IPSOS UK POLITICAL PULSE

January 2024

FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

January 2024



Favourability of politicians

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

	Favourable	Unfavourable	Net
Keir Starmer	28%	41%	-13
Nigel Farage	24%	47%	-23
Rishi Sunak	24%	53%	-29
Boris Johnson	24%	56%	-32
Jeremy Hunt	19%	46%	-27
Jeremy Corbyn	18%	57%	-39
Rachel Reeves	18%	32%	-14
James Cleverley	15%	39%	-24
Ed Davey	12%	36%	-24



Favourability of 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?

Favourable		Unfavourable	Net
Keir Starmer	52%	6 22%	+30
Boris Johnson	43%	34%	+9
Rishi Sunak	42%	29%	+13
Jeremy Corbyn	41%	35%	+6
Jeremy Hunt	38%	31%	+7
Rachel Reeves	34%	21%	+13
James Cleverley	28%	26%	+2

Base: 1,087 Online British adults aged 18+, 12-14 January 2024, including (329) 2019 Conservative voters and (280) 2019 Labour voters



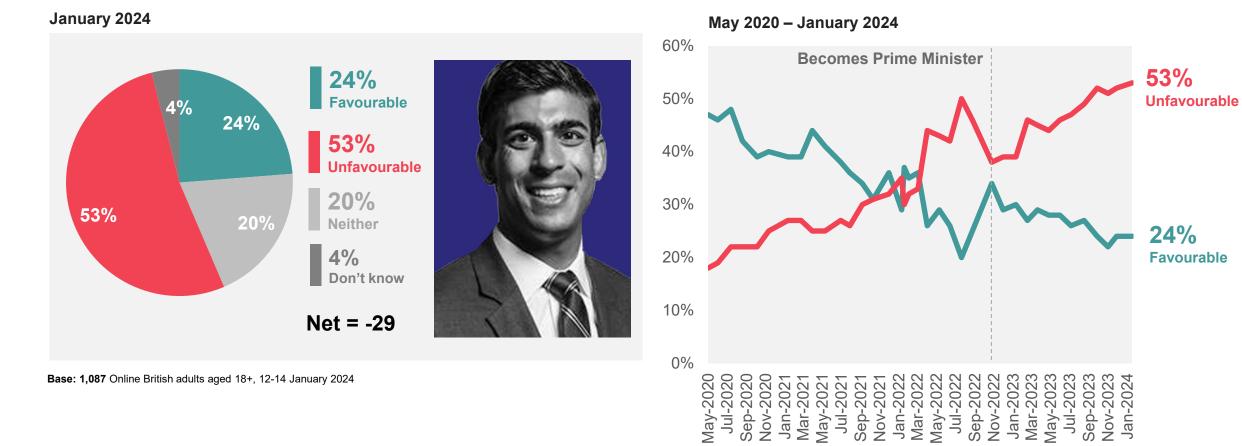
Favourability	Favourable		Unfavourable	Net
of politicians Among 2019 Conservative voters To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and	Nigel Farage	43%	29%	+14
	Boris Johnson	43%	34%	+9
	Rishi Sunak	42%	29%	+13
political parties?	Jeremy Hunt	38%	31%	+7
	James Cleverley	28%	26%	+2

Base: 1,087 Online British adults aged 18+, 12-14 January 2024, including (329) 2019 Conservative 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

