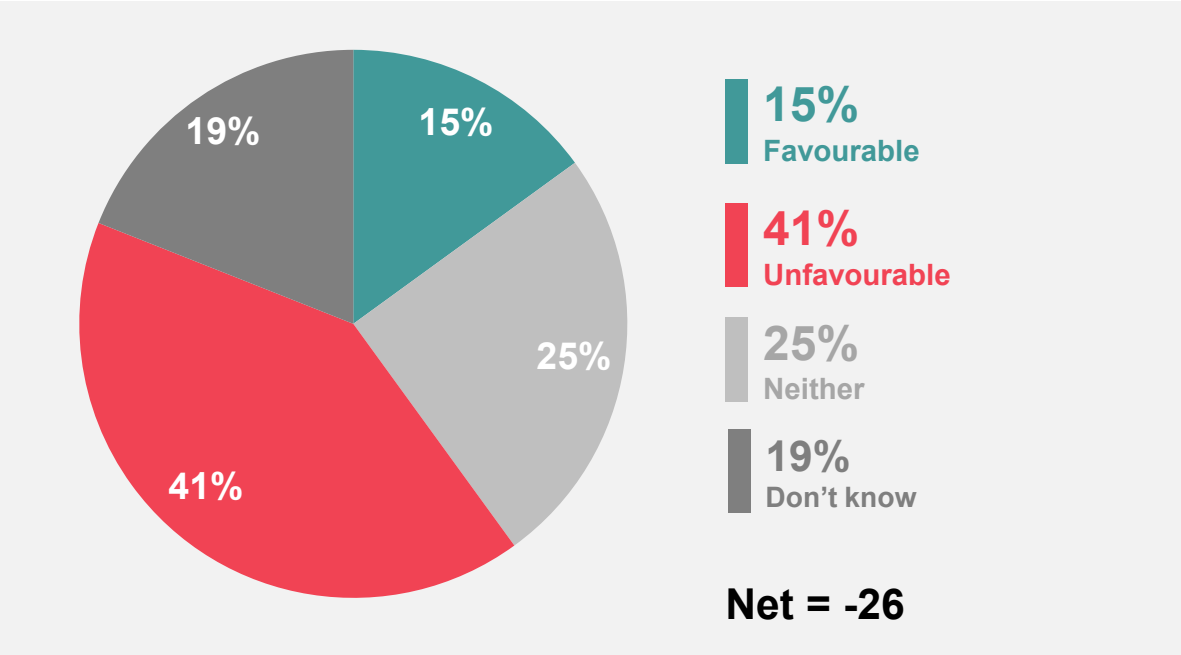
February 2021 – November 2023



Reform UK: Favourability

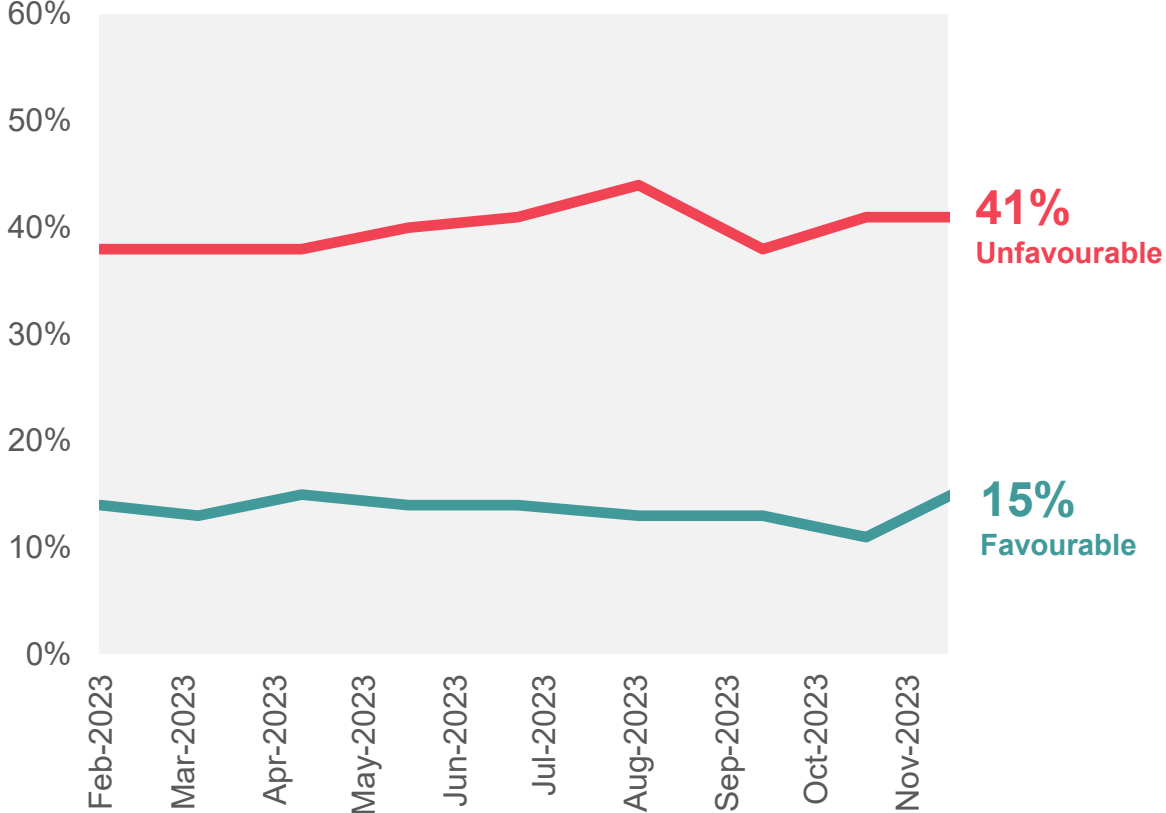
