

IPSOS UK POLITICAL PULSE

January 2024

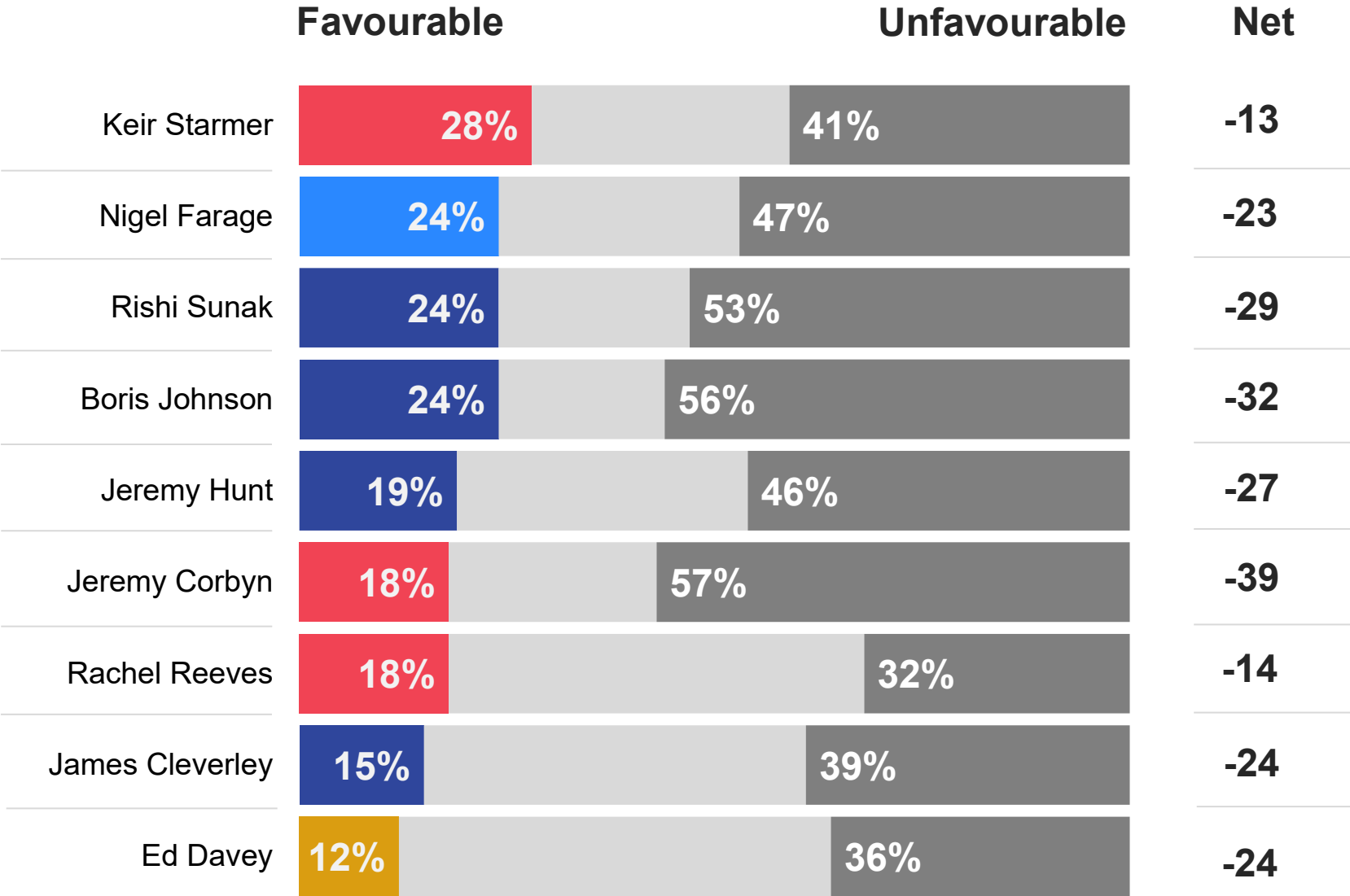


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

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?



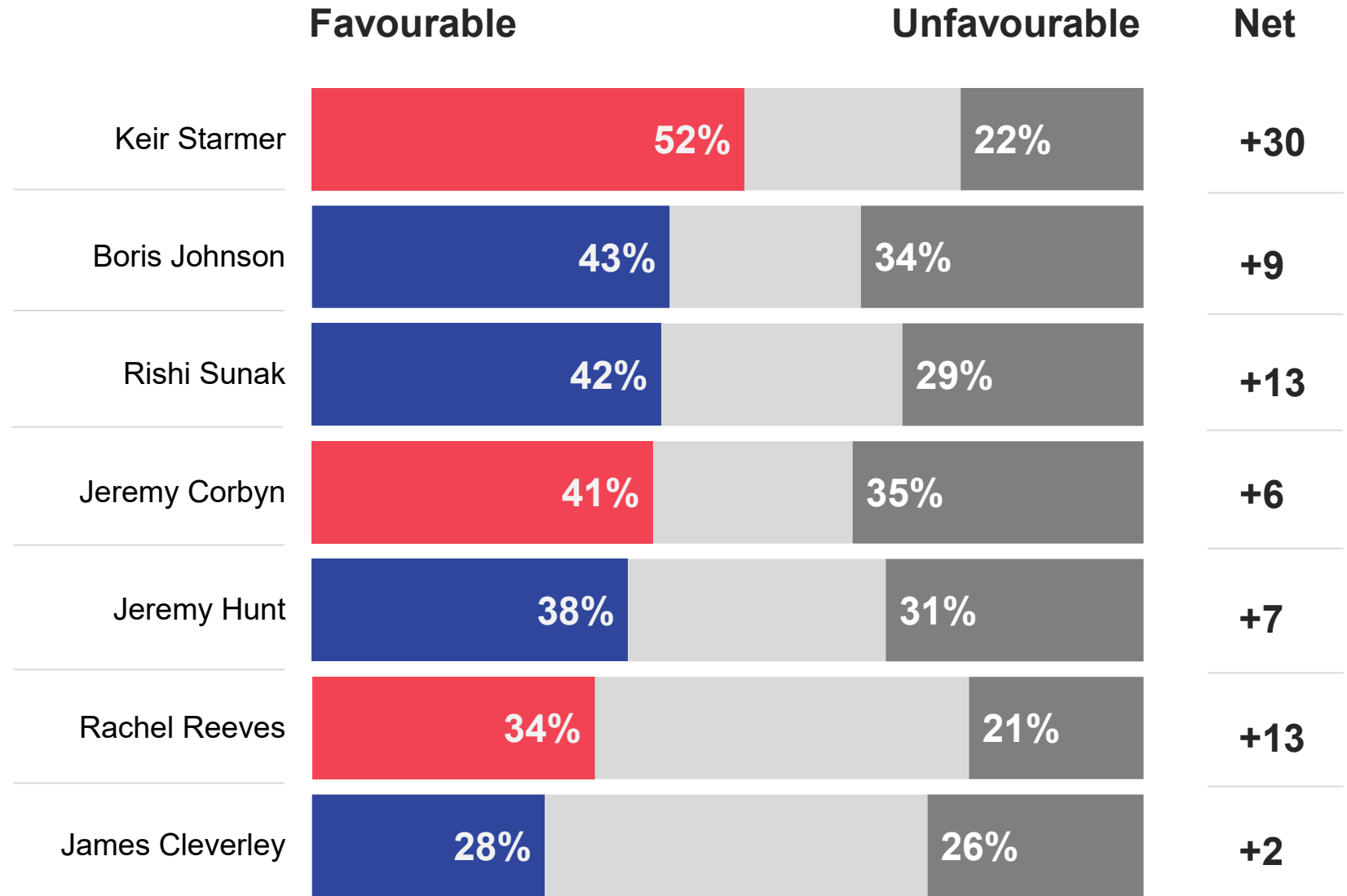
Base: 1,087 Online British adults aged 18+, 12-14 January 2024



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?

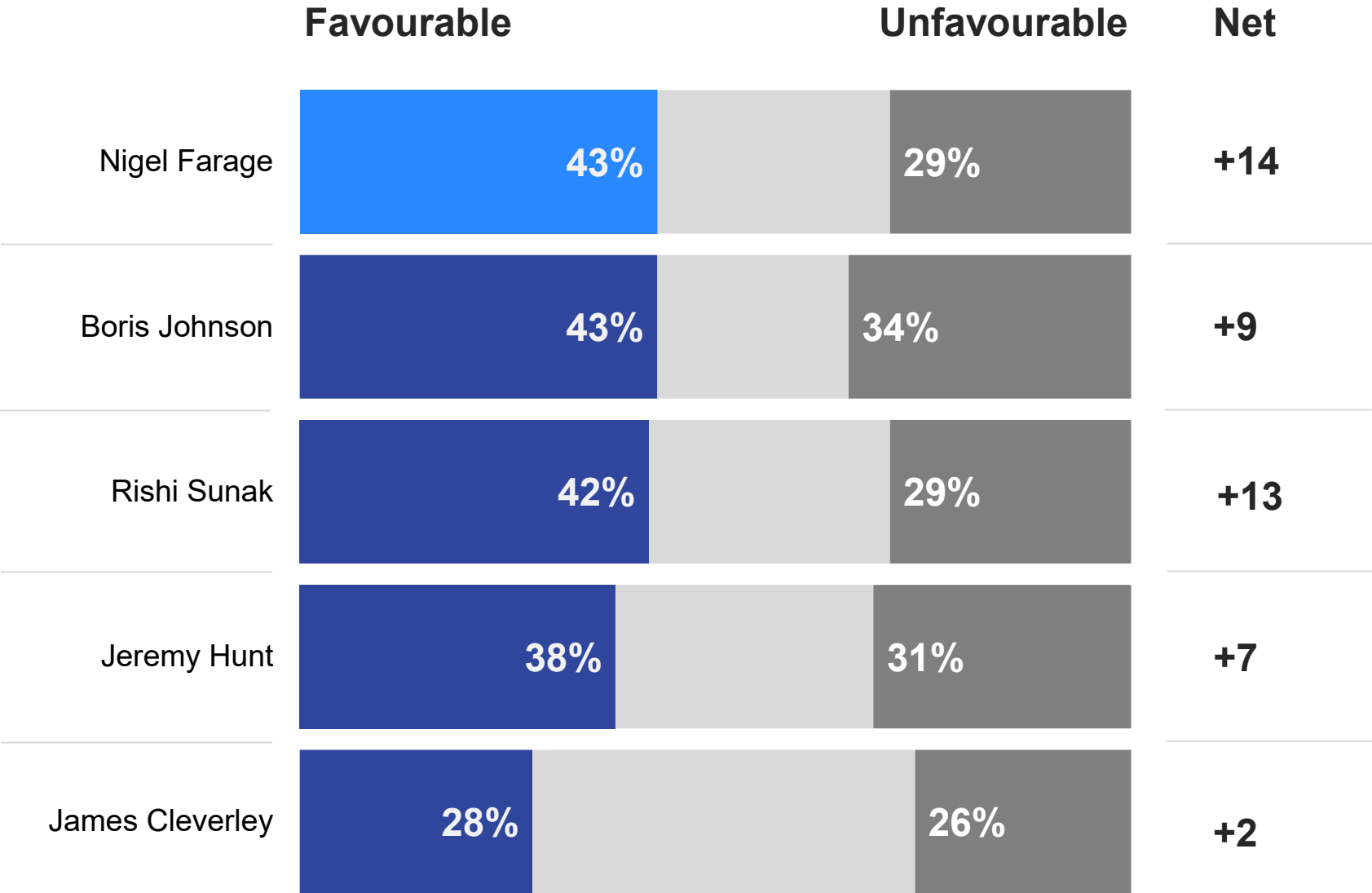


Base: 1,087 Online British adults aged 18+, 12-14 January 2024, including (329) 2019 Conservative voters and (280) 2019 Labour voters

Favourability 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 political parties?