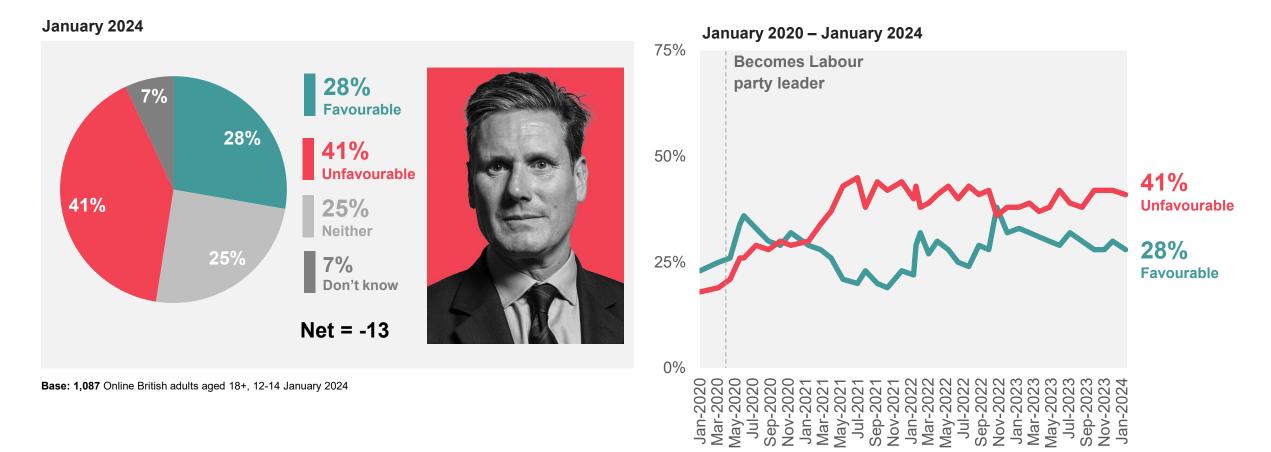


May-2

Sep-Nov-

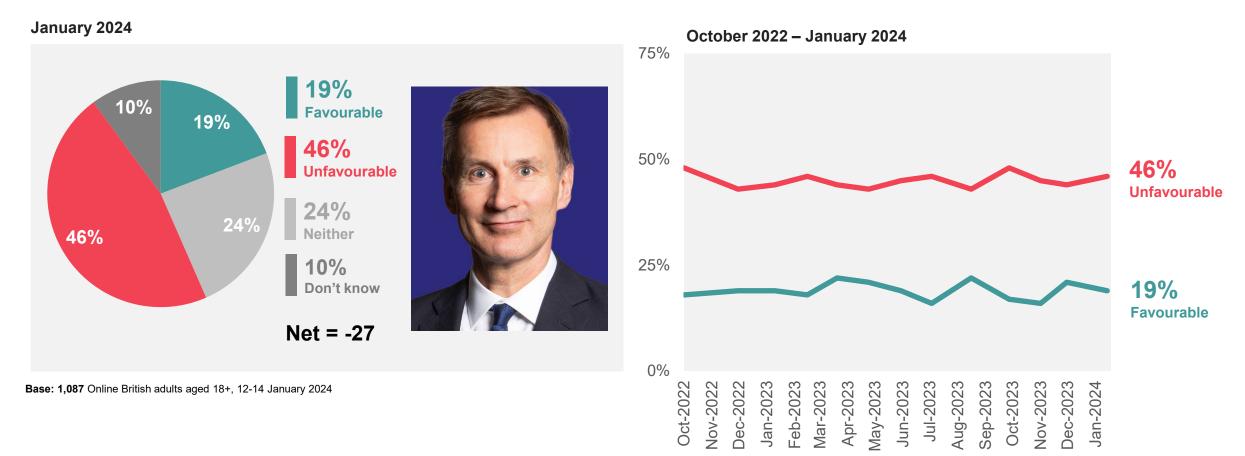
Keir Starmer: Favourability

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



Jeremy Hunt: Favourability

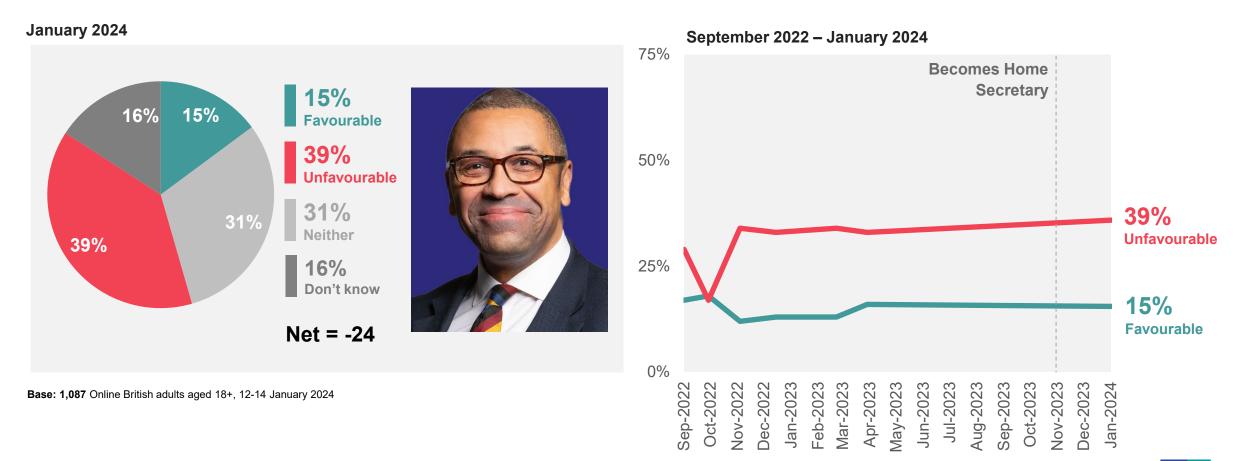
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt





