

# IPSOS UK POLITICAL PULSE

March 2024



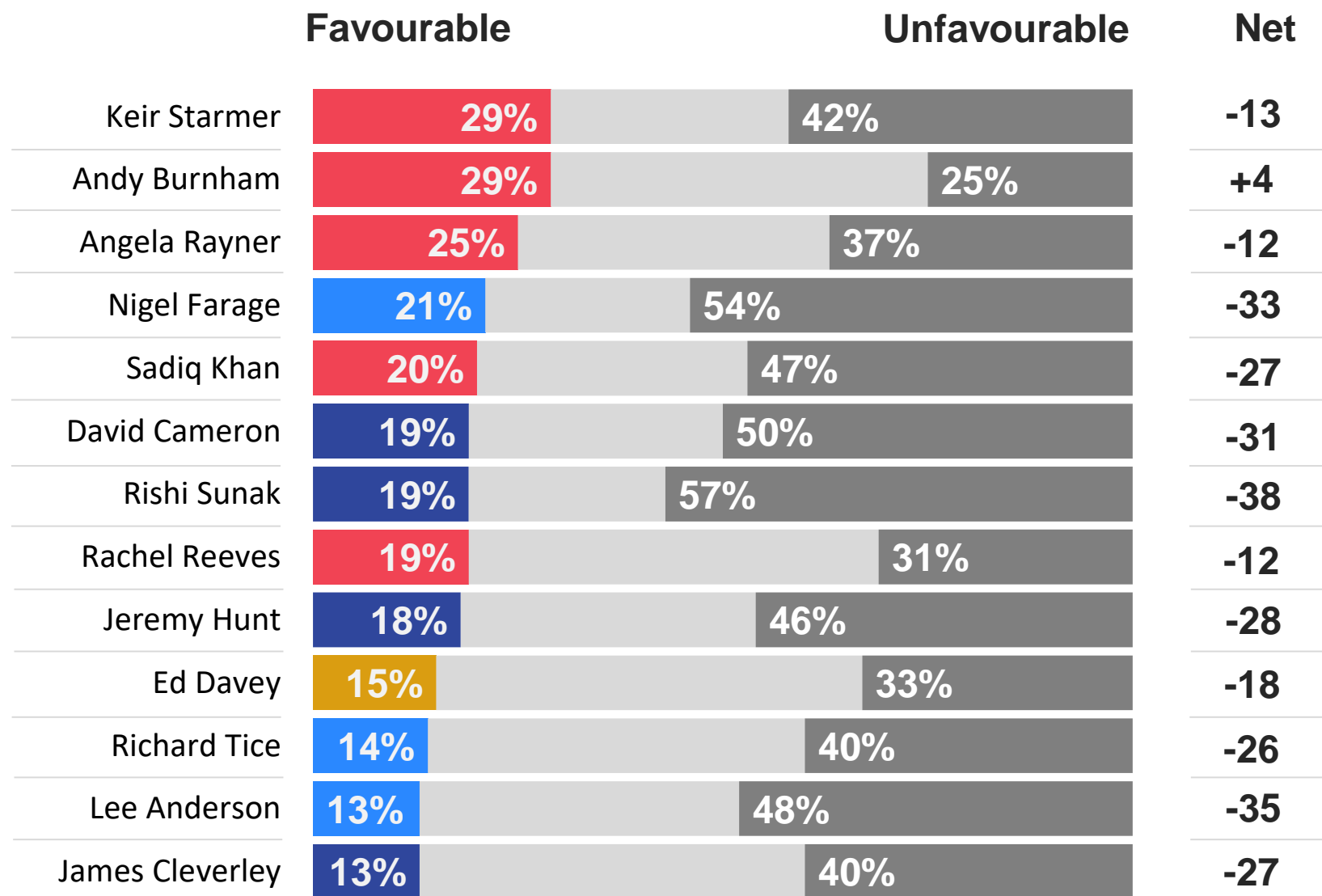


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

March 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?