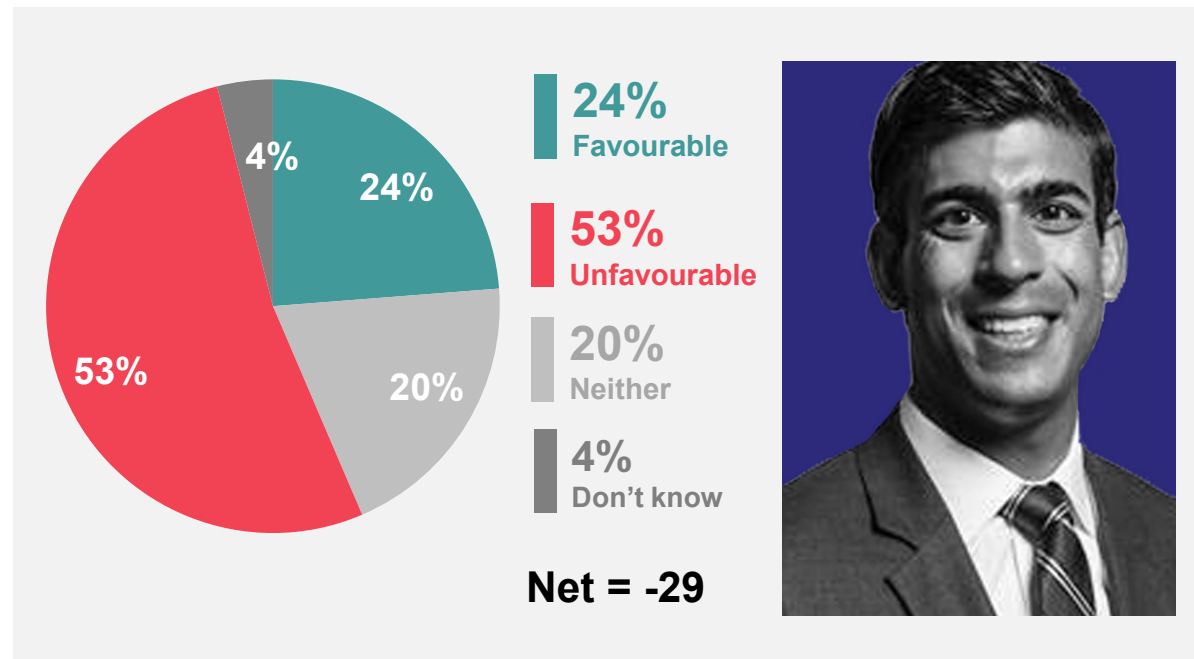
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Rishi Sunak: Favourability

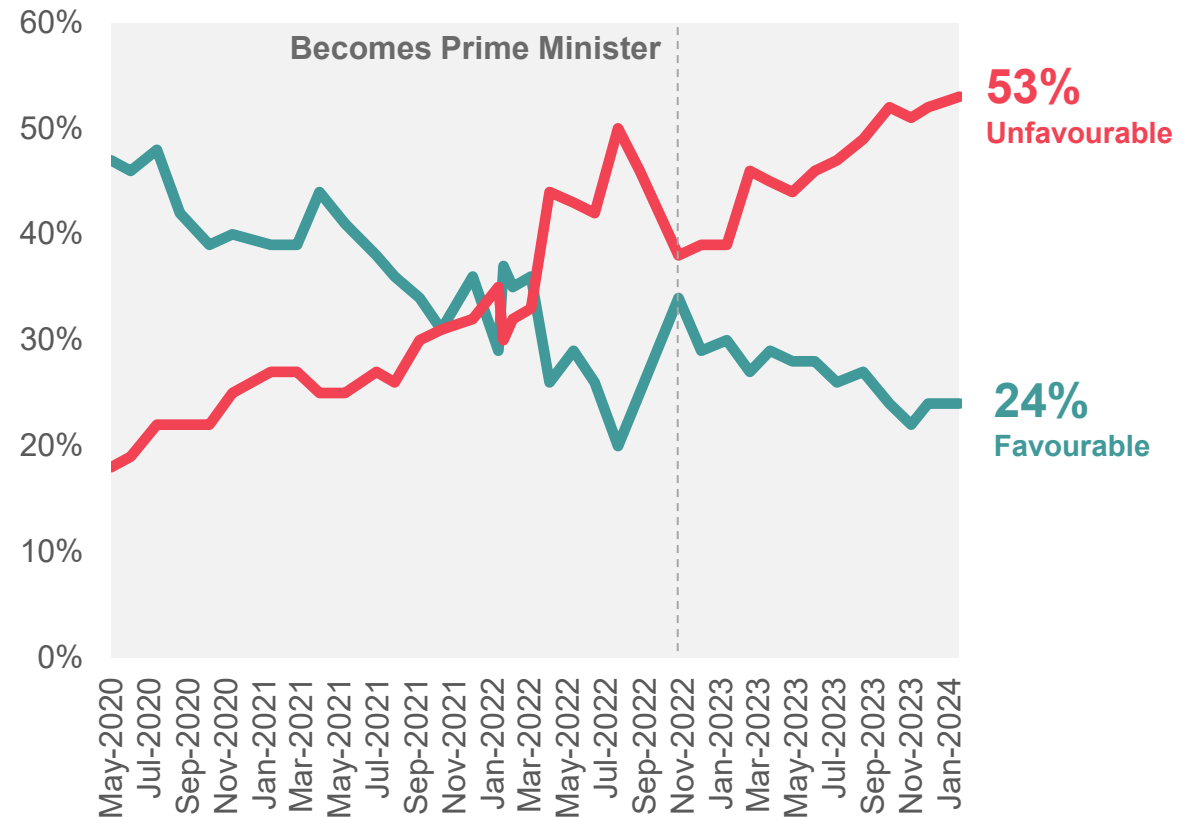
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

January 2024



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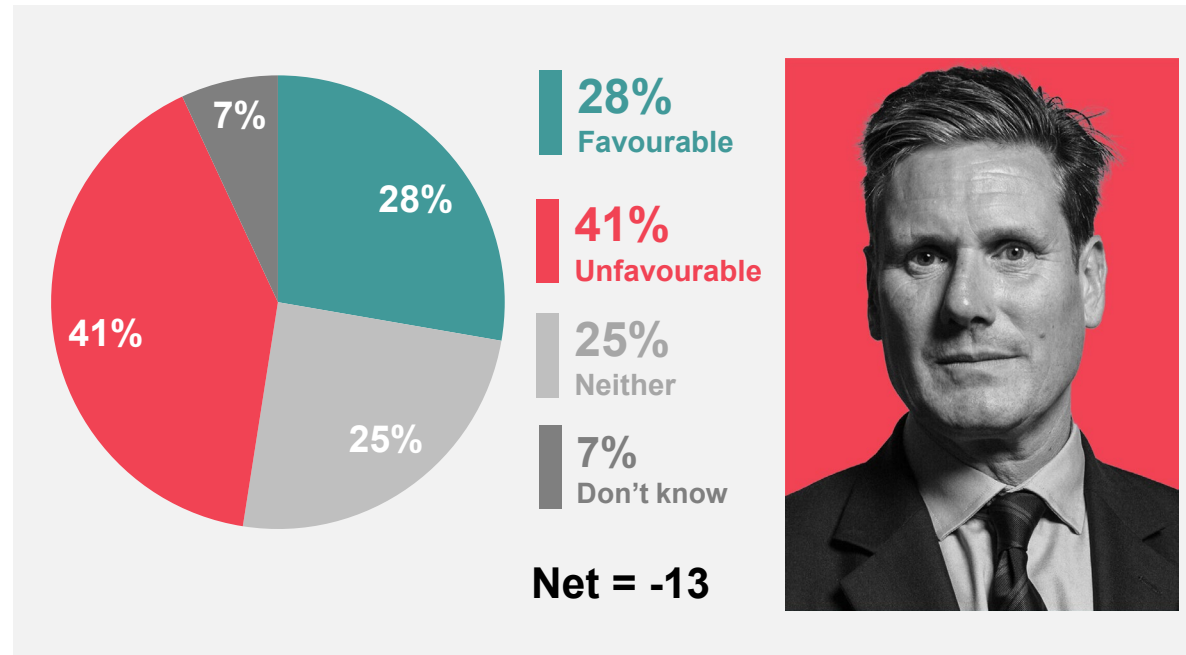
May 2020 – January 2024



Keir Starmer: Favourability

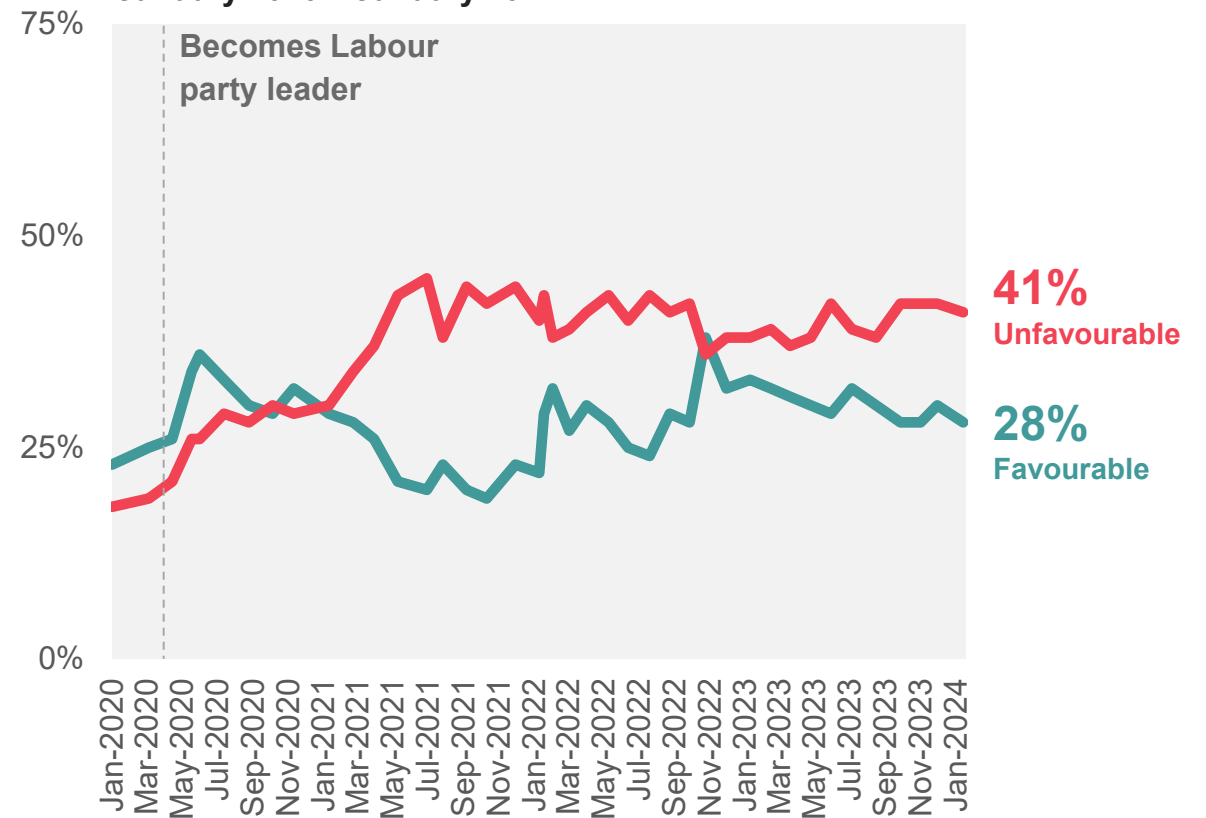
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

January 2024



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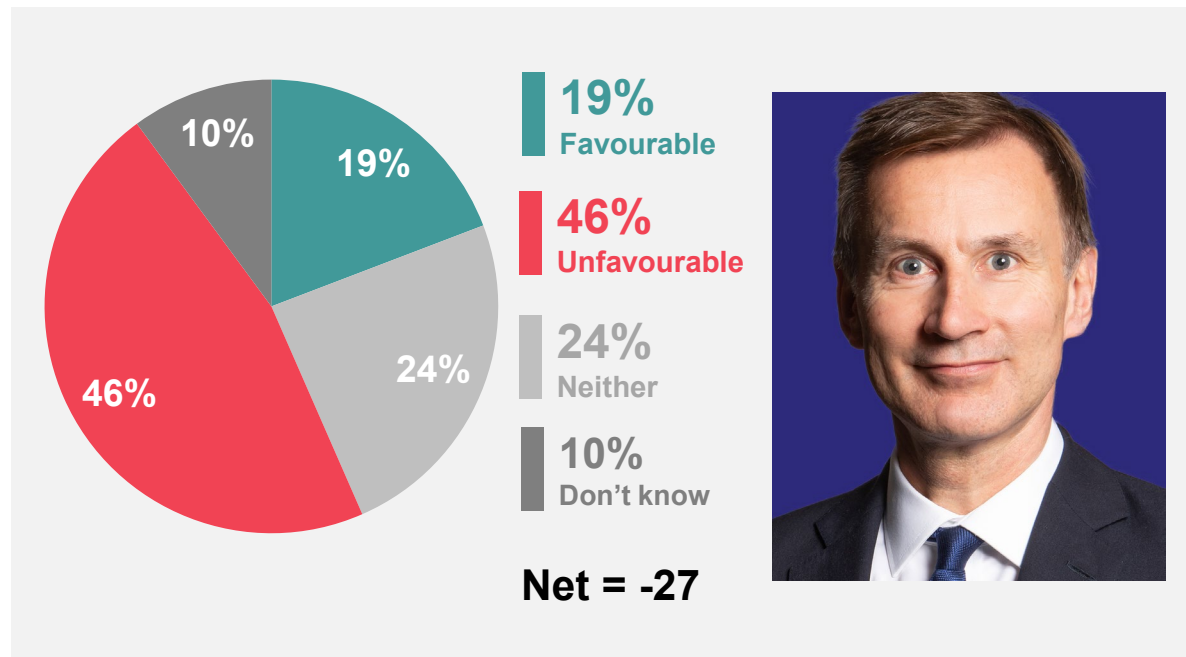
January 2020 – January 2024