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

November 2023



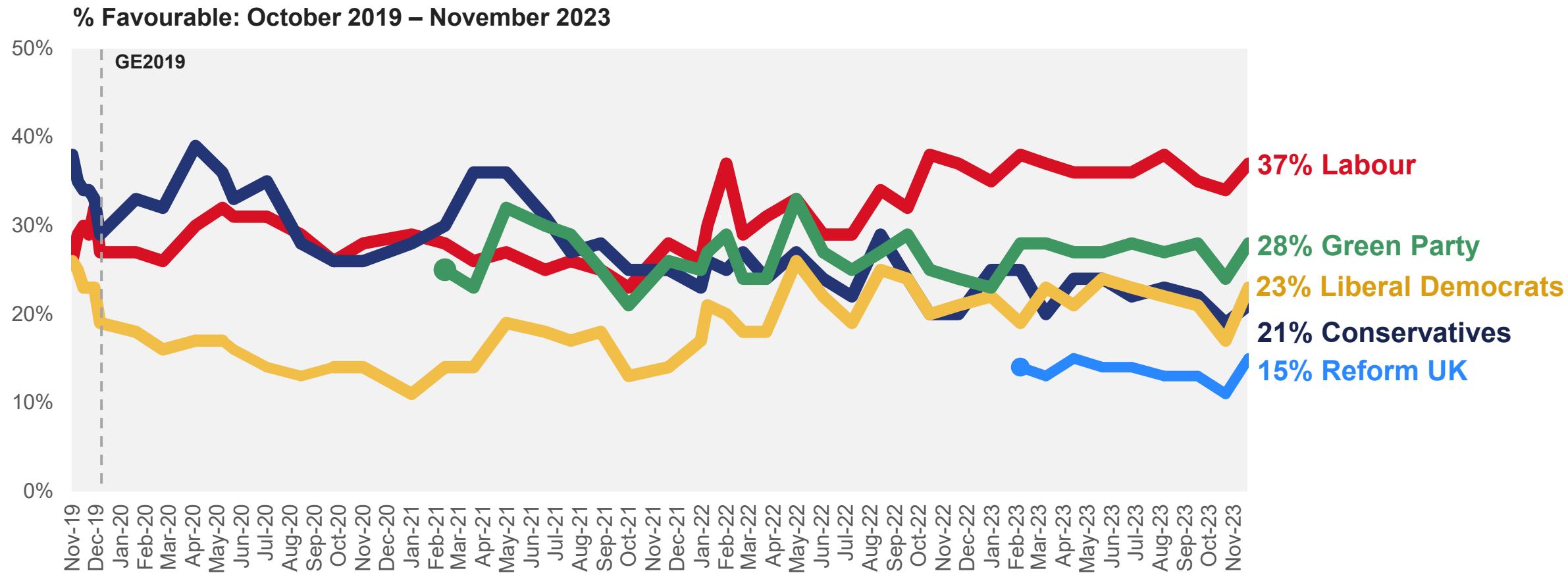
Base: 1,066 Online British adults aged 18+, 24-27 November 2023