James Cleverly: Favourability

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





Boris Johnson: Favourability

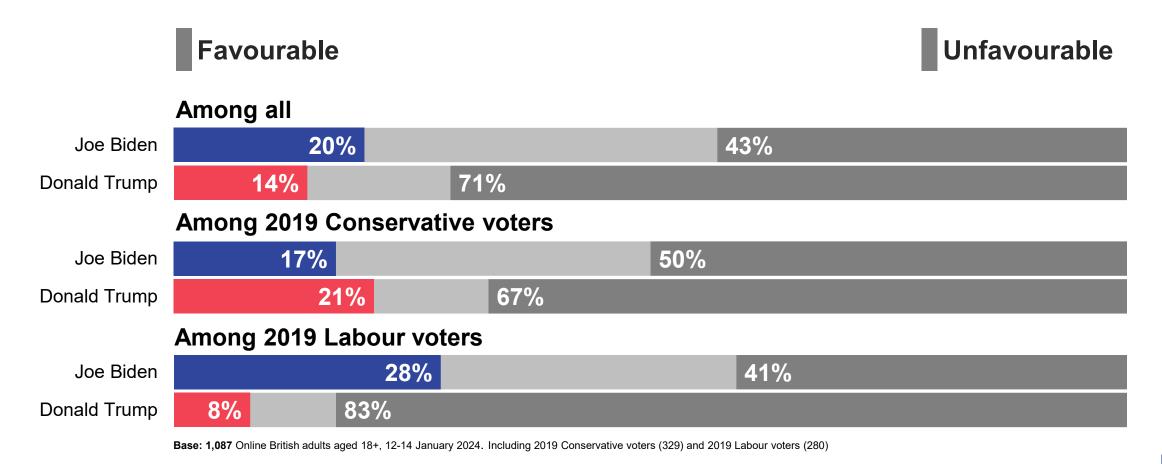
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

January 2024 November 2019 – January 2024 70% GE2019 No longer PM 24% 60% 56% 3% Favourable 24% Unfavourable 50% 56% Unfavourable 40% 17% 56% 17% 30% Neither 24% 3% **Favourable** 20% Don't know 10% Net = -320% Nov-2019 Jan-2020 Mar-2020 May-2020 Jul-2020 Sep-2020 Jan-2021 May-2021 Sep-2021 Jan-2021 Mar-2022 Mar-2022 Mar-2022 က \sim \sim Base: 1,087 Online British adults aged 18+, 12-14 January 2024 202 202 202 02 O \circ \bigcirc May-Jul-Jan-Mar-Jan-Sep-Nov-Sep May Nov

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Favourability: Joe Biden and Donald Trump

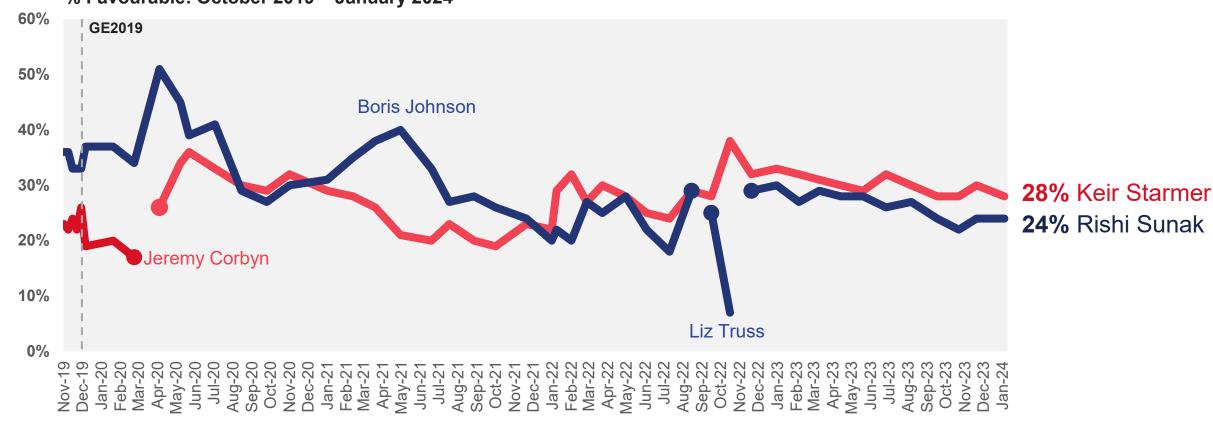
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Joe Biden/ Donald Trump





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?