Jeremy Hunt: Favourability

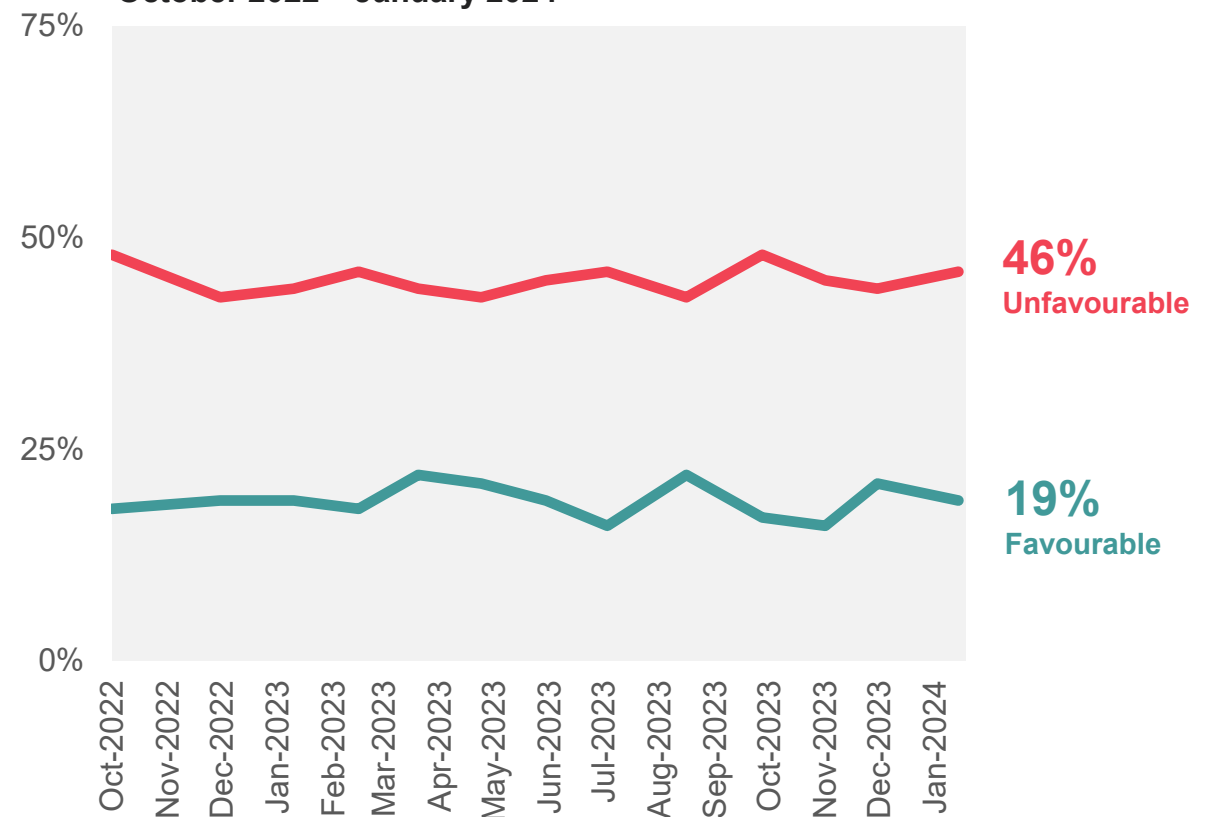
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

January 2024



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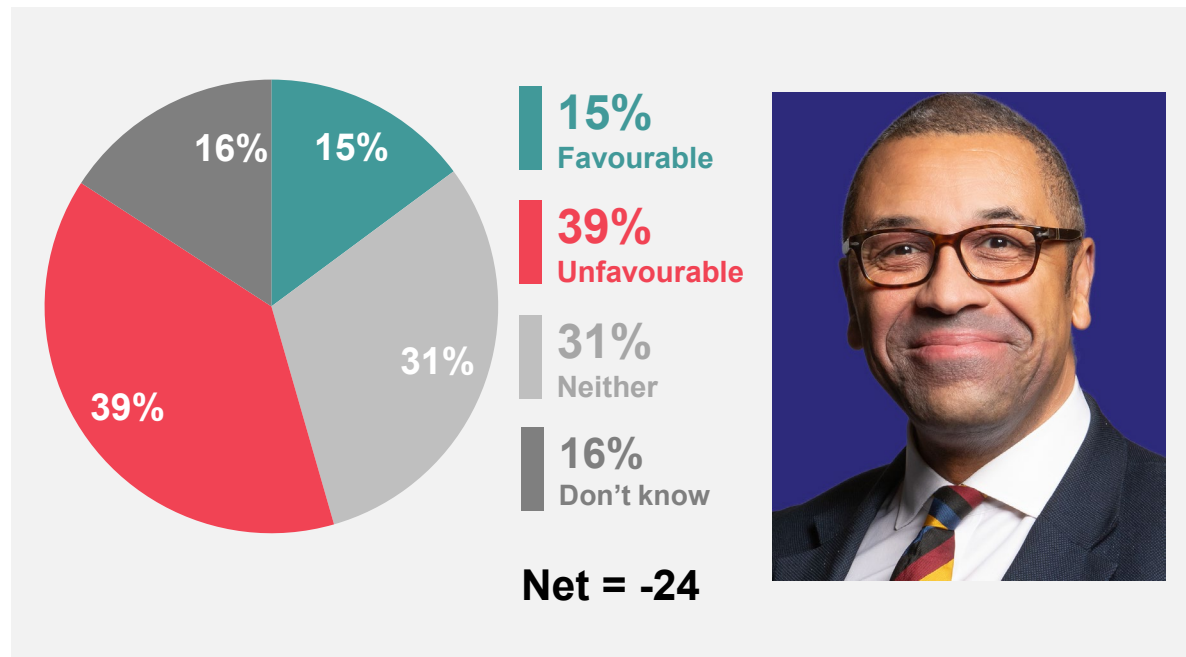
October 2022 – January 2024



James Cleverly: Favourability

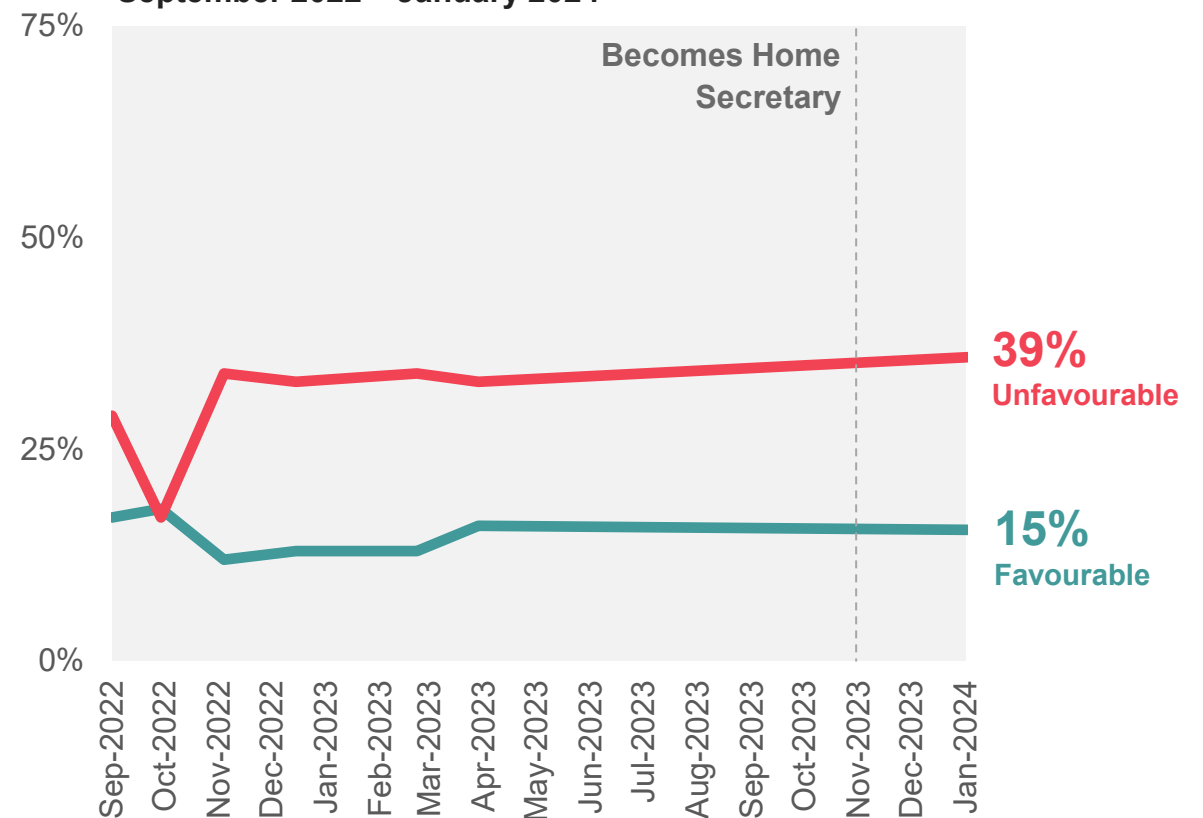
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January 2024



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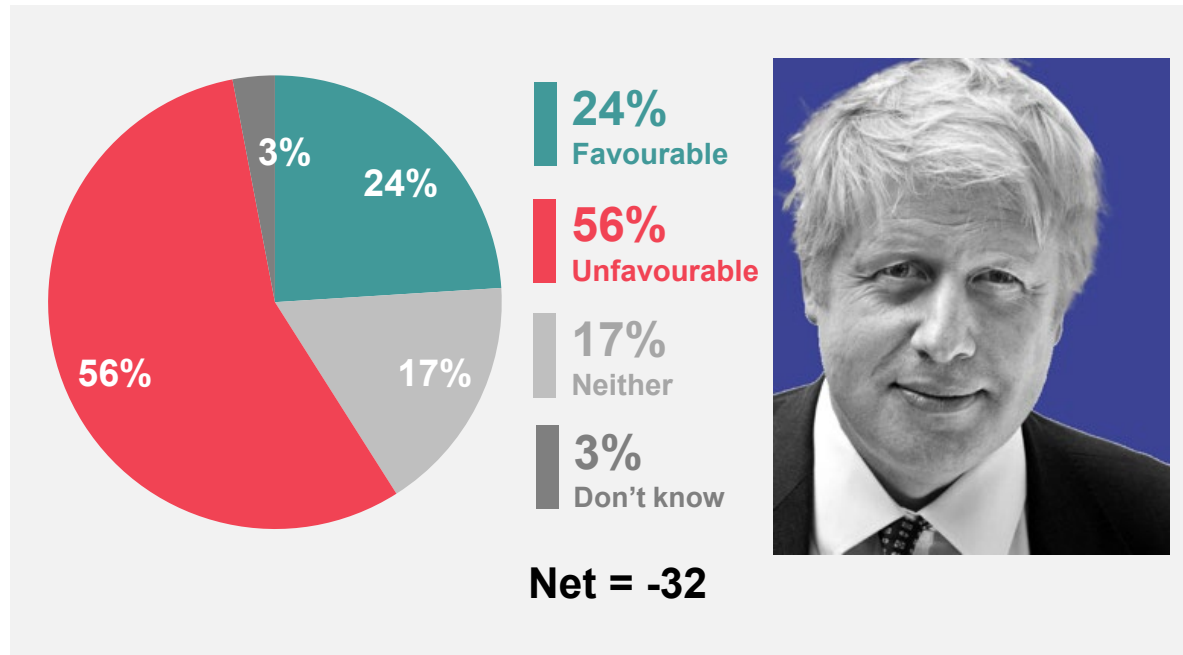
September 2022 – January 2024



Boris Johnson: Favourability

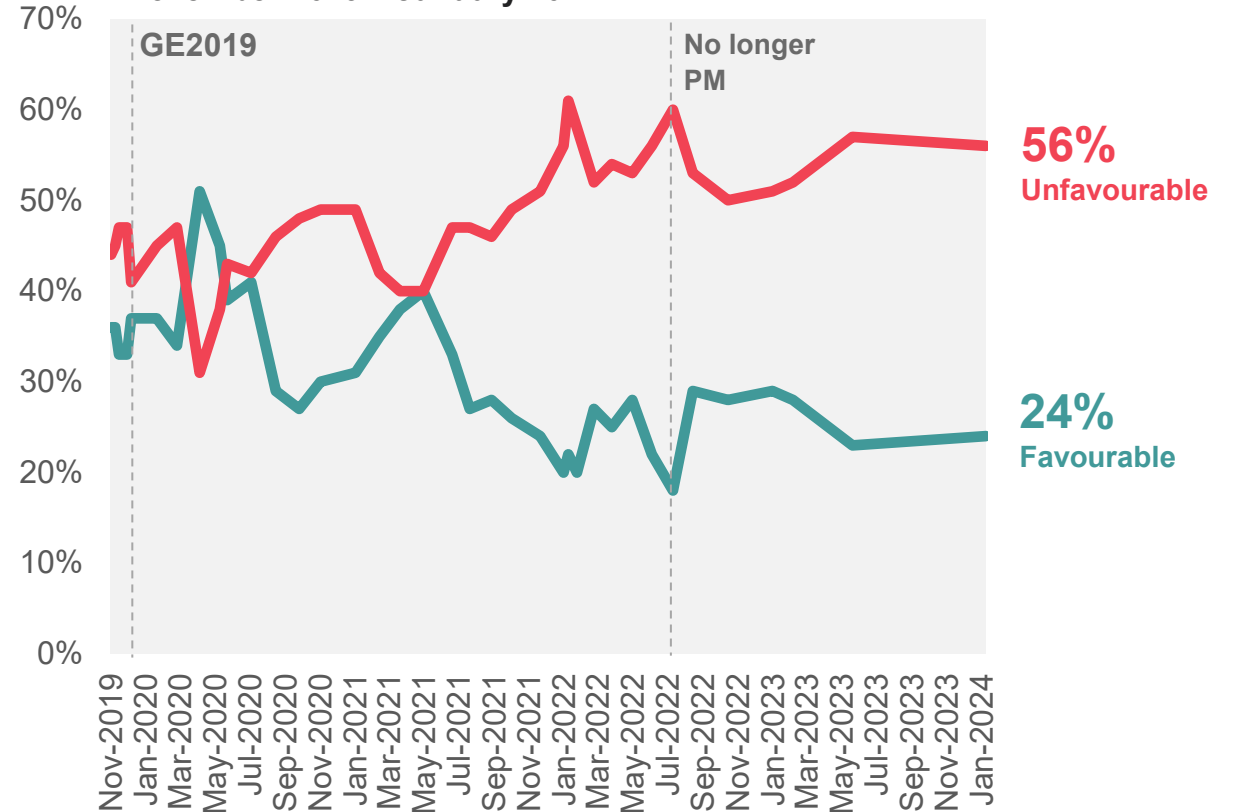
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