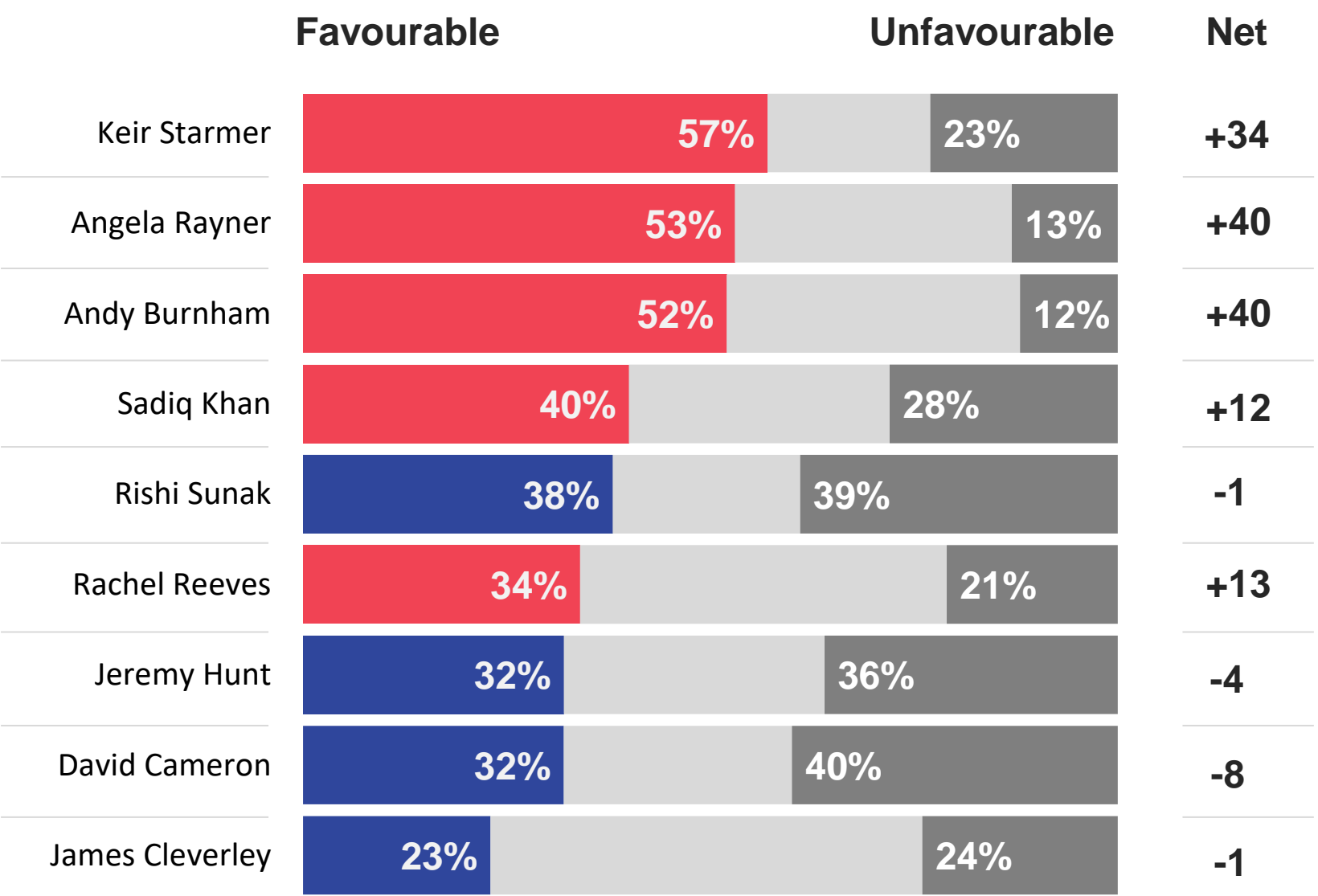


Base: 1,111 Online British adults aged 18+, 15-18 March 2024

# 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: 1,111 Online British adults aged 18+, 15-18 March 2024, including 2019 Conservative voters (326) and 2019 Labour voters (297)