February 2023 – November 2023



Political parties: Favourability

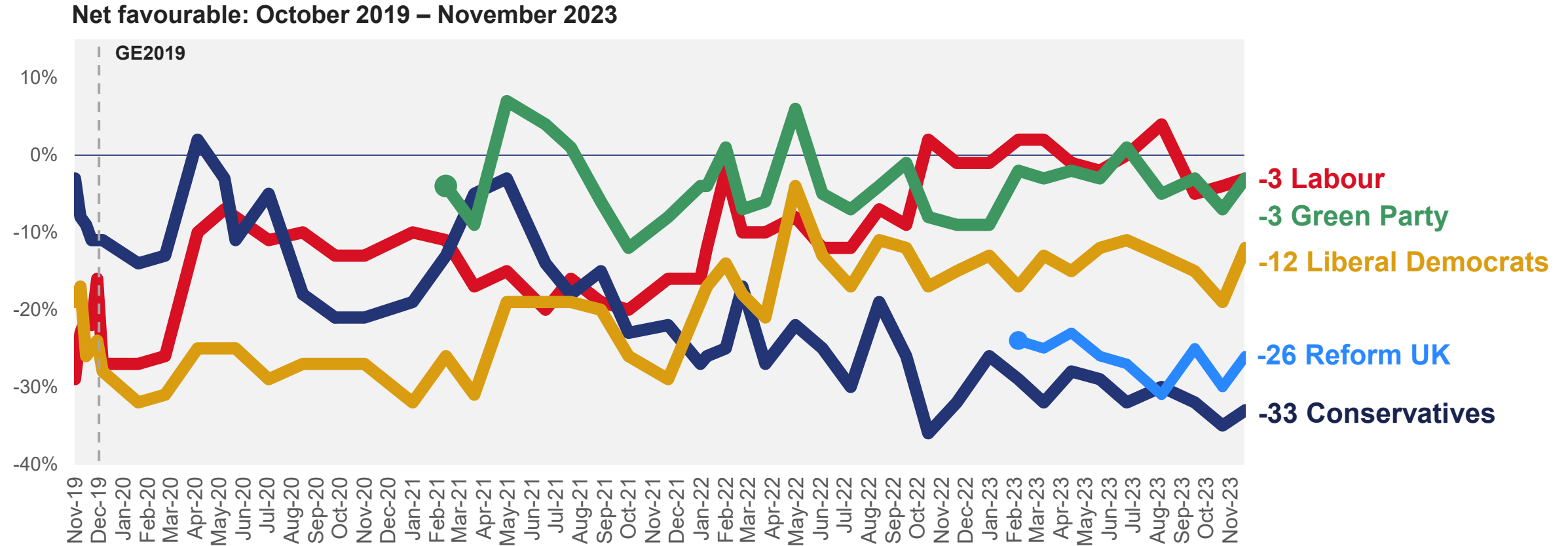
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,066 Online British adults aged 18+, 24-27 November 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: 1,066 Online British adults aged 18+, 24-27 November 2023