January 2024



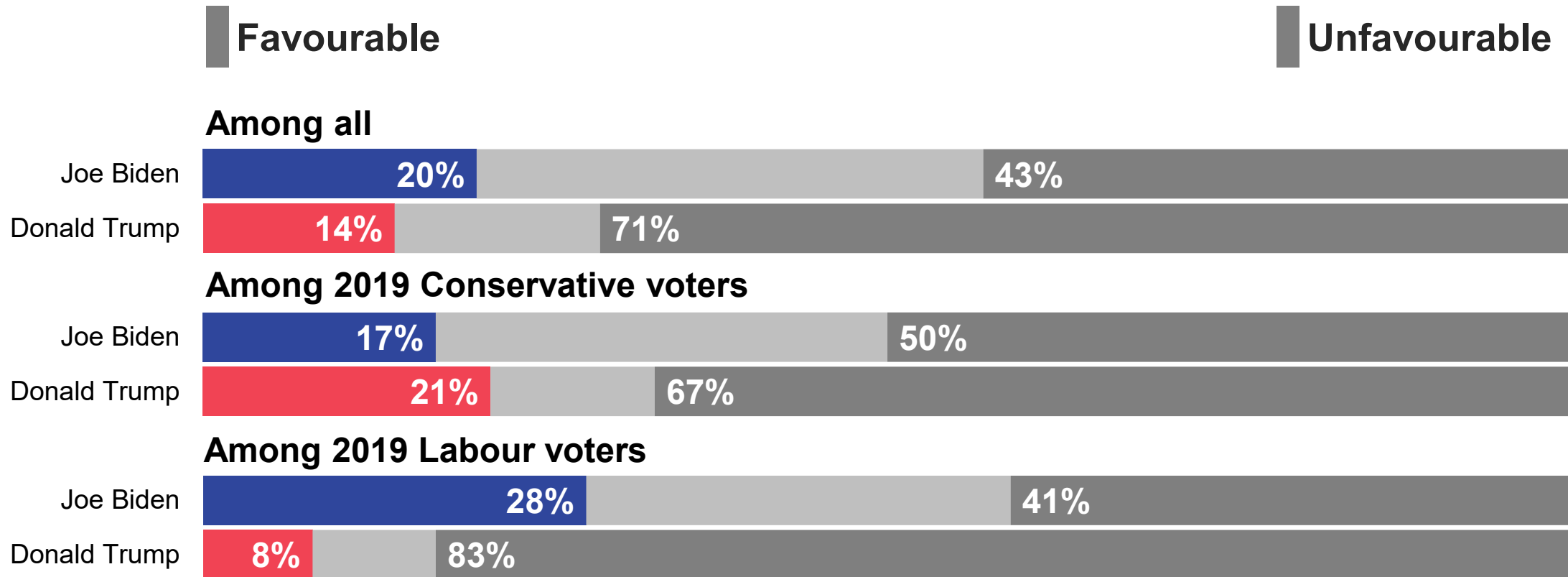
Base: 1,087 Online British adults aged 18+, 12-14 January 2024

November 2019 – January 2024



Favourability: Joe Biden and Donald Trump

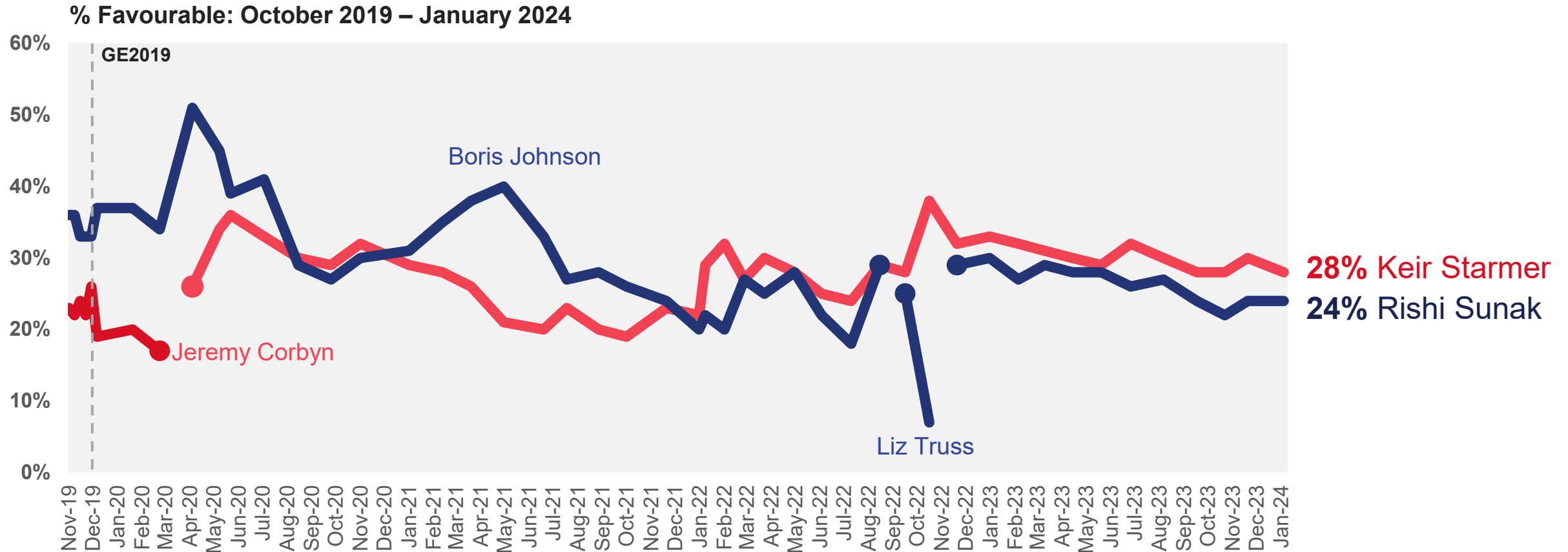
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Joe Biden/ Donald Trump



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

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?

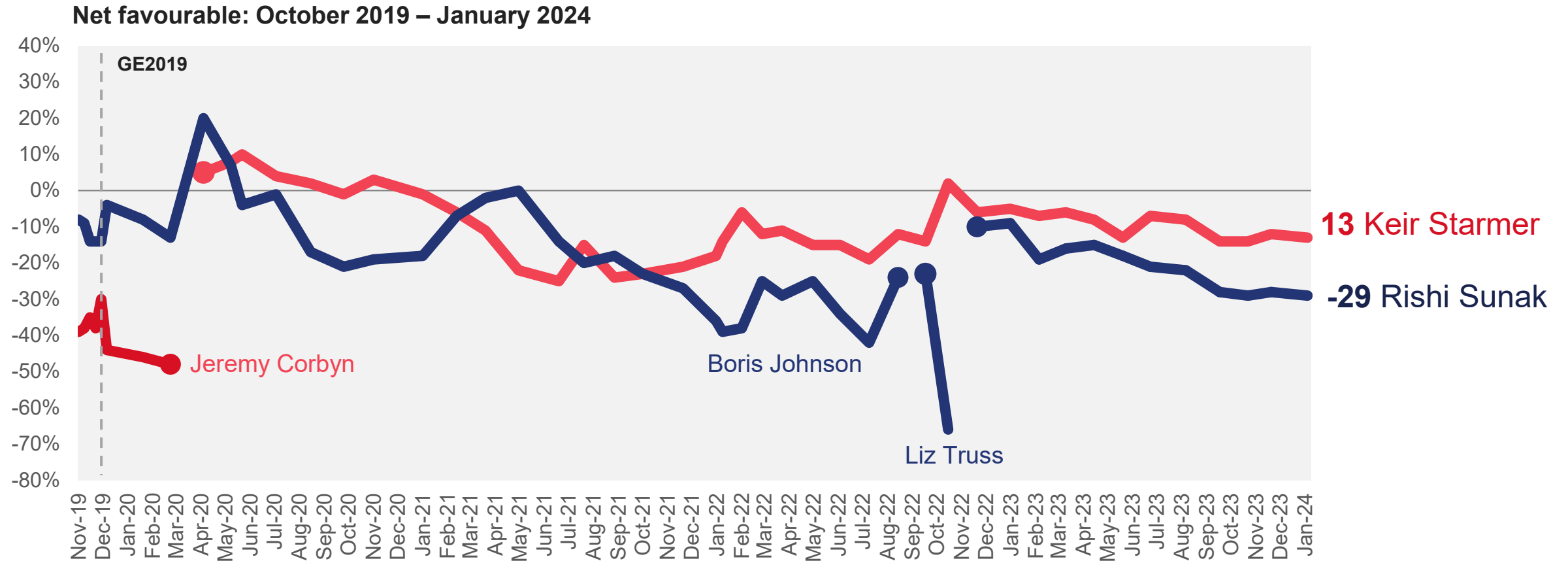


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Net favourability: Conservative leader vs Labour leader

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

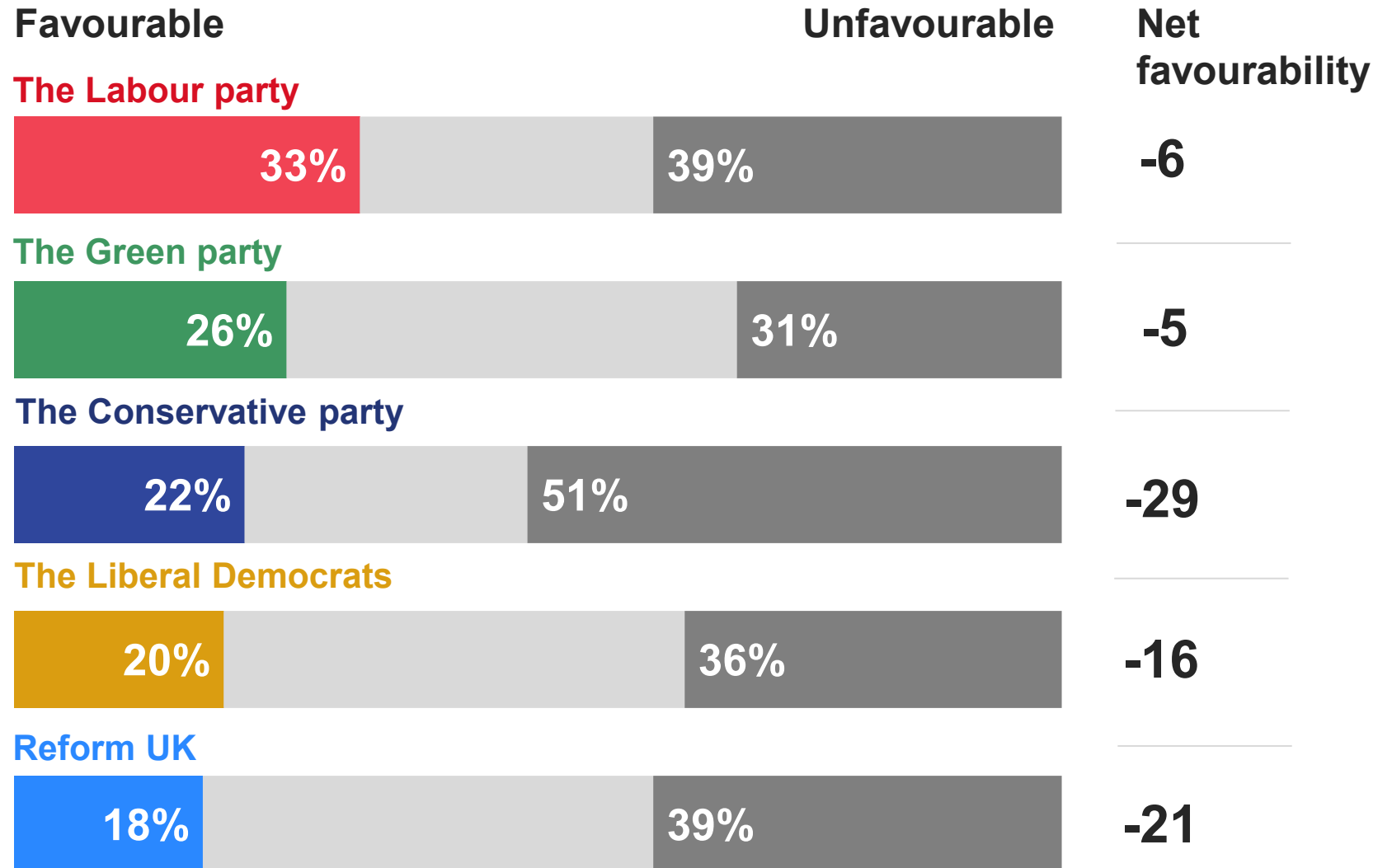


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Favourability towards political parties

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

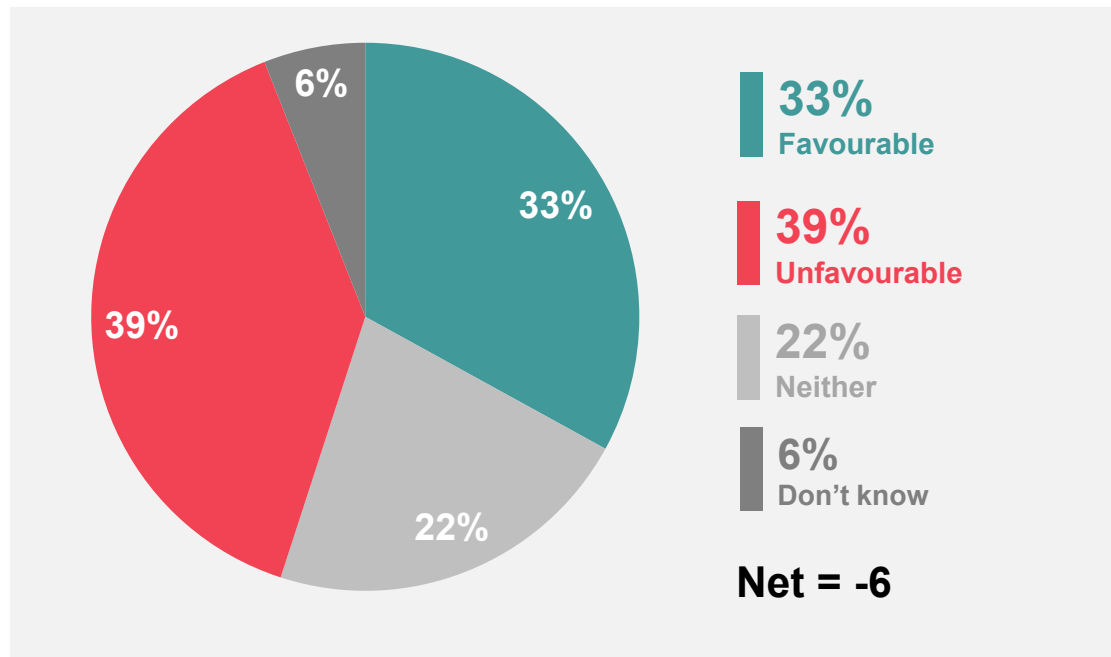


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The Labour party: Favourability