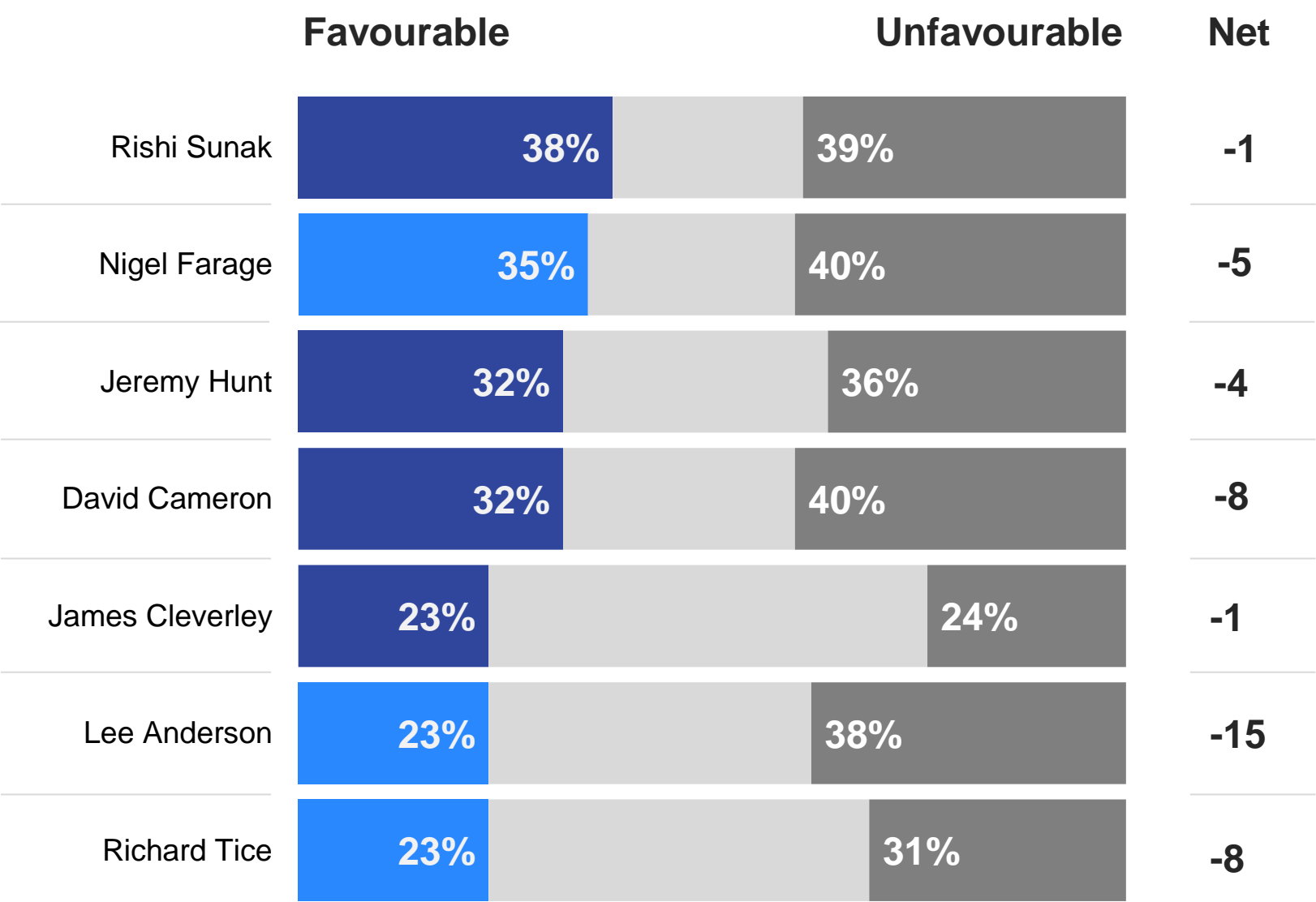




# Favourability of politicians

## 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?



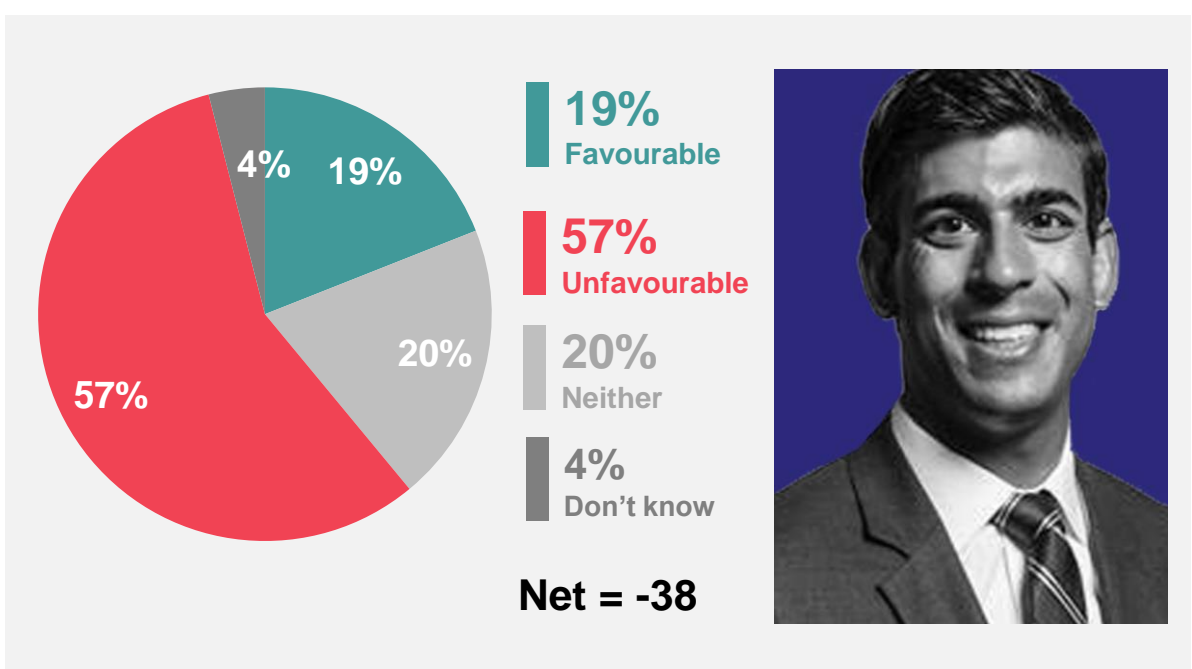
Base: 1,111 Online British adults aged 18+, 15-18 March 2024, including 2019 Conservative voters (326).



# Rishi Sunak: Favourability

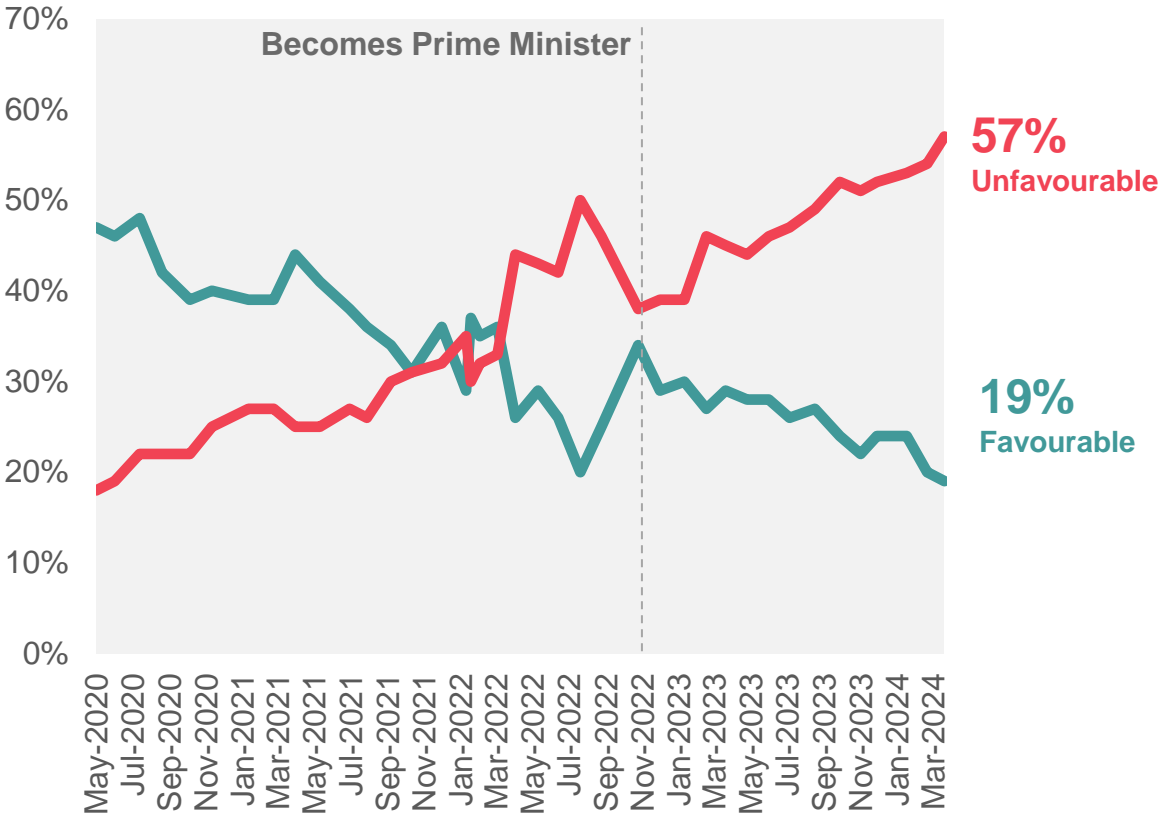
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

March 2024



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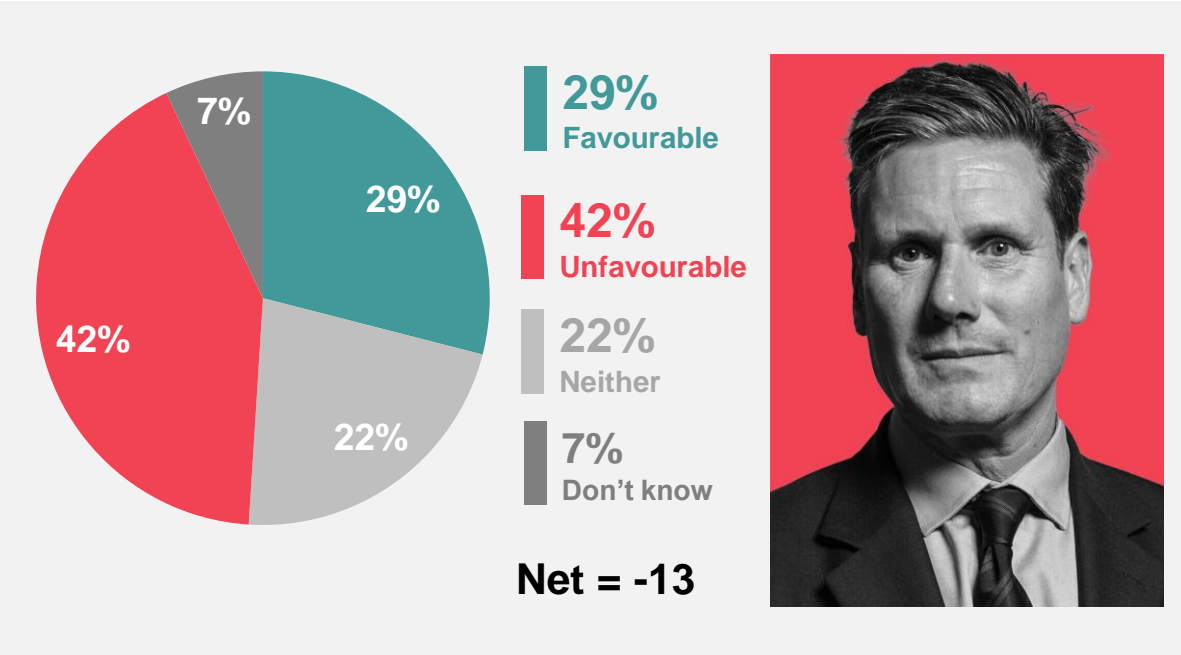
May 2020 – March 2024