DIRECTION OF THE COUNTRY

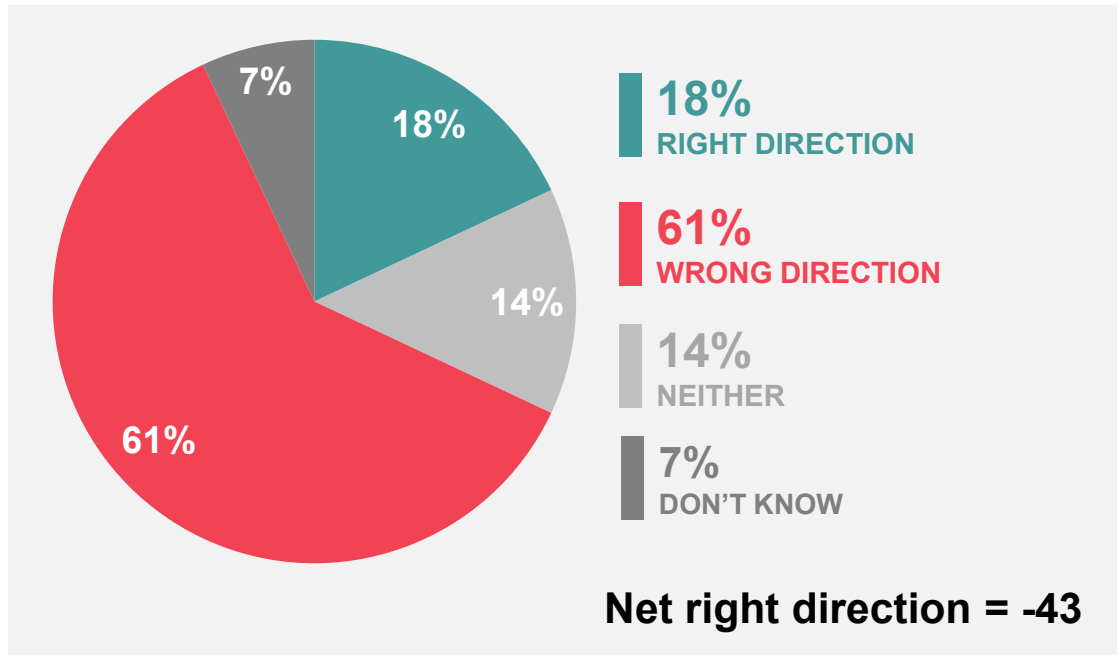
November 2023



Direction of the country

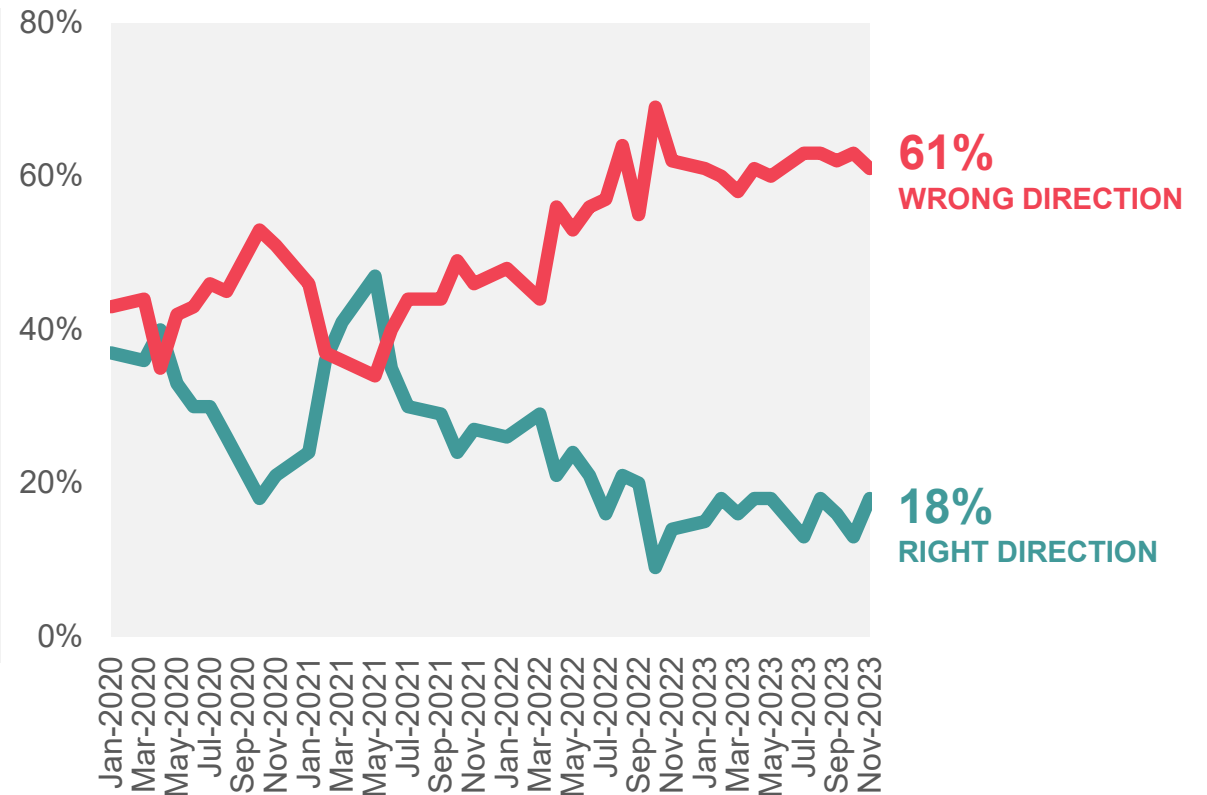