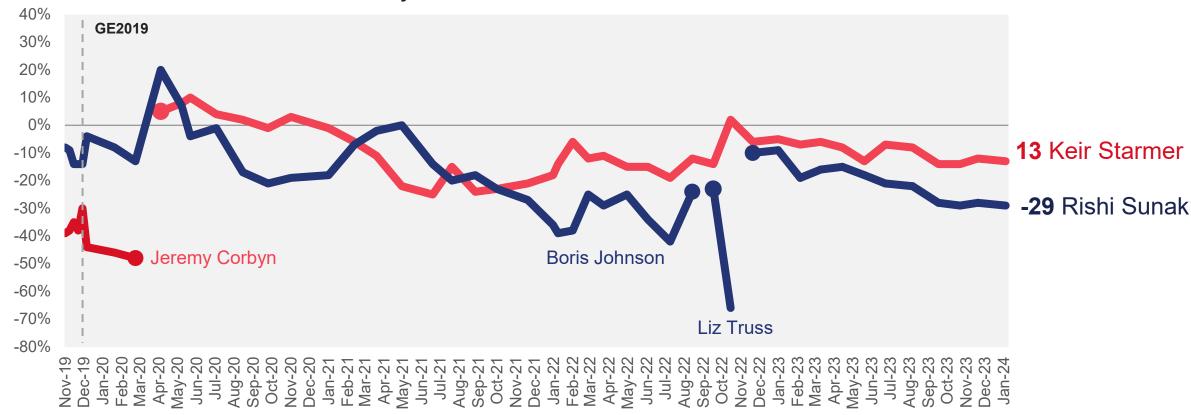


% Favourable: October 2019 – January 2024



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?



Net favourable: October 2019 – January 2024



Favourability towards political parties

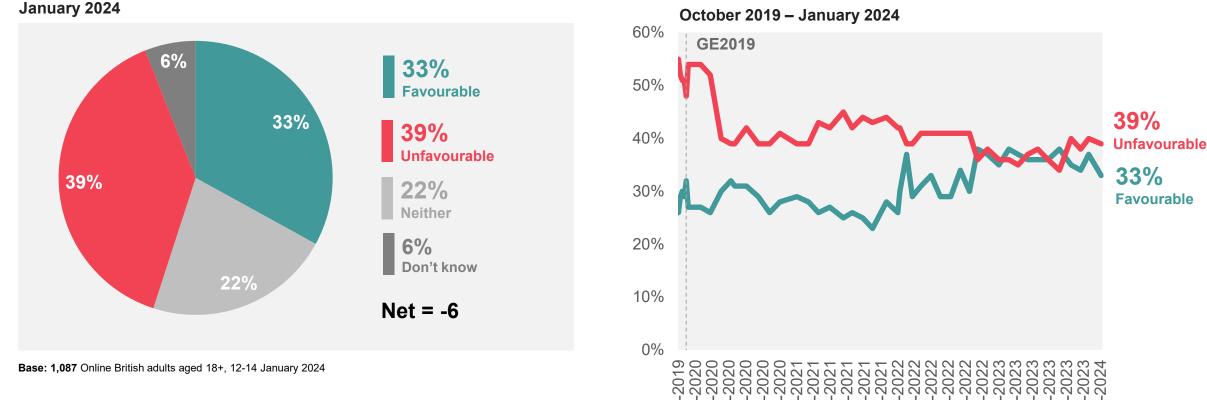
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Favourable	Unfavourable	Net
The Labour party		favourability
33%	39%	-6
The Green party		
26%	31%	-5
The Conservative party		
22%	51%	-29
The Liberal Democrats		
20%	36%	-16
Reform UK		
18%	39%	-21



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



Nov-Jan-Mar-Jul-

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May.

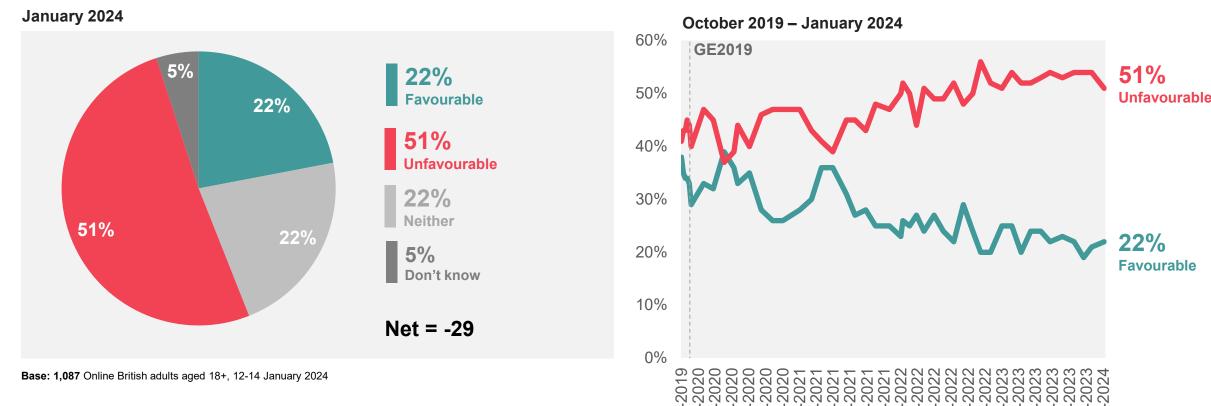
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Base: 1,087 Online British adults aged 18+, 12-14 January 2024