# Keir Starmer: Favourability

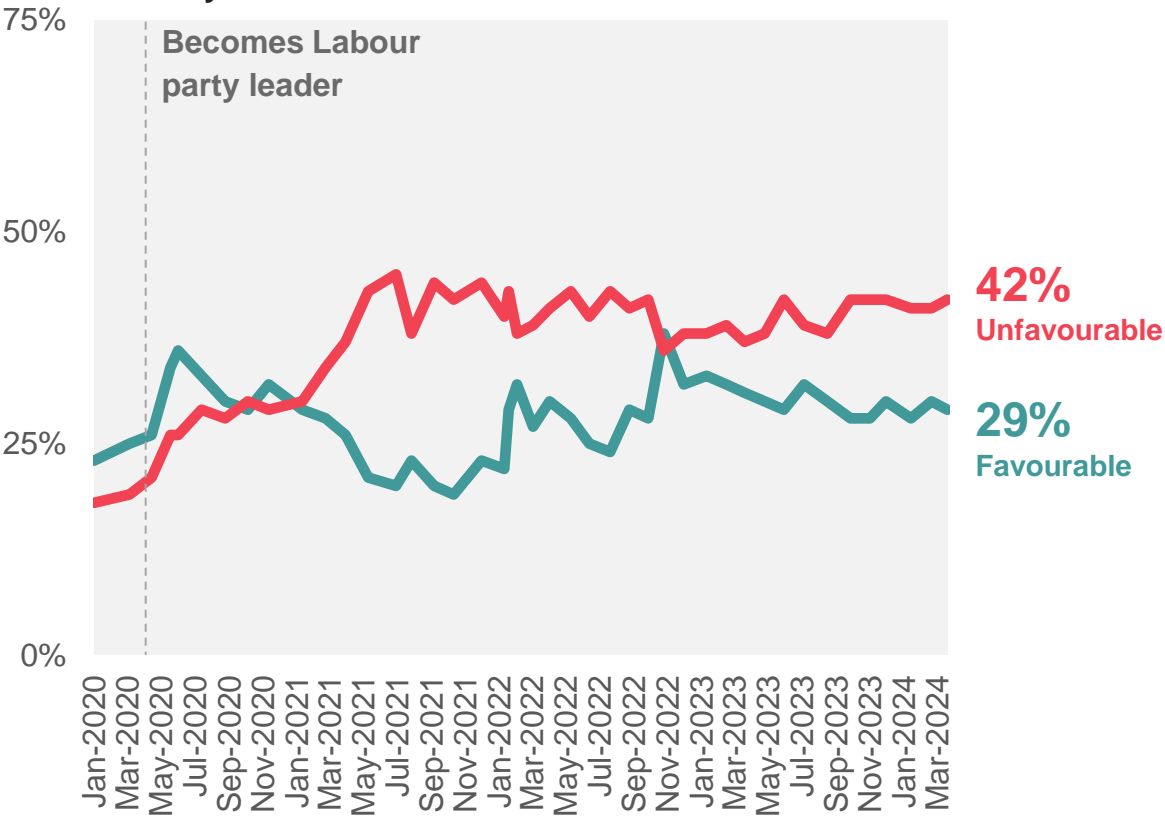
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