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

November 2023



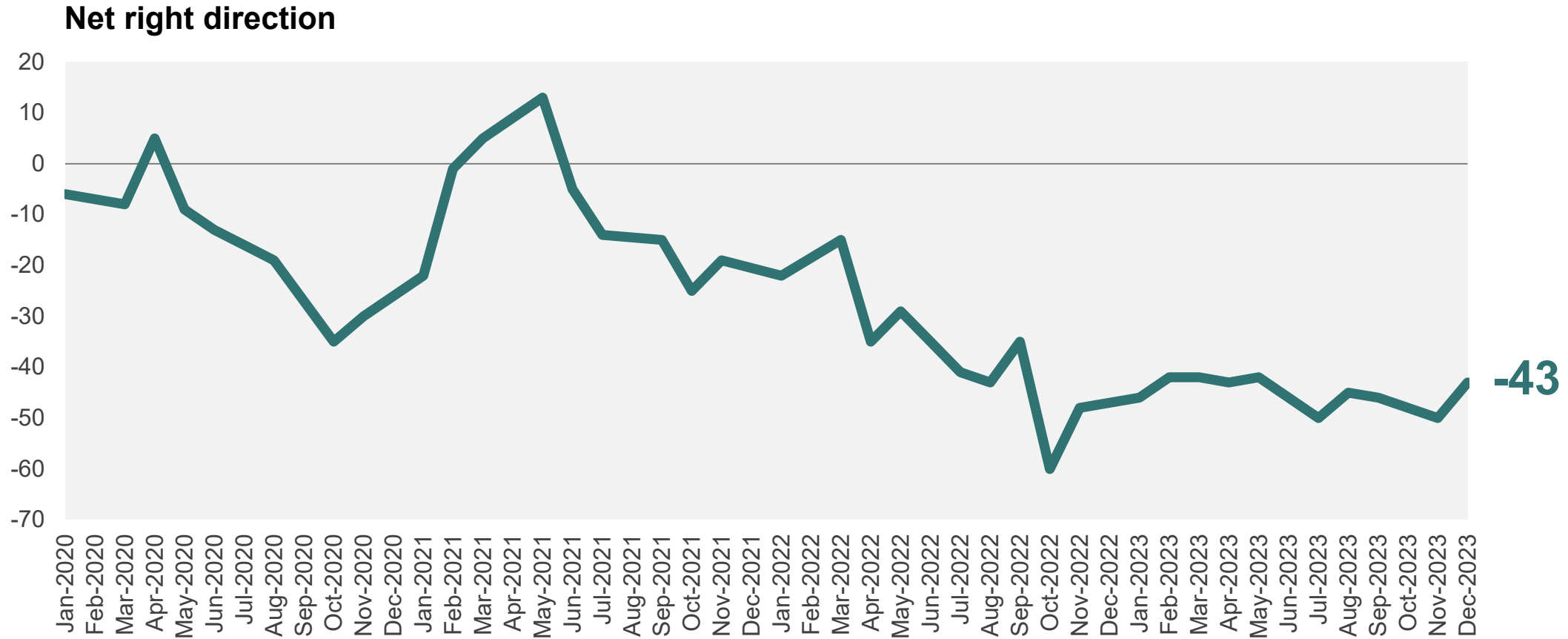
Base: 1,066 Online British adults aged 18+, 24-27 November 2023