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



~ 2020

Nov-Jan-Mar-Jul-

Sep-Nov-Jan-Mar-

May-Jul-Jul-Jan-Jul-Jul-Jan-Jan-Mar-Mar-

Base: 1,087 Online British adults aged 18+, 12-14 January 2024

Sep-Nov-Jan-

May

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

January 2024 October 2019 – January 2024 60% GE2019 10% 20% 50% 20% **Favourable** 36% 40% Unfavourable 36% Unfavourable 35% 30% 36% Neither 20% 20% 10% 35% **Favourable** Don't know 10% Net = -160%

> 19 20

> 202

Nov. Jan. Mar. Jul.

2020 2020 2020

2020

Sep-Jan-Mar-

2021 2021 2021 2021 2021 2021

May

Jul-Sep-Jul-Jul-Jan-Sep-Jan-Mar-Mar-

Base: 1,087 Online British adults aged 18+, 12-14 January 2024

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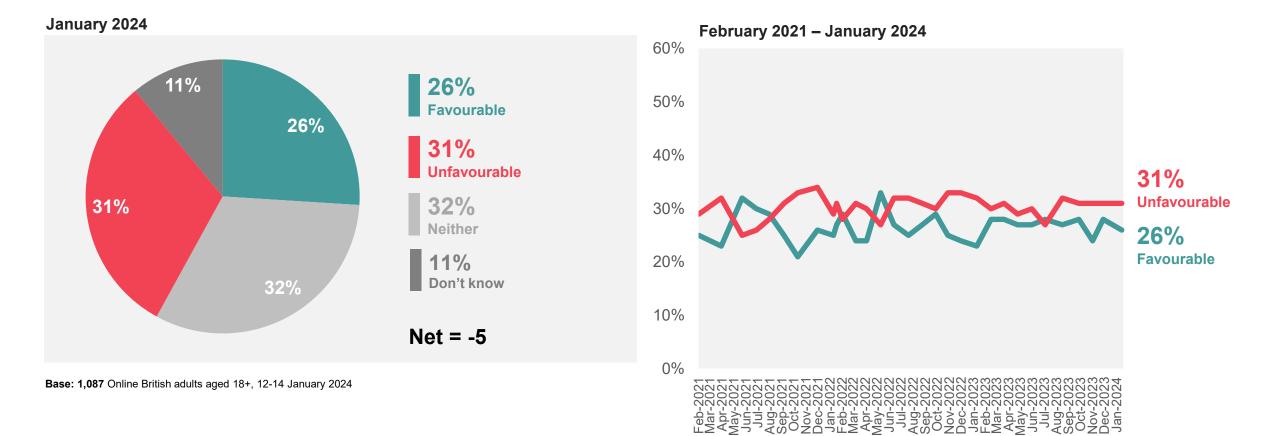
Jan-

Sep. Nov.

May

The Green Party: Favourability

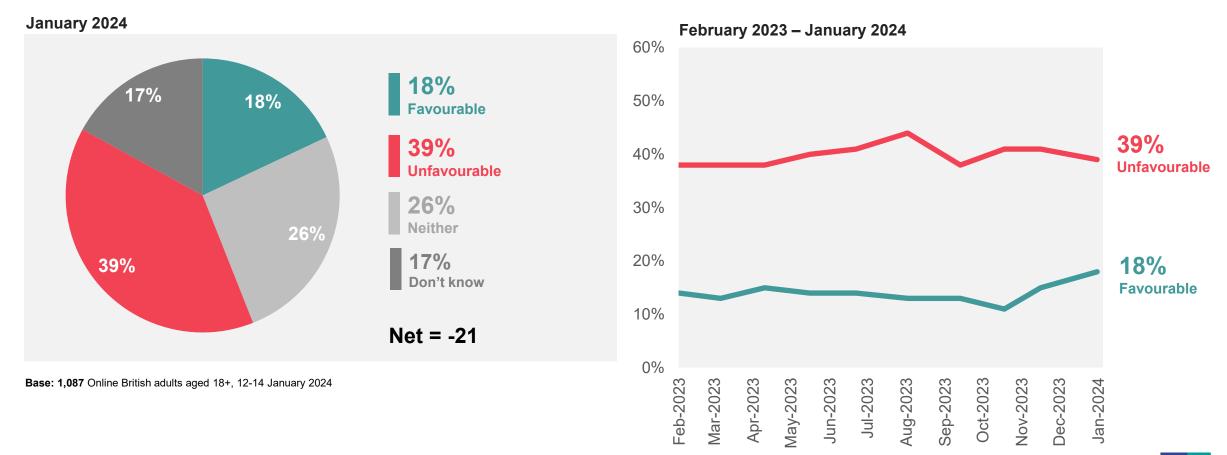
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party