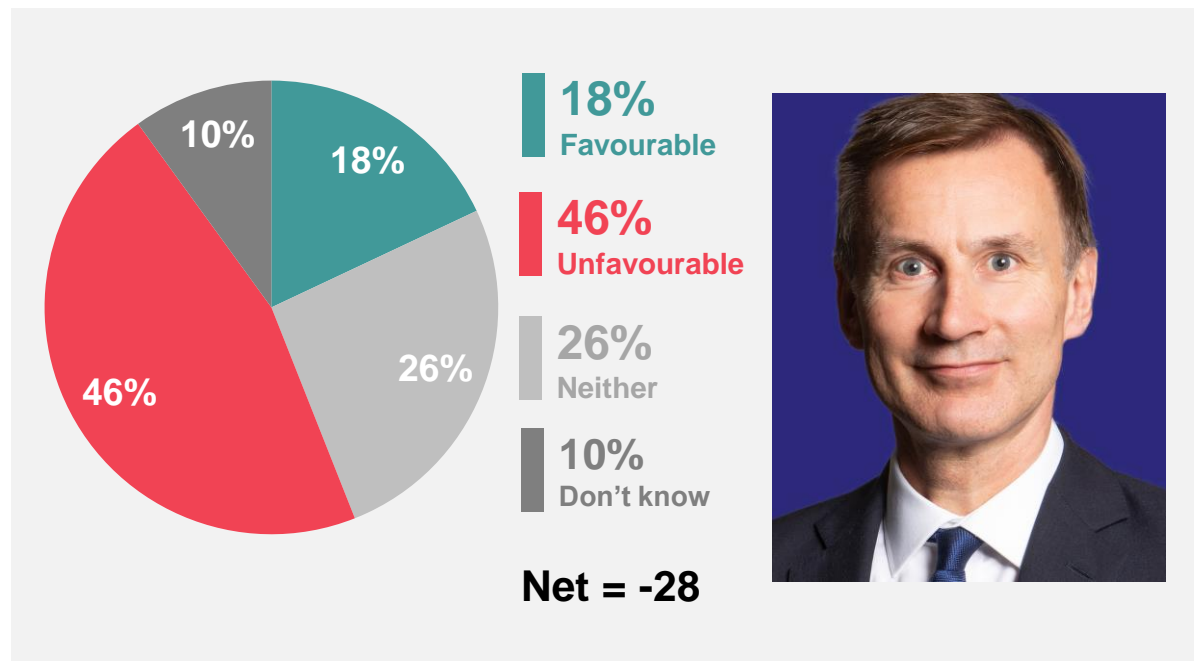
January 2020 – March 2024



# Jeremy Hunt: Favourability

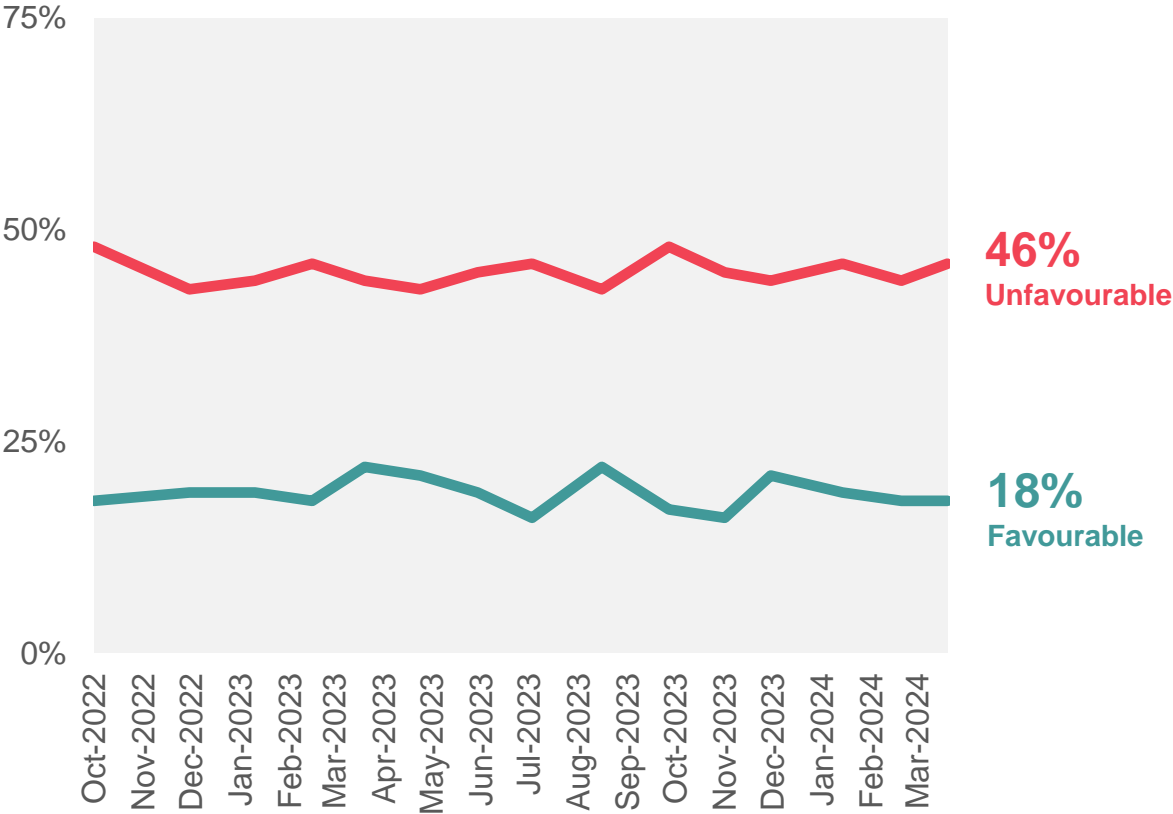
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