January 2020 - November 2023



Direction of the country: January 2020 - November 2023

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



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IMPACT OF BREXIT

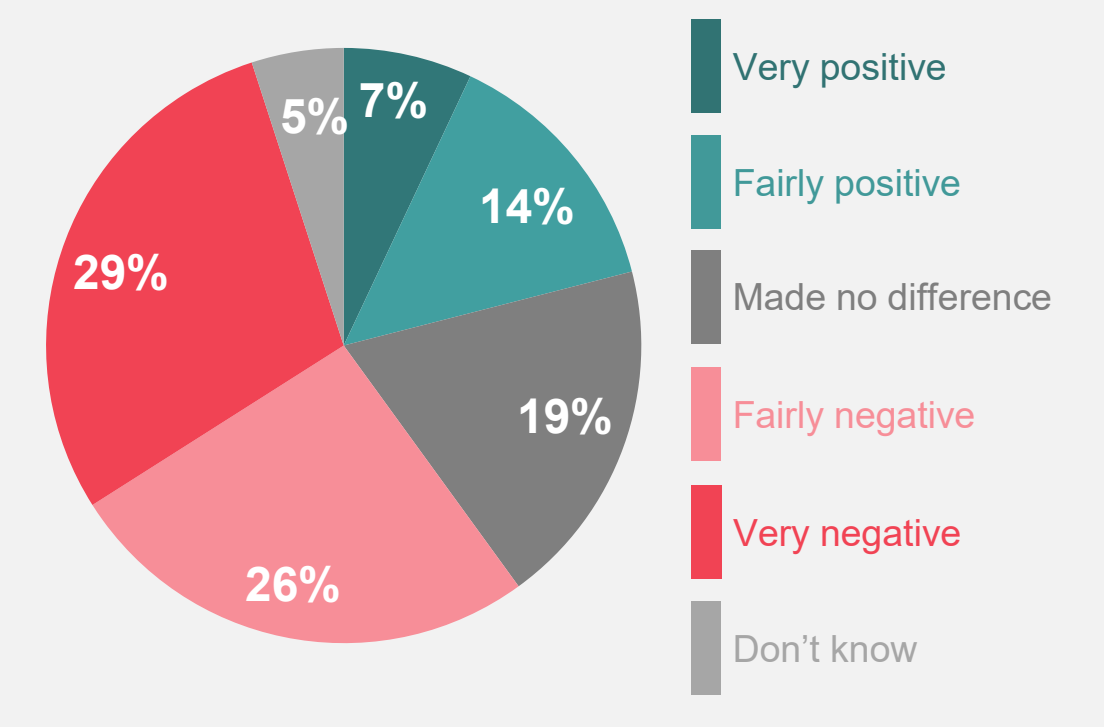
November 2023



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