Reform UK: Favourability

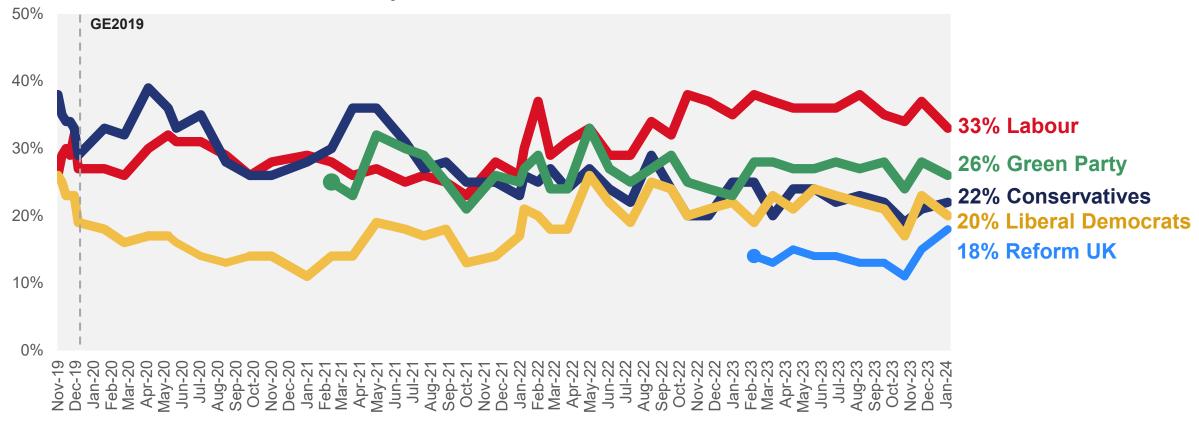
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK





Political parties: Favourability

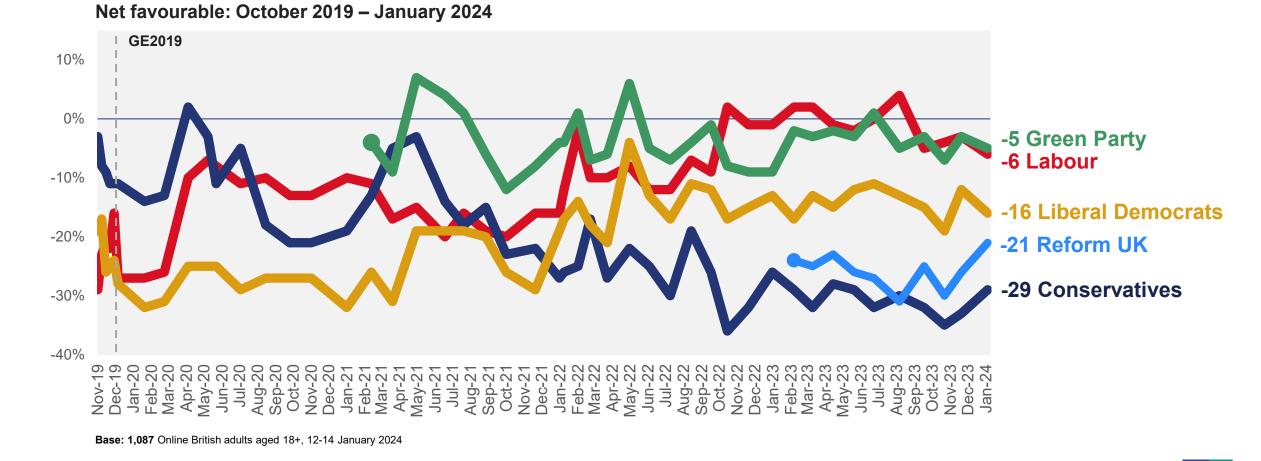
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



% Favourable: October 2019 – January 2024

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?