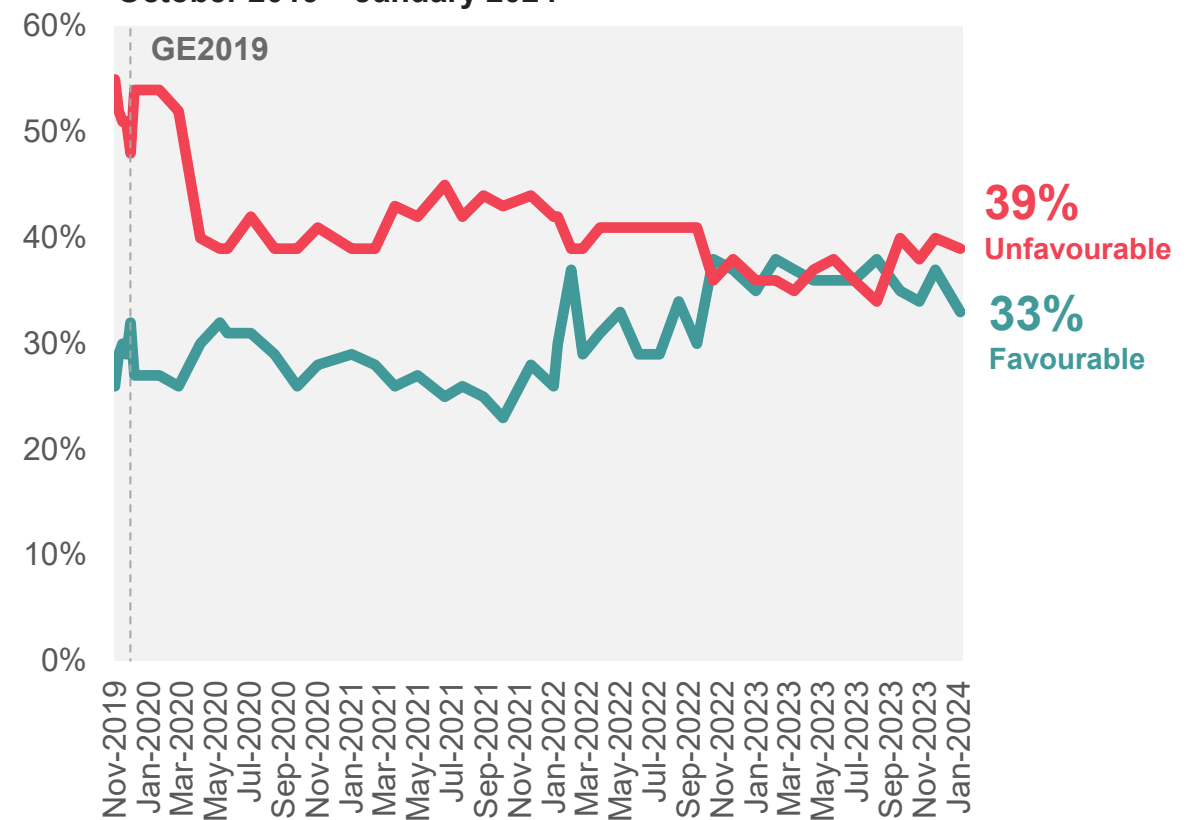
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

January 2024



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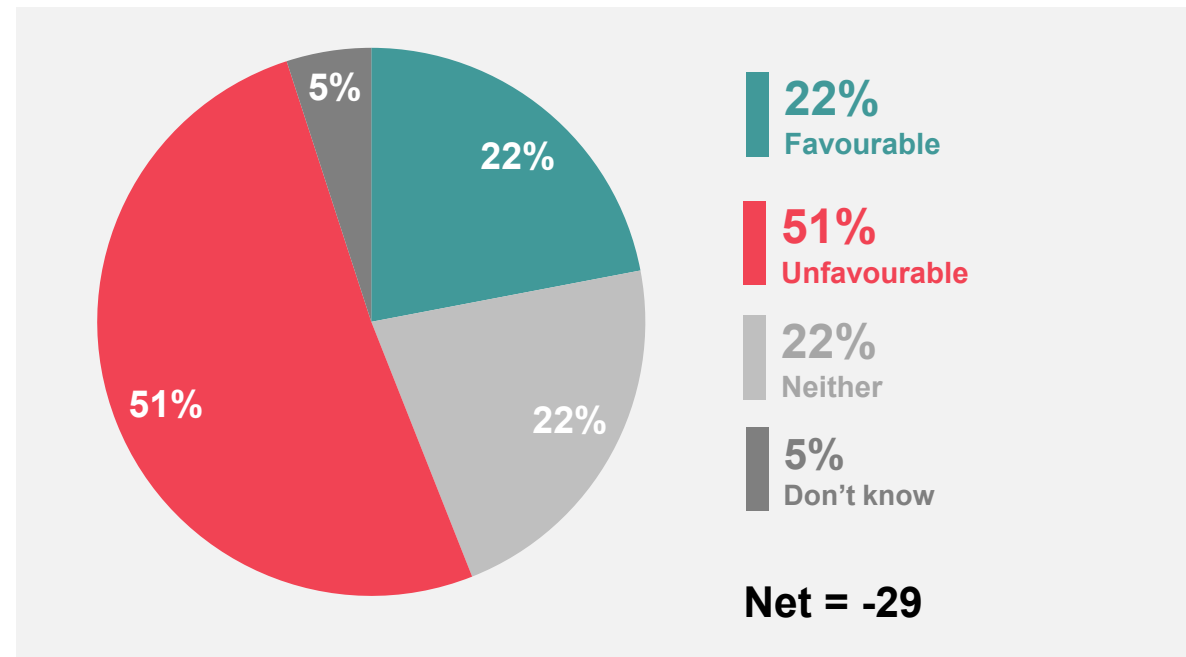
October 2019 – January 2024



The Conservative party: Favourability

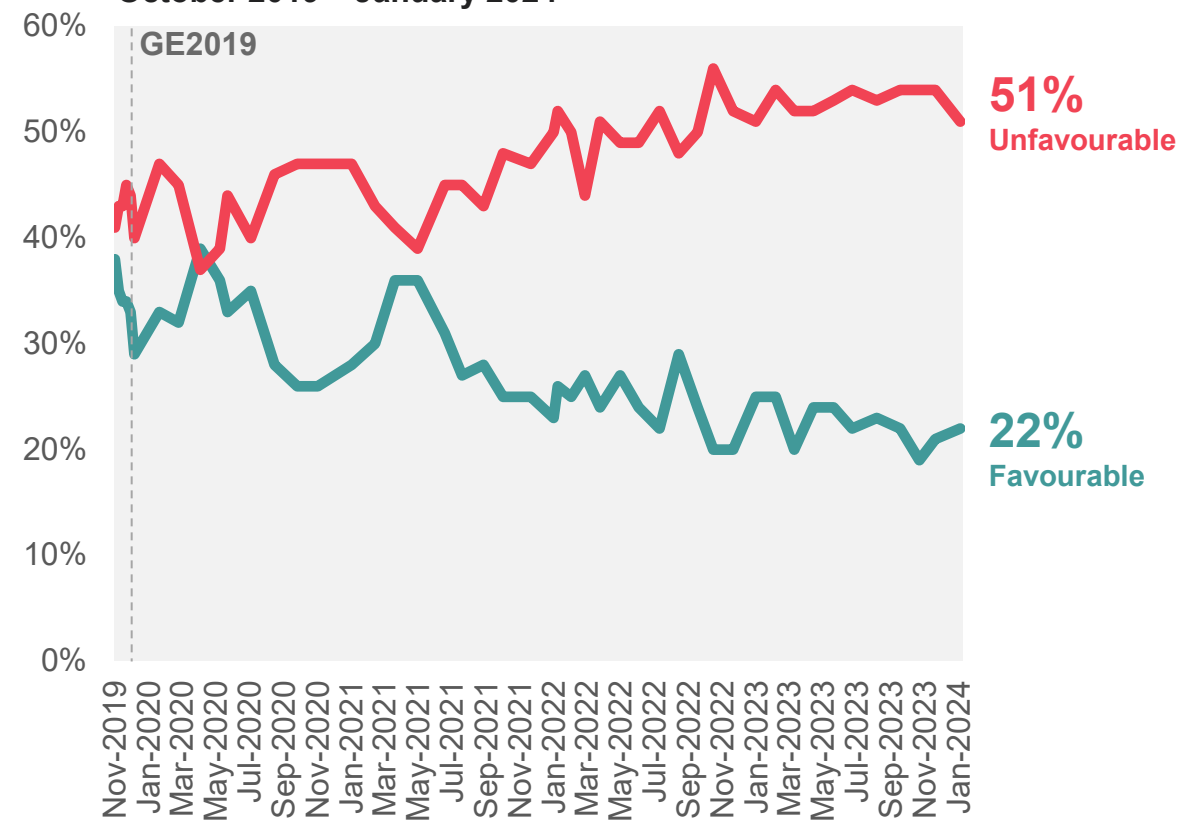
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

January 2024



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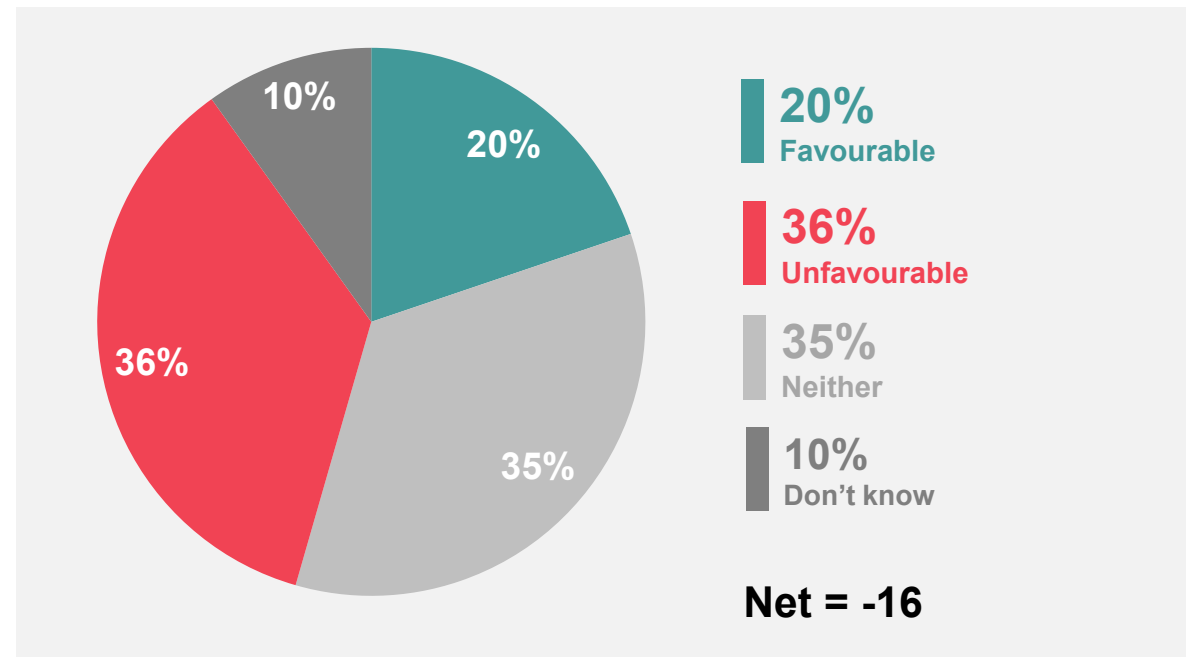
October 2019 – January 2024