October 2022 – March 2024

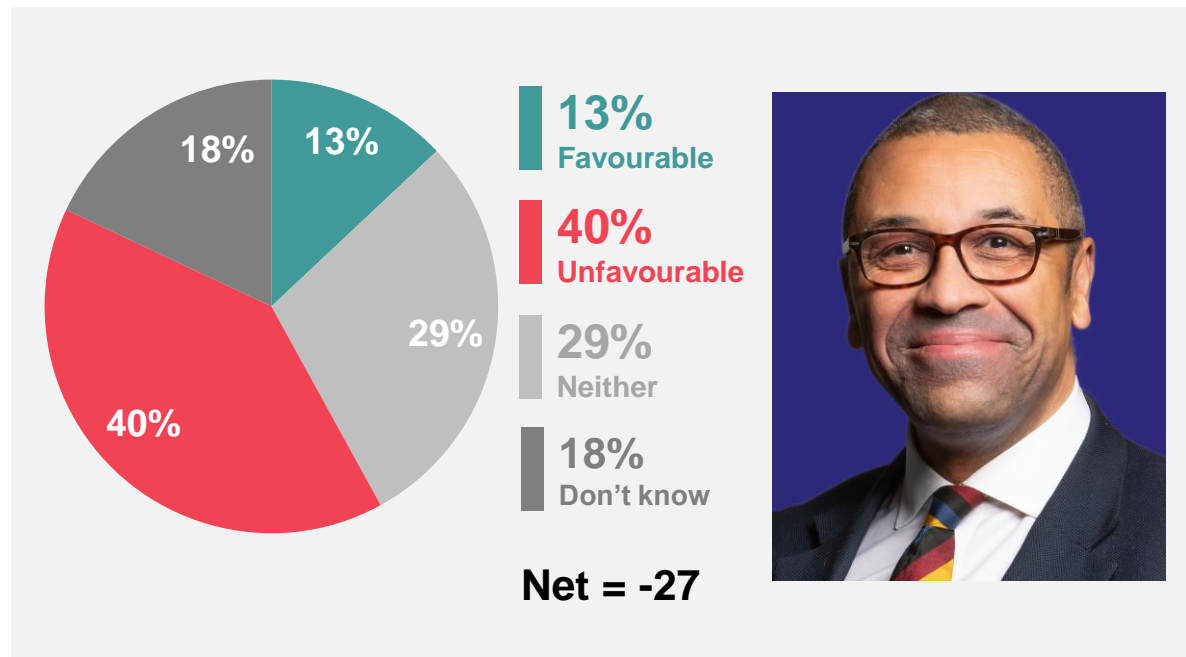




# James Cleverly: Favourability

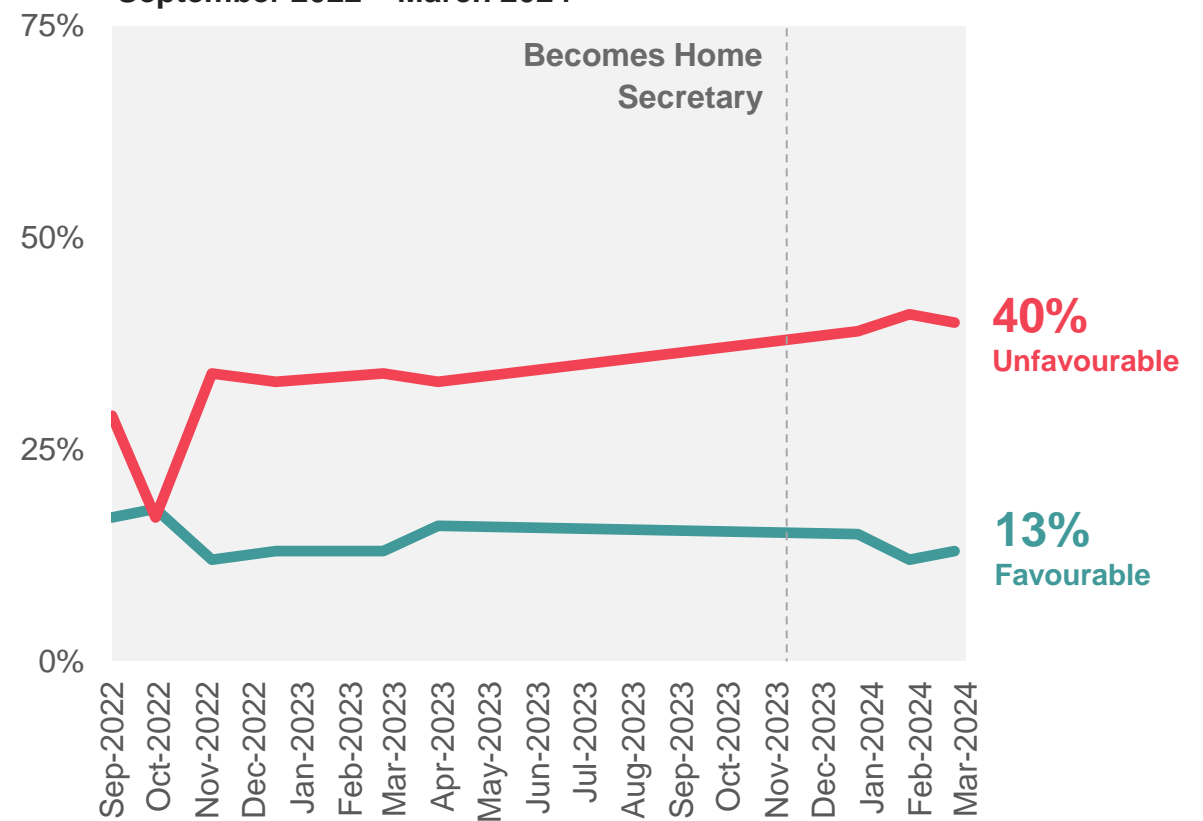
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