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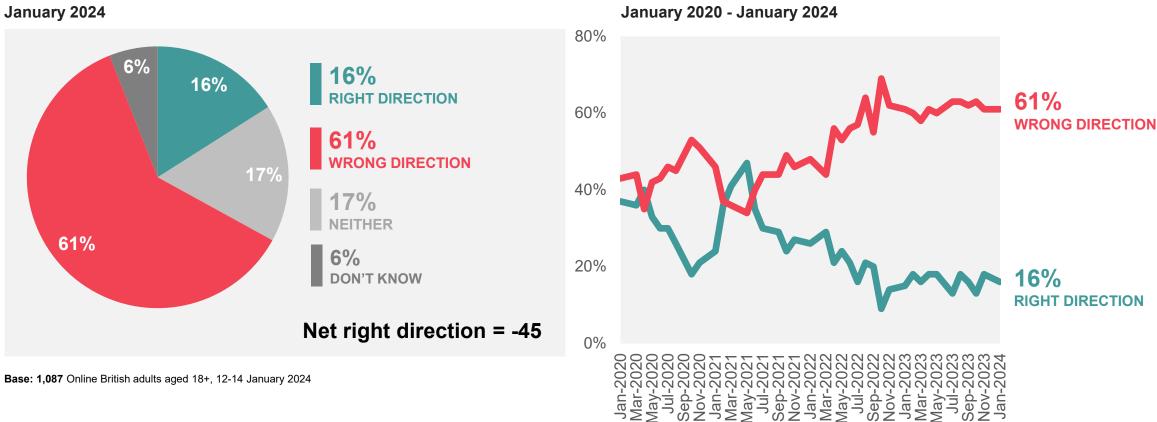
DIRECTION OF THE COUNTRY

January 2024

Ipsos

Direction of the country

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



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Direction of the country: January 2020 - January 2024

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

Net right direction





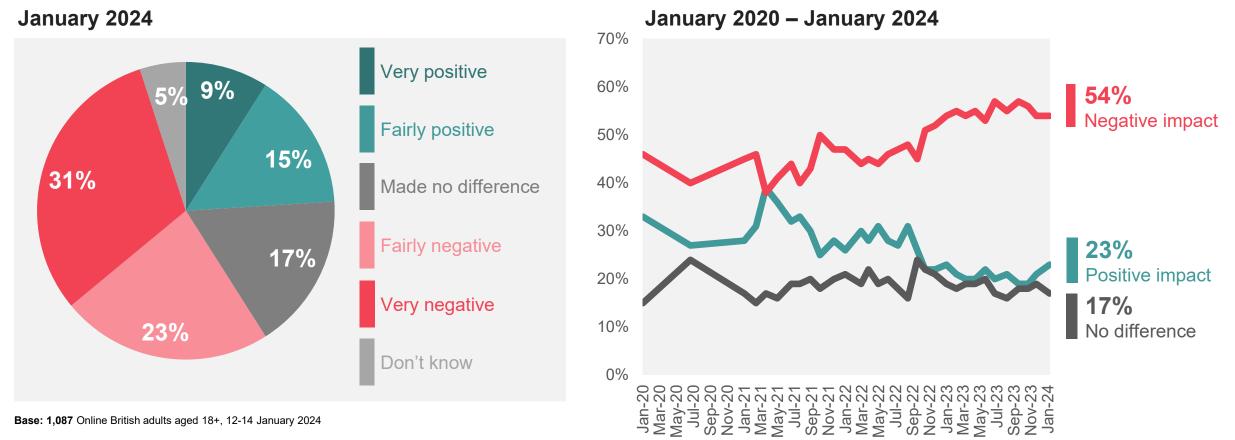
IMPACT OF BREXIT

January 2024

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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?