The Liberal Democrats: Favourability

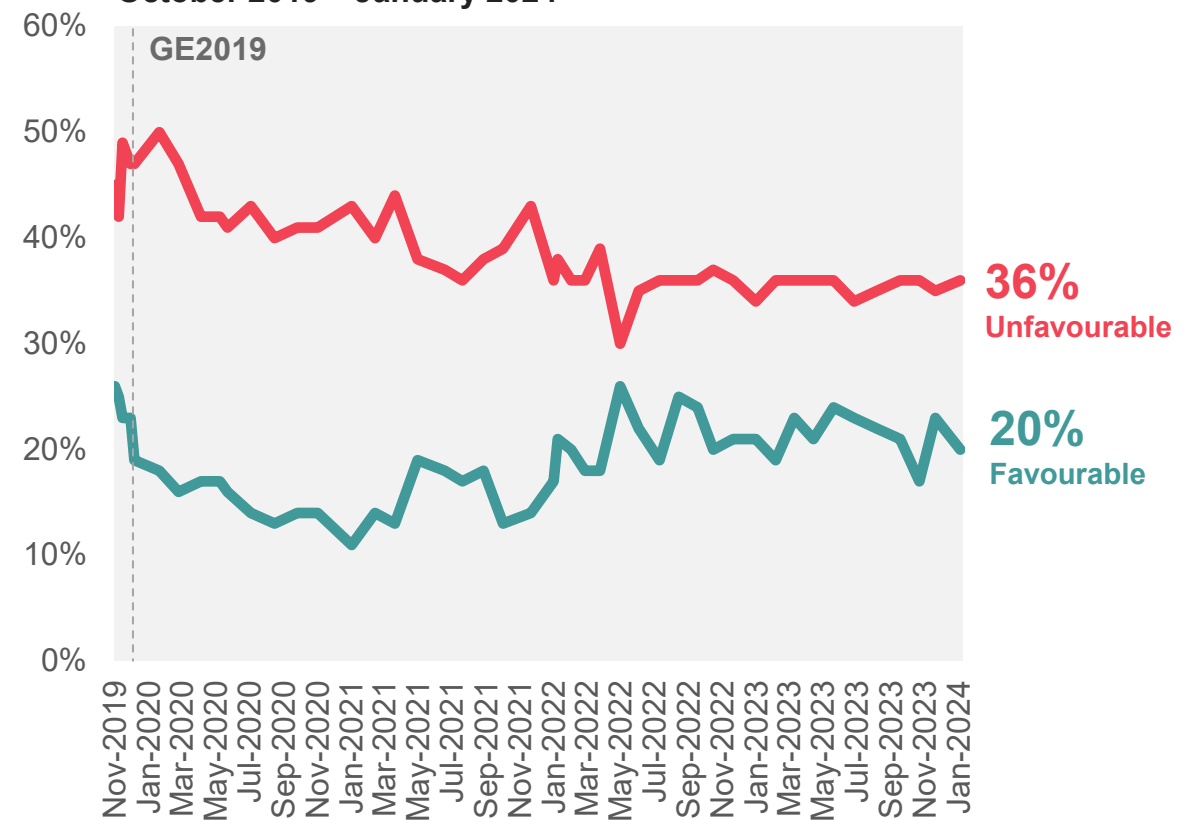
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

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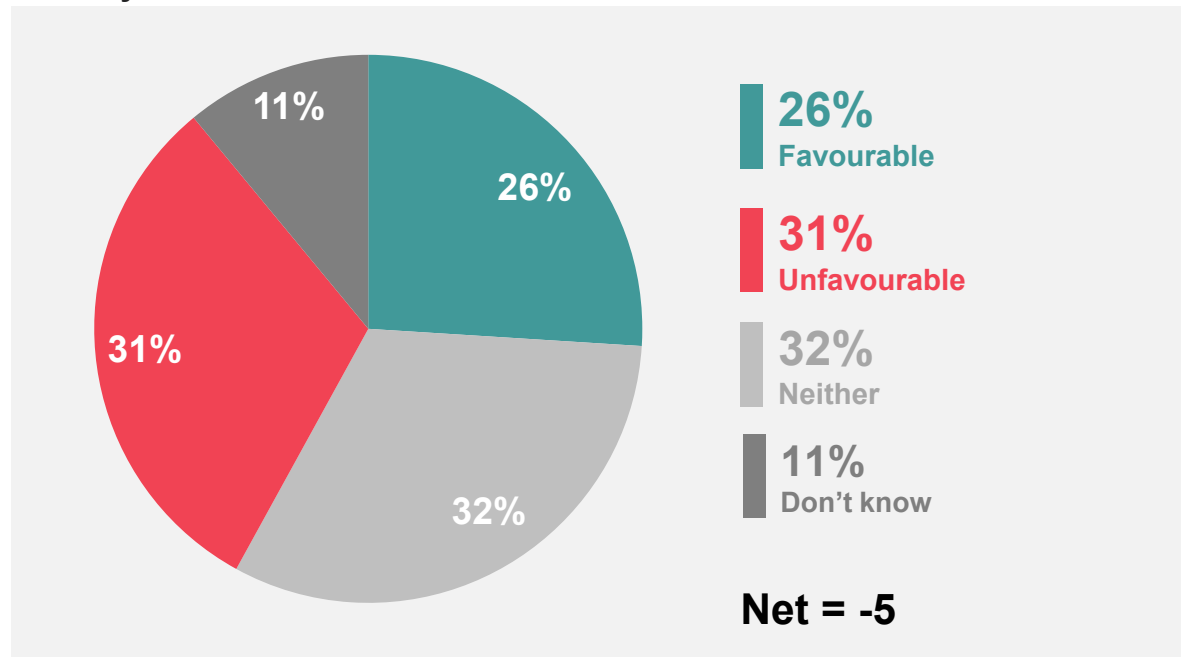
October 2019 – January 2024



The Green Party: Favourability

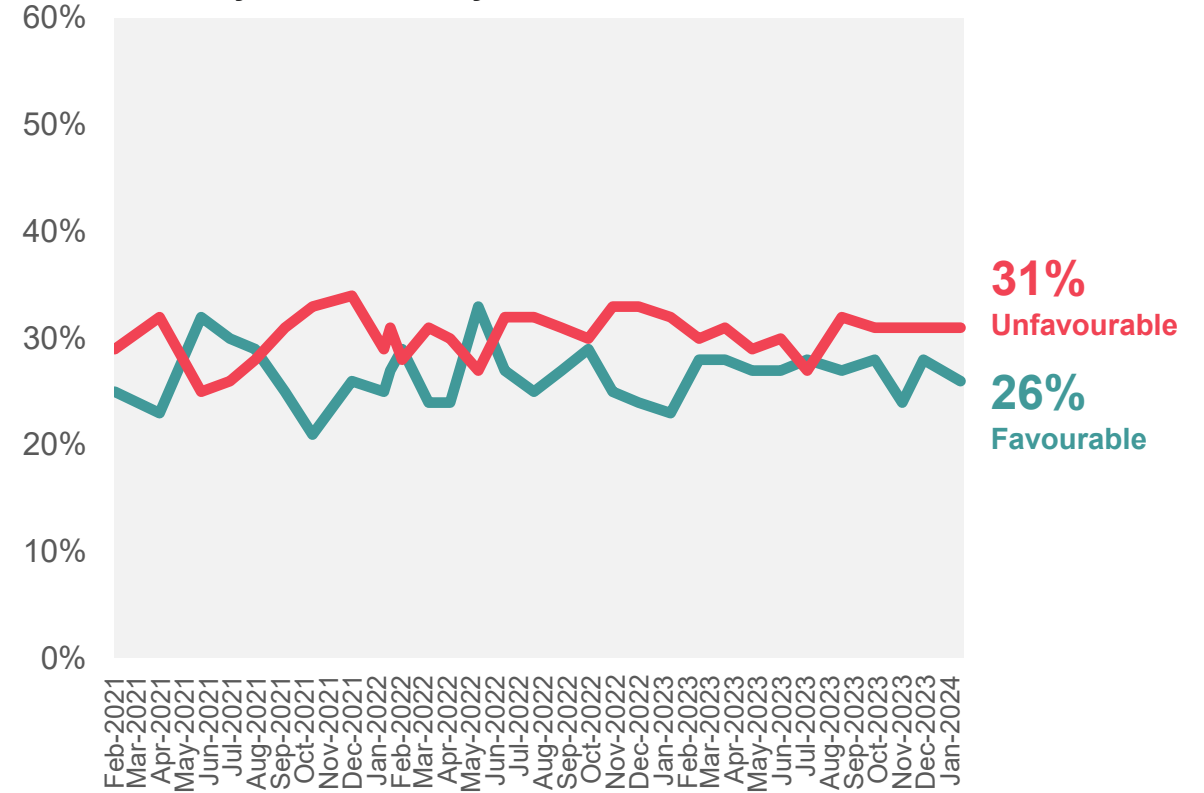
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

January 2024



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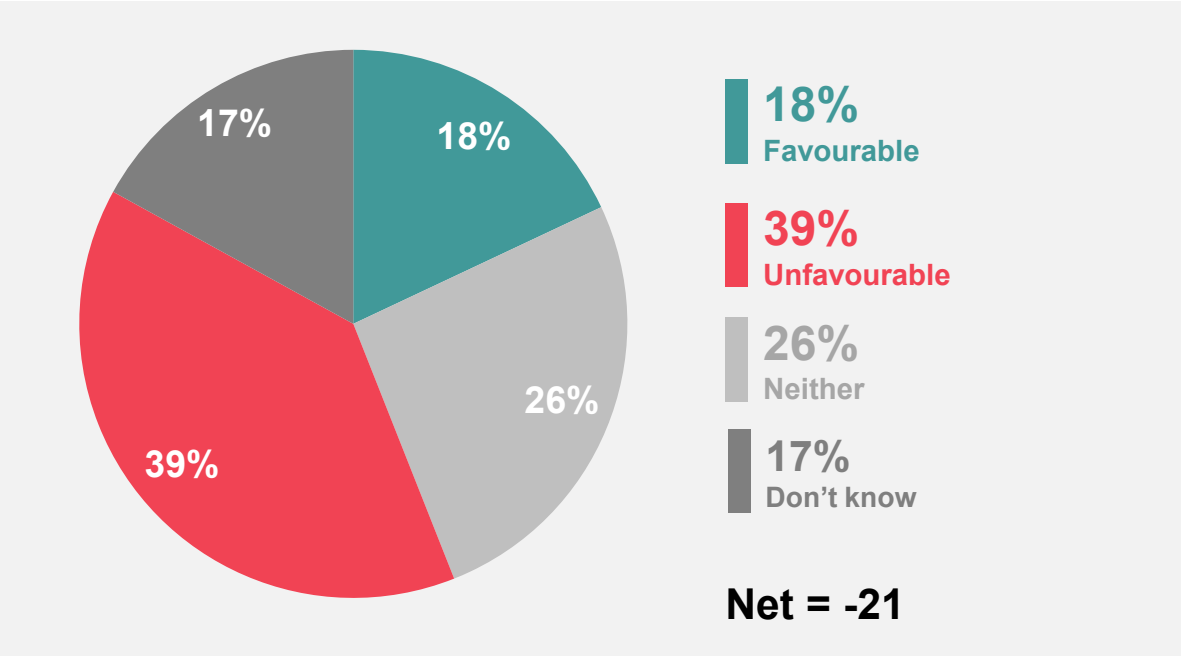
February 2021 – January 2024



Reform UK: Favourability

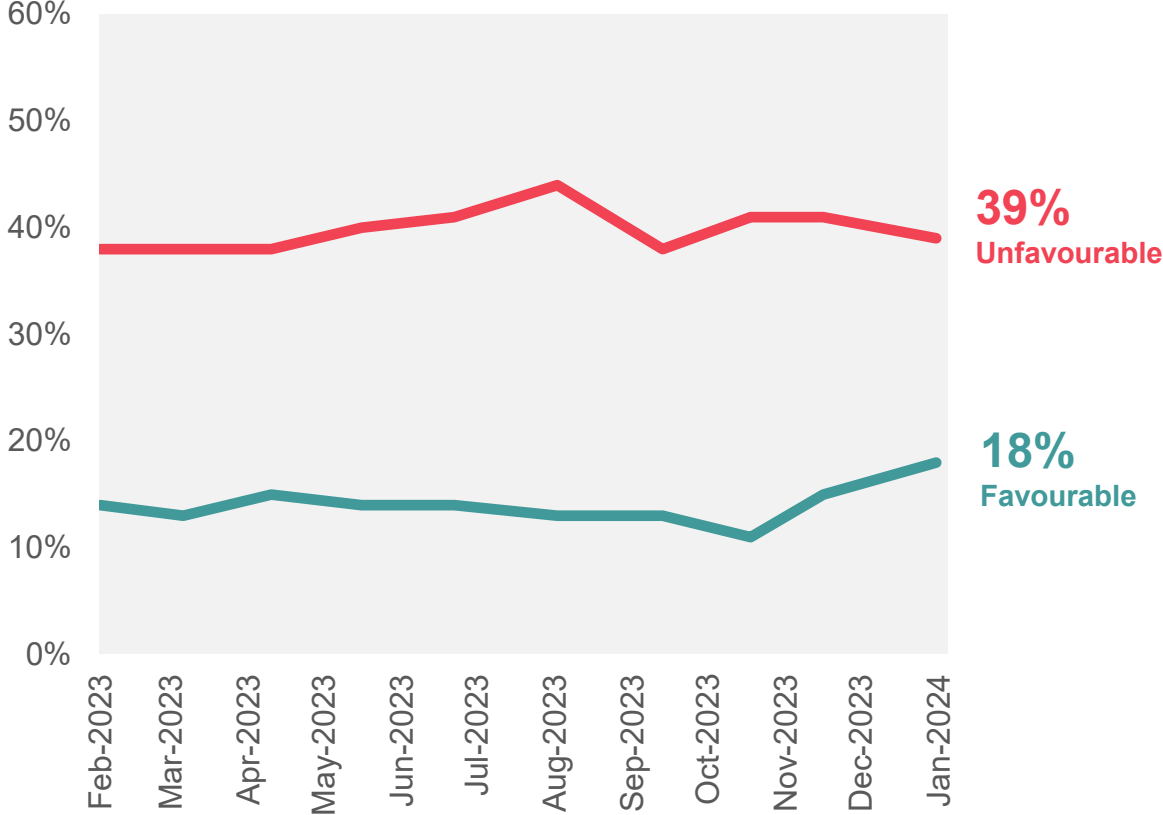
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