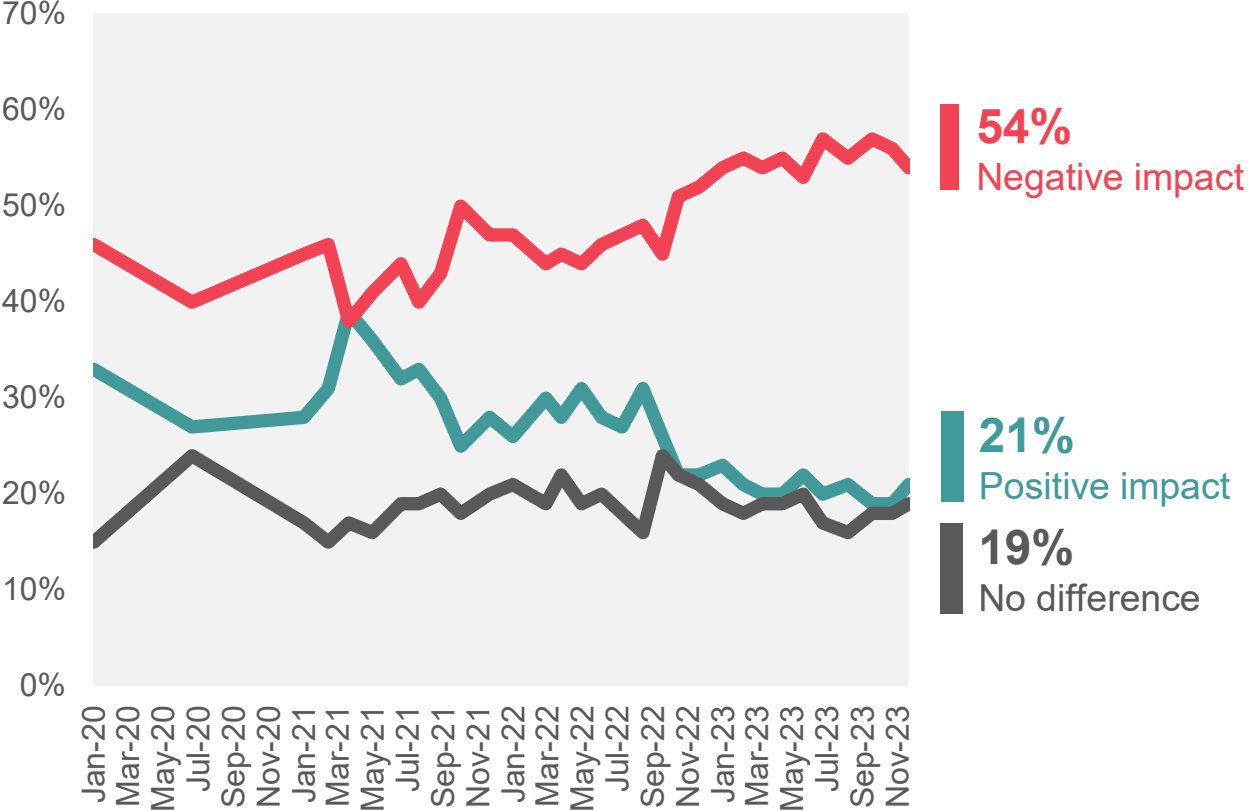
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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January 2020 – November 2023





Political Pulse November 2023

For more information

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