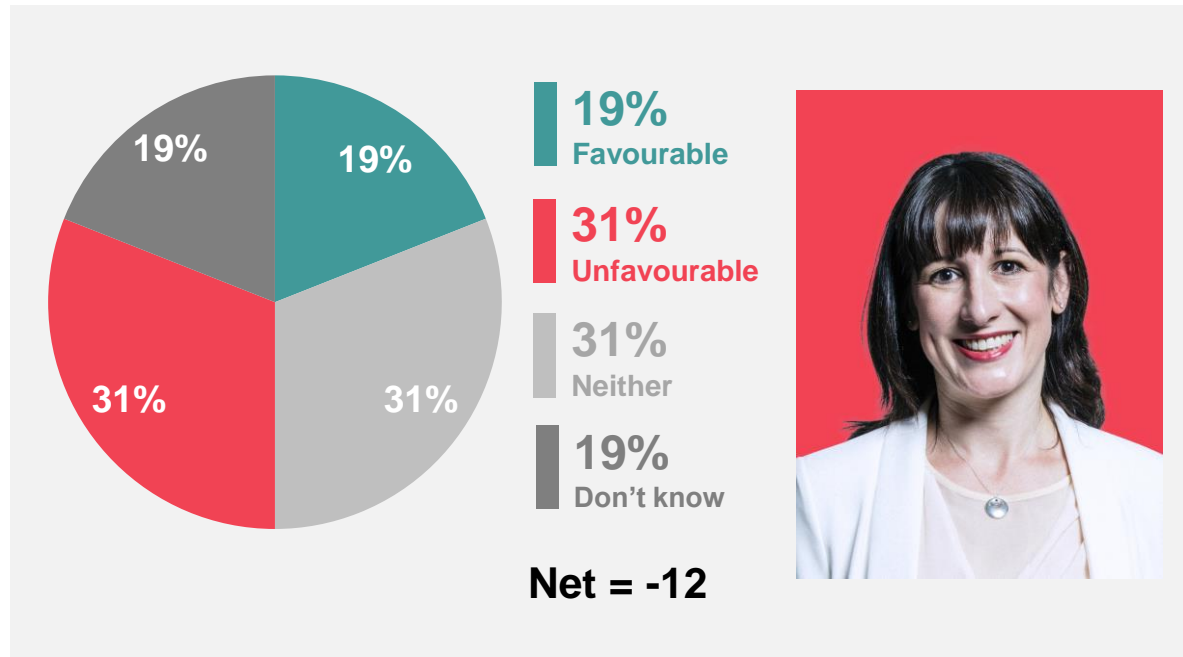
September 2022 – March 2024



# Rachel Reeves: Favourability

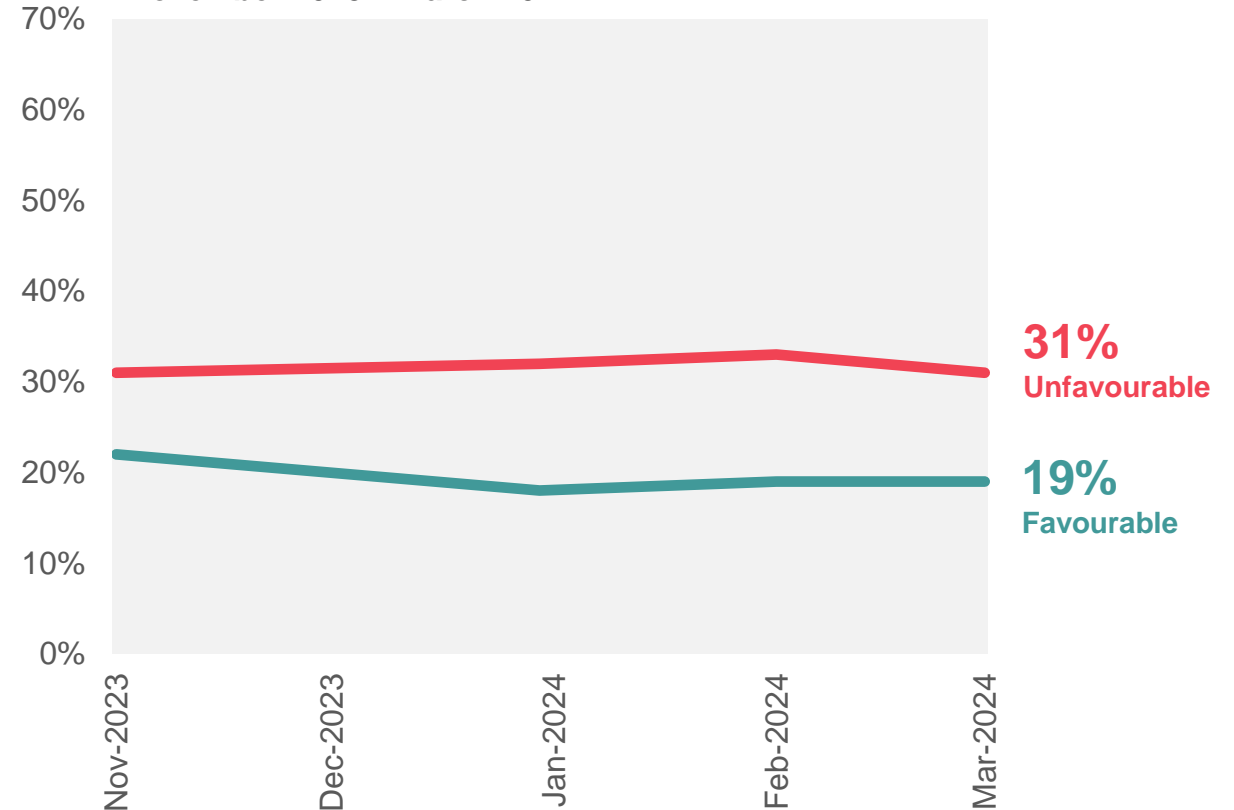
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

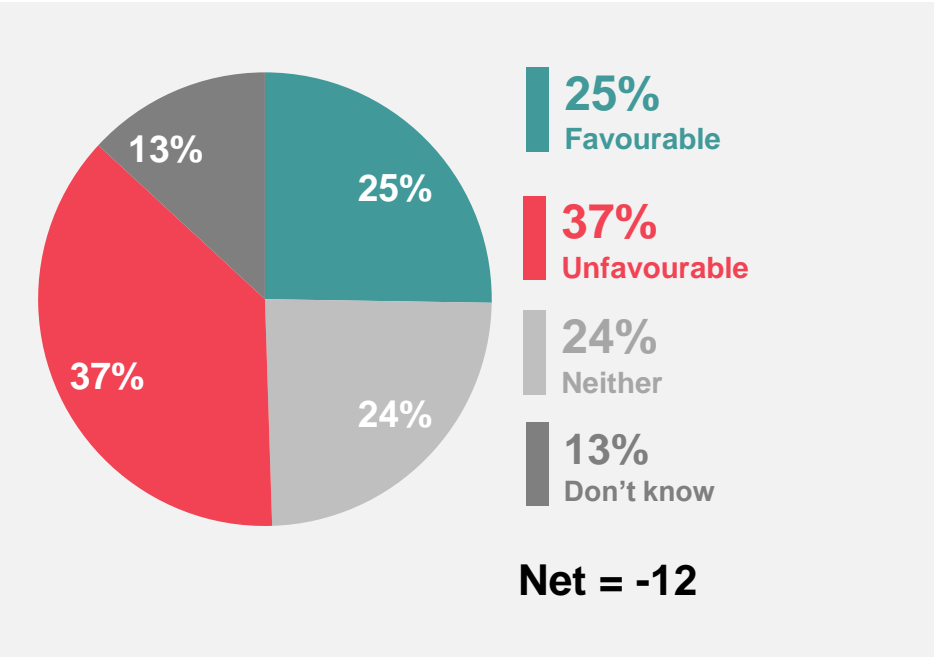
November 2023 – March 2024



# 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

March 2024



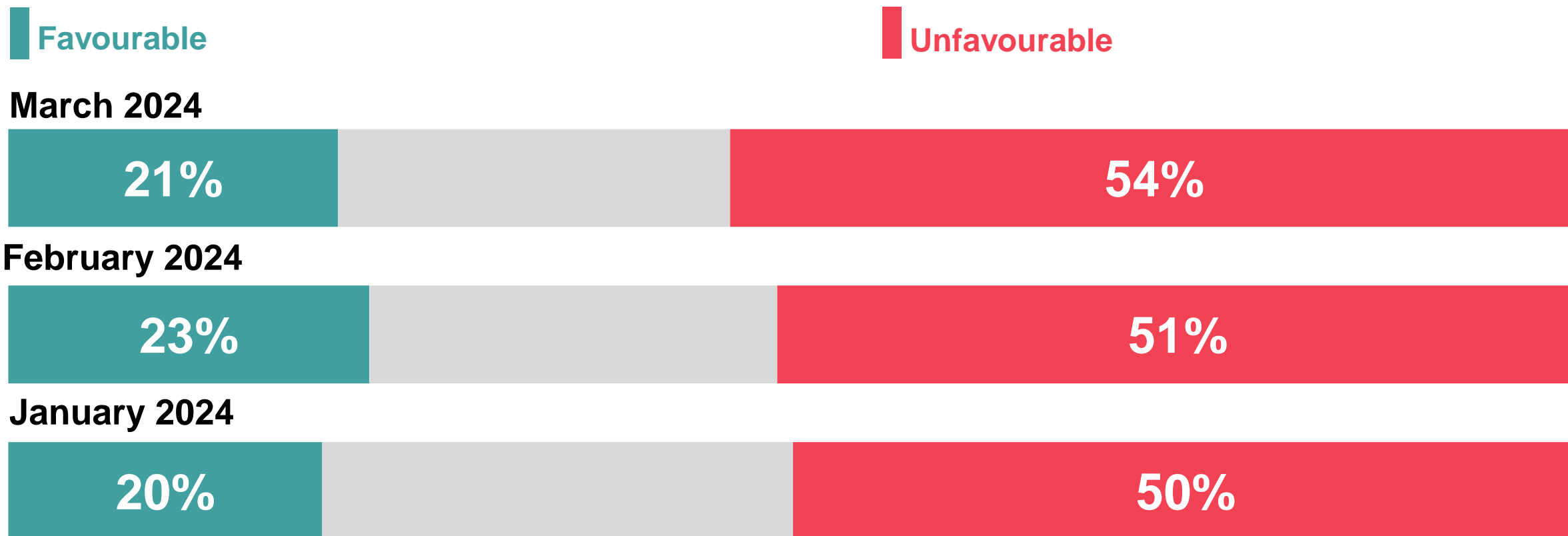
Base: 1,111 Online British adults aged 18+, 15-18 March 2024