January 2024



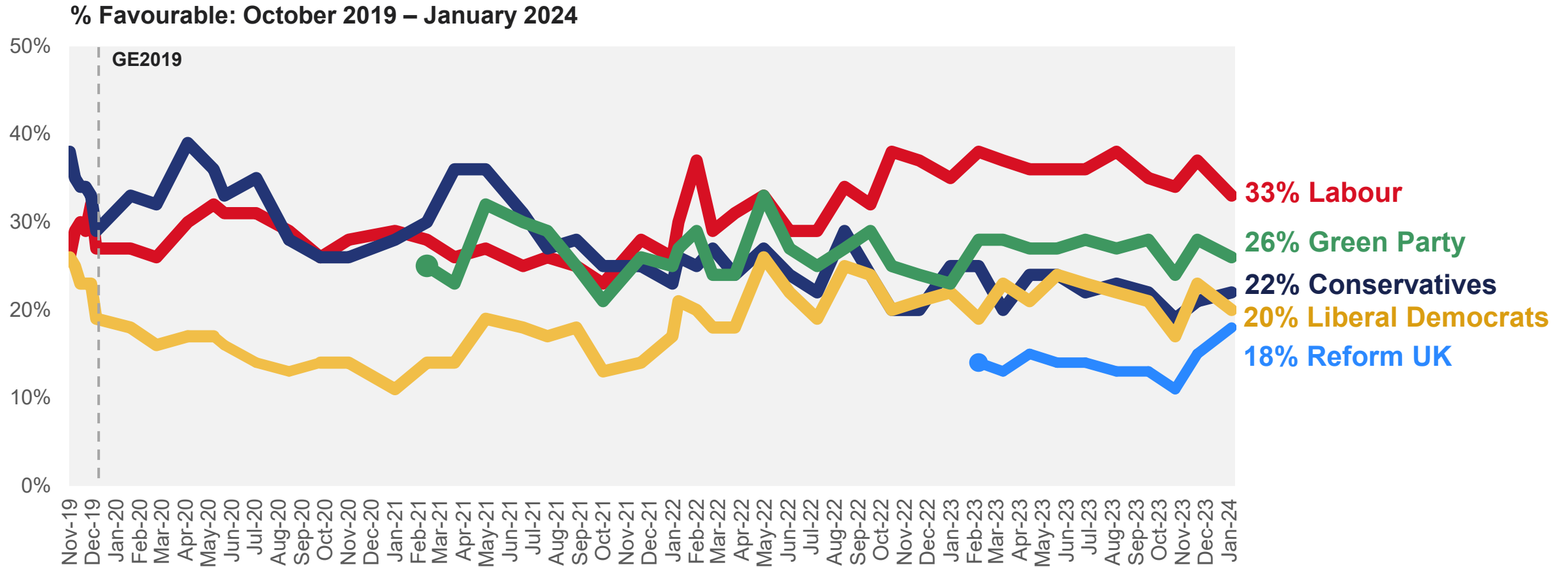
Base: 1,087 Online British adults aged 18+, 12-14 January 2024

February 2023 – January 2024



Political parties: Favourability

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

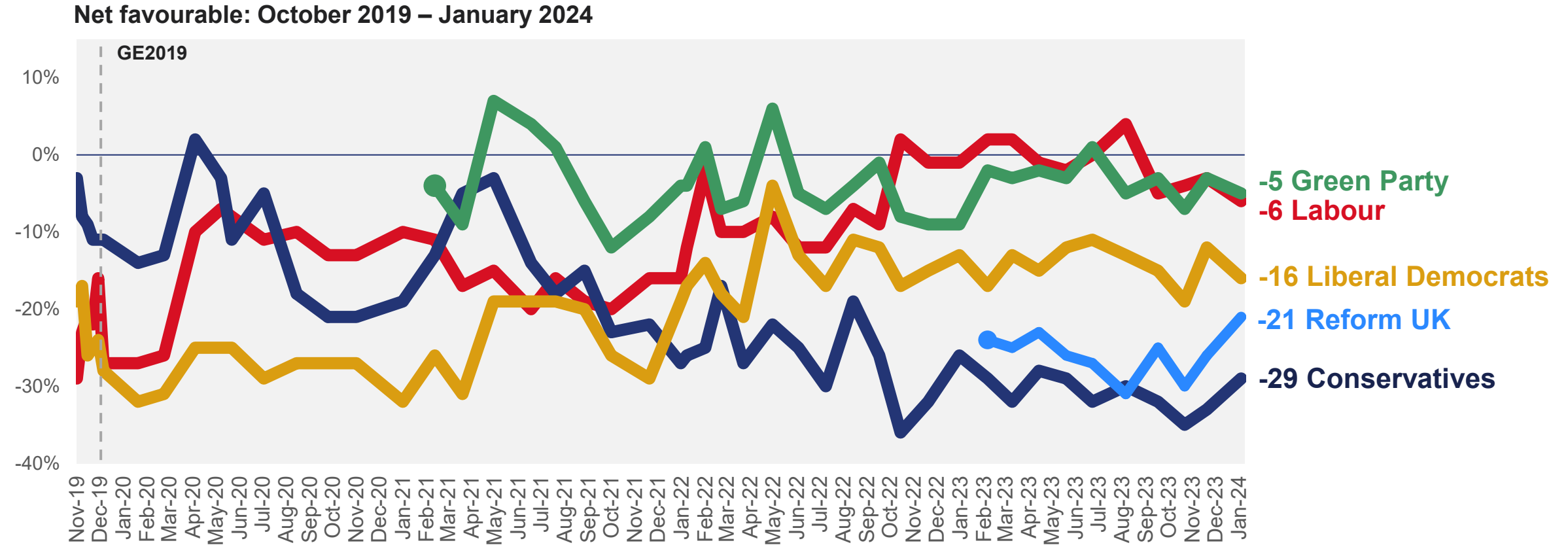


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Political parties: Net favourability

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

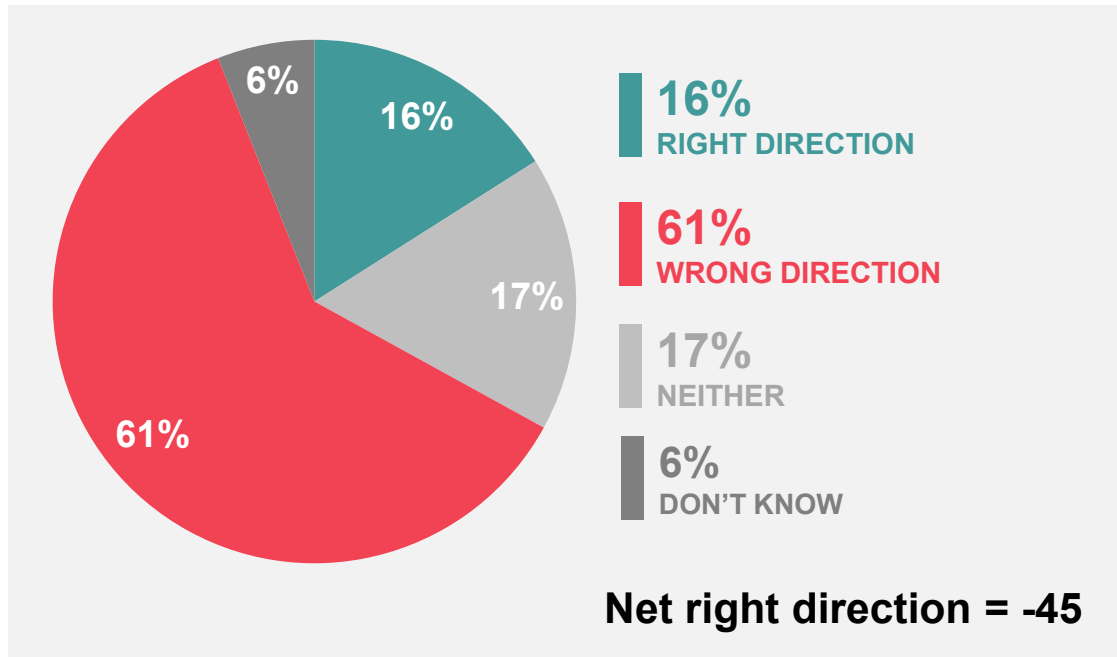
January 2024



Direction of the country

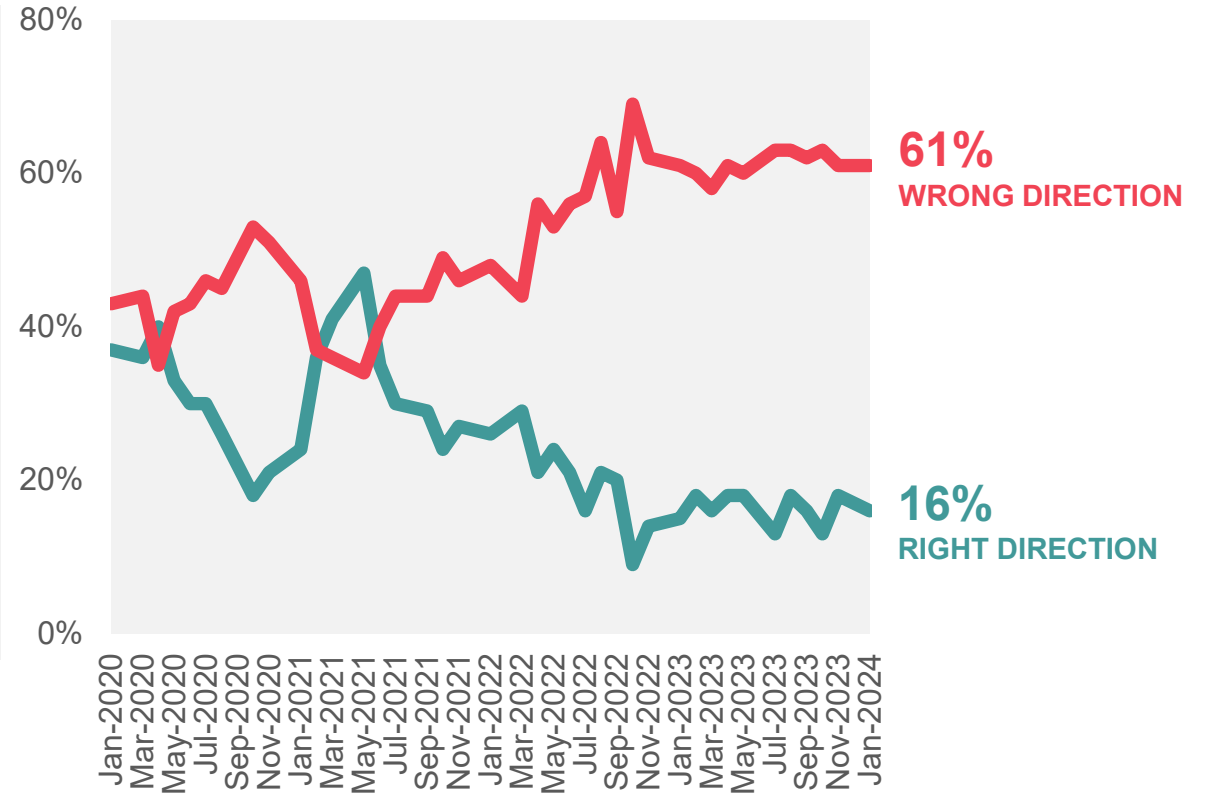
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

January 2024



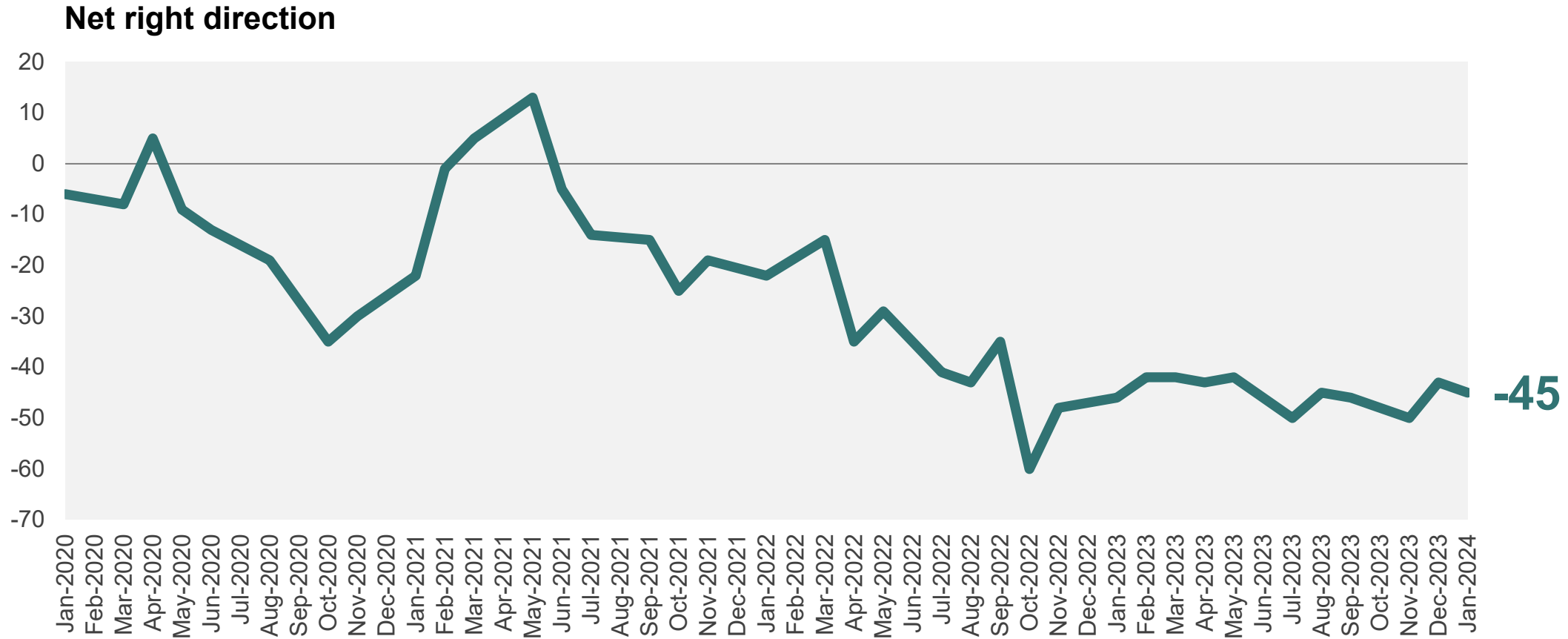
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January 2020 - January 2024



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?