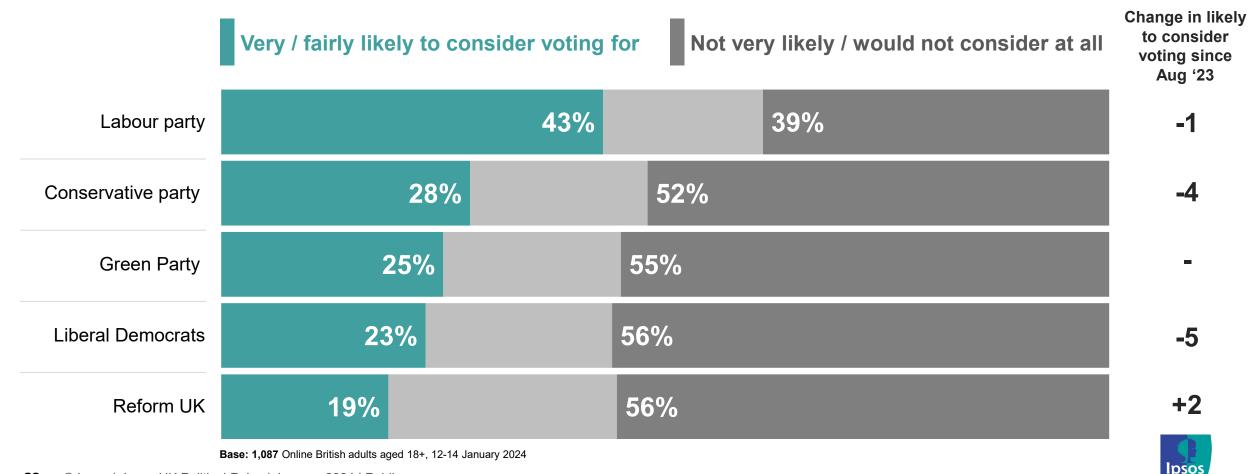
THE NEXT GENERAL ELECTION

January 2024



Who to vote for at the next General Election

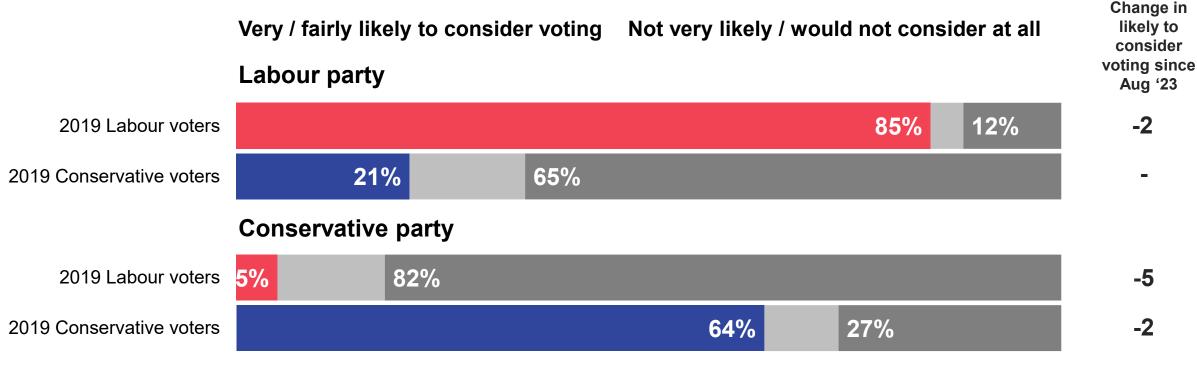
As you may know, the next General Election is required by law to be held before the end of January 2025. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Who to vote for at the next General Election?

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By 2019 General Election vote



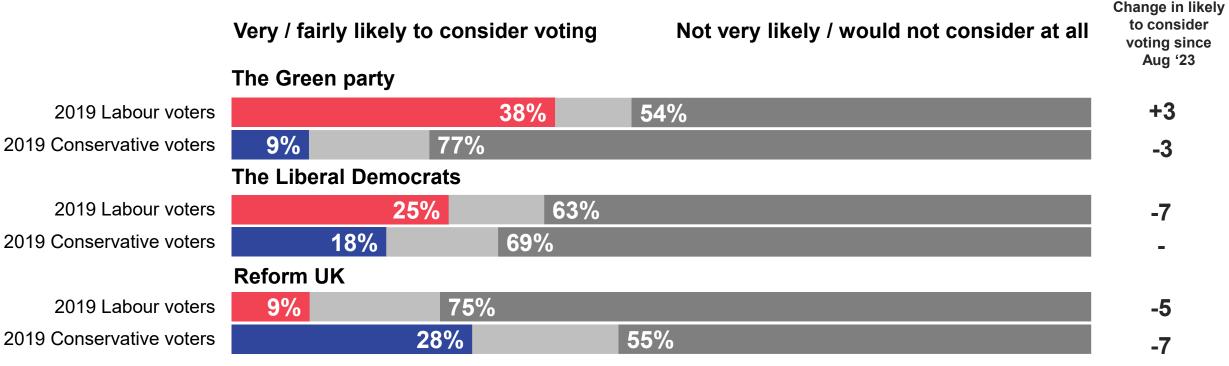
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By 2019 General Election vote



Base: 1,087 Online British adults aged 18+, 12-14 January 2024, including (329) 2019 Conservative voters and (280) 2019 Labour voters



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Political Pulse January 2024

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