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IMPACT OF BREXIT

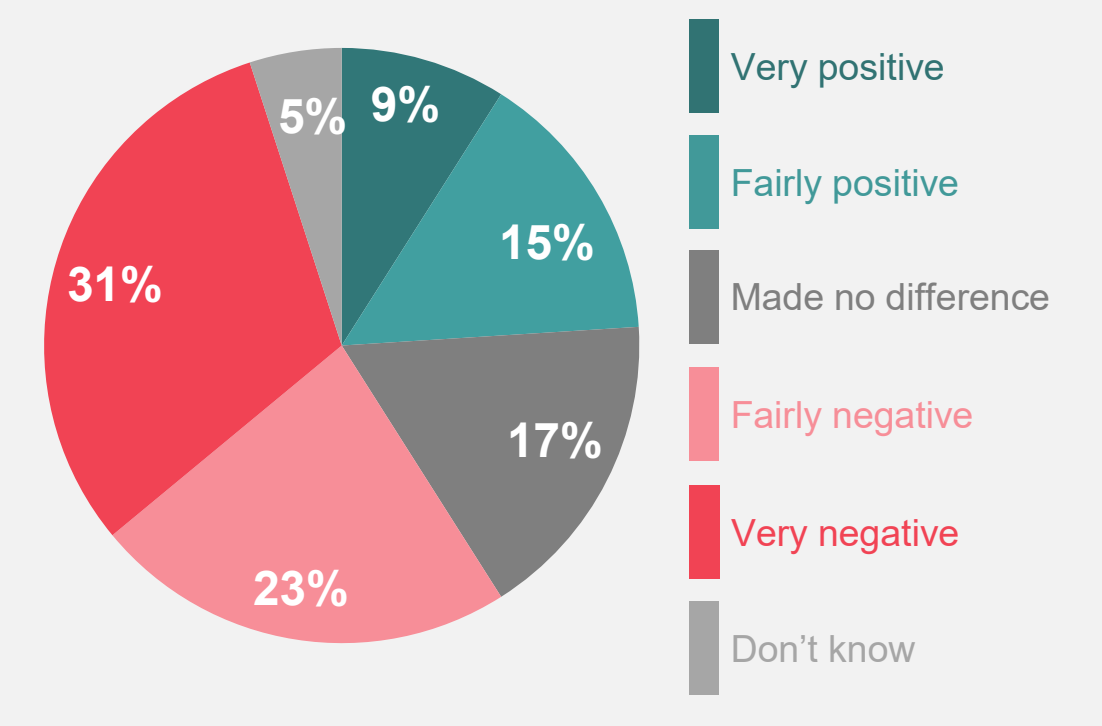
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Impact of the UK's decision to leave the European Union

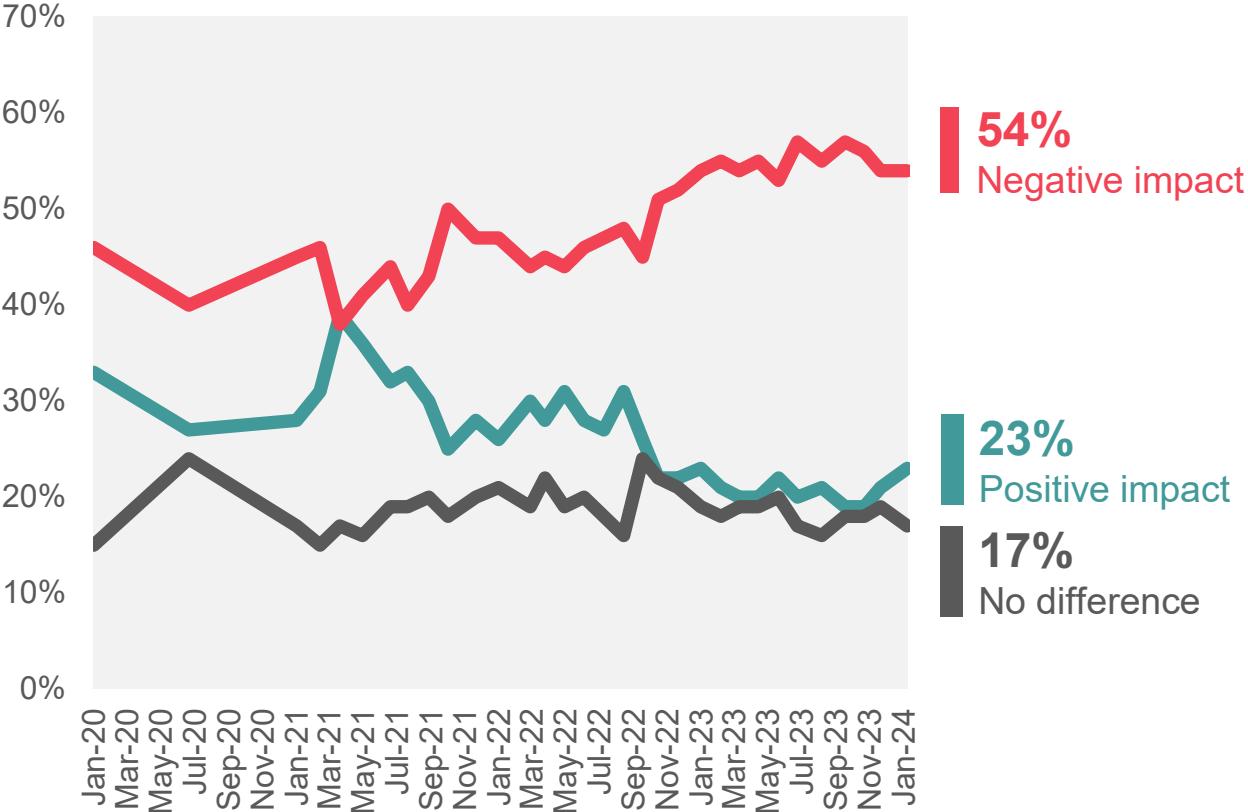
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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January 2020 – January 2024



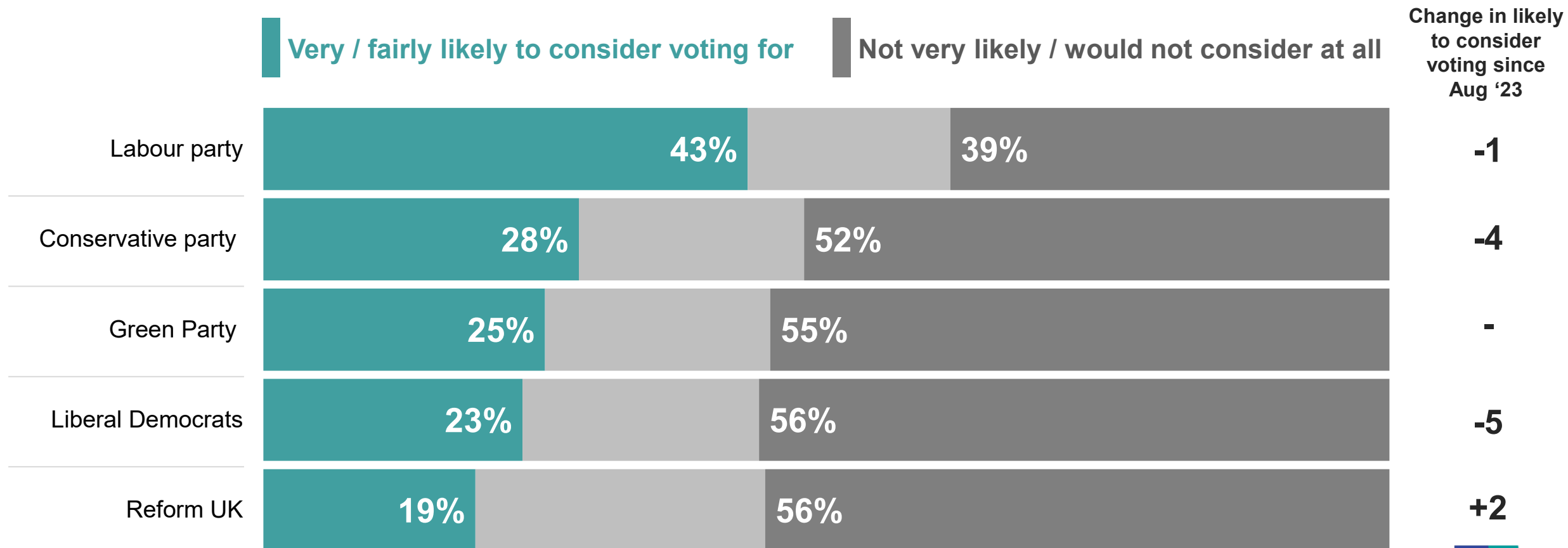


THE NEXT GENERAL ELECTION

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?



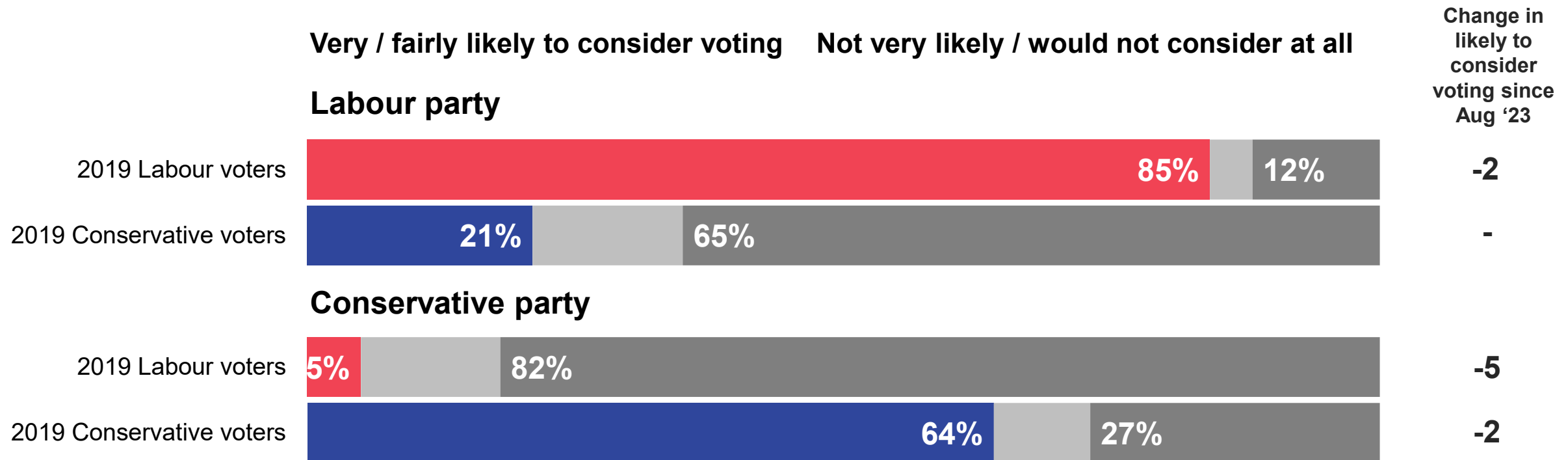
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By 2019 General Election vote

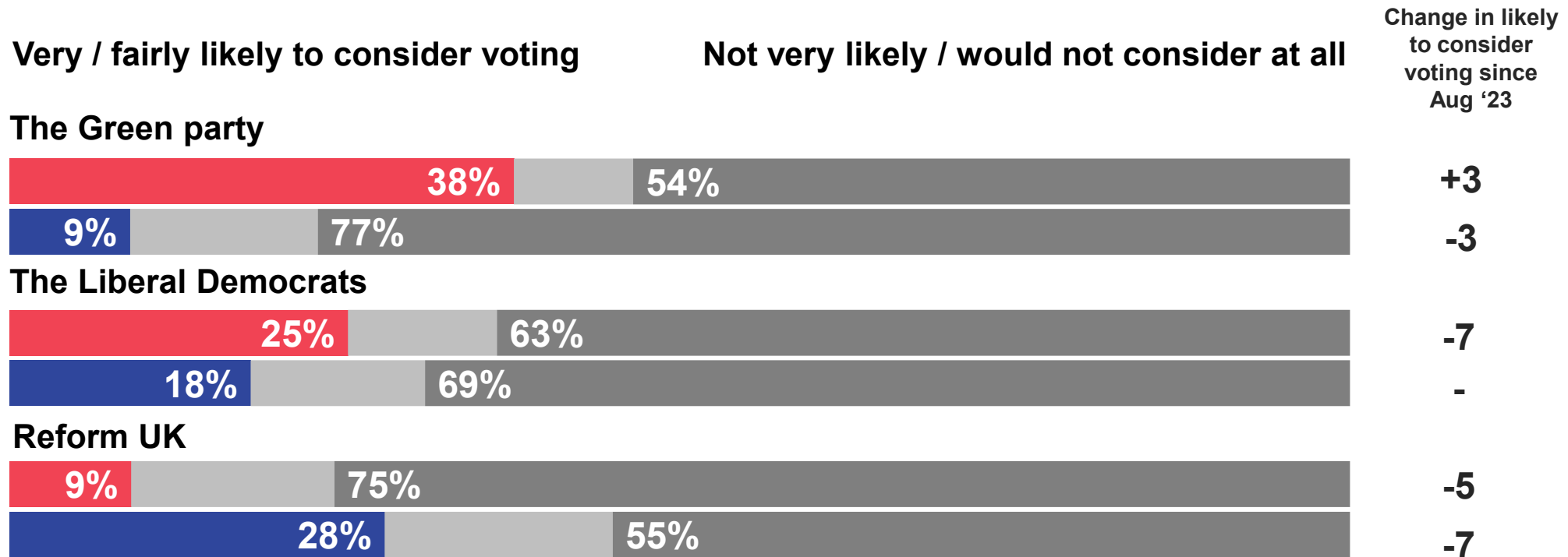


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Ipsos

Political Pulse January 2024

For more information

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