May 2022 – March 2024



# Nigel Farage: Favourability

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

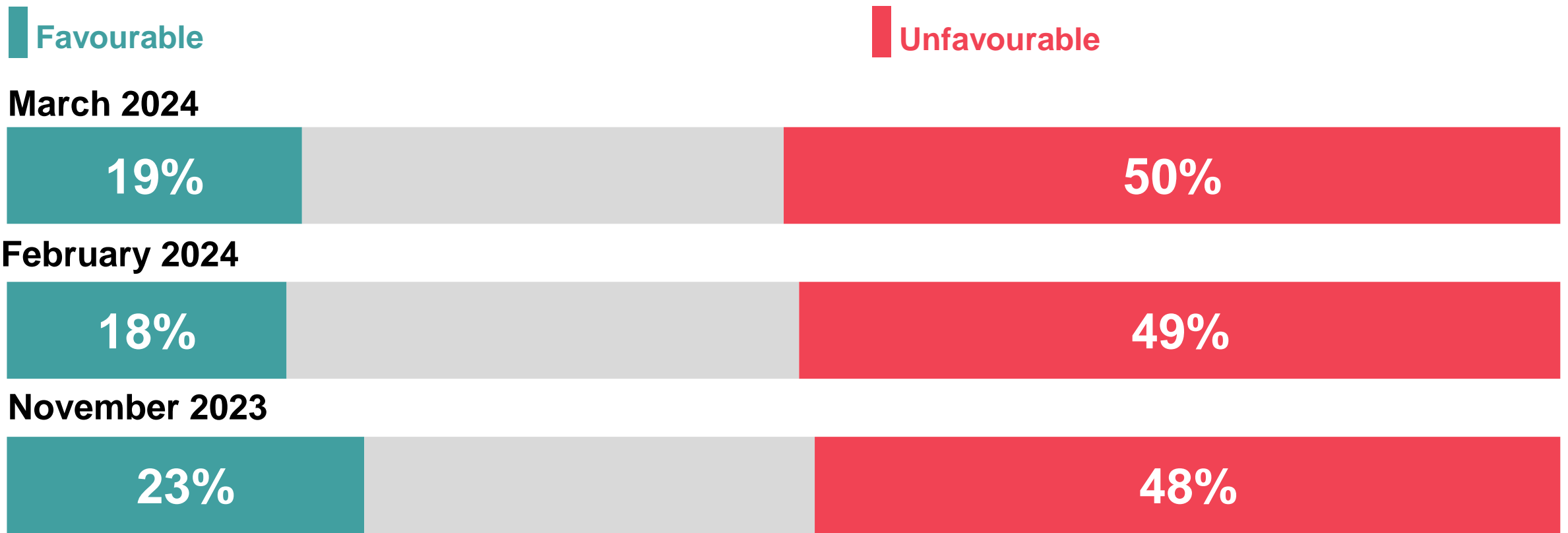


Base: 1,111 Online British adults aged 18+, 15-18 March 2024



# David Cameron: Favourability

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

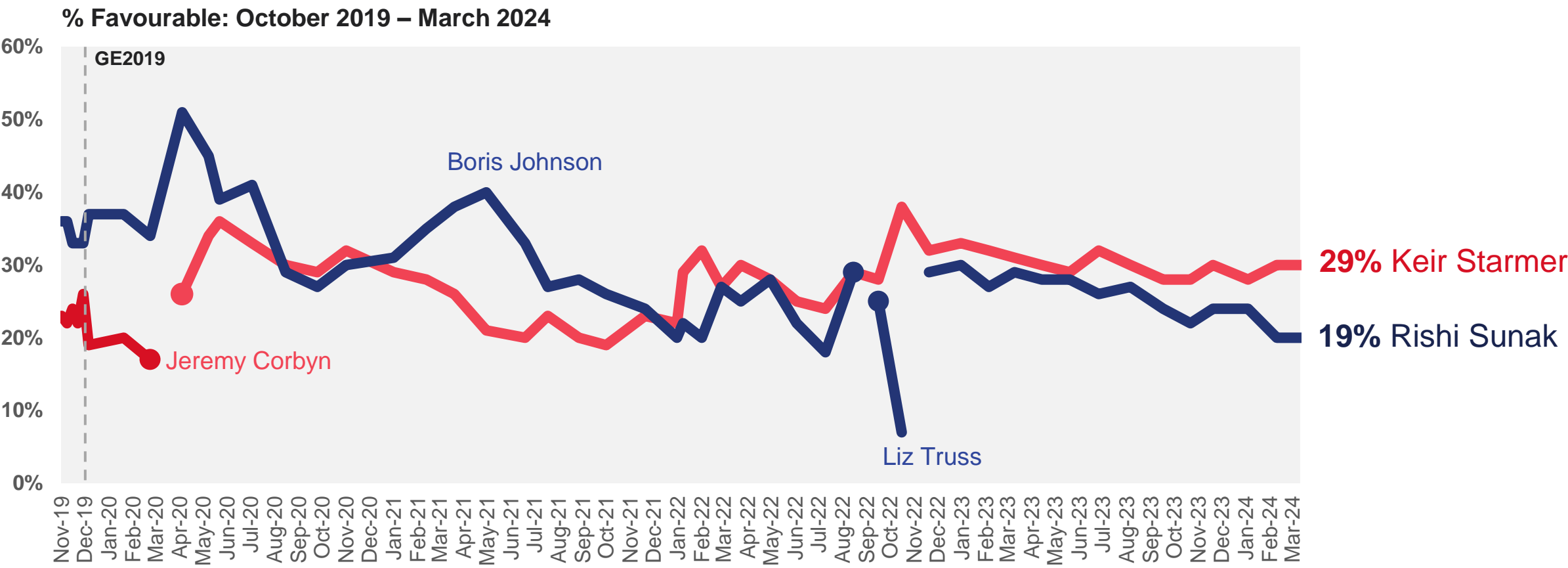


Base: 1,111 Online British adults aged 18+, 15-18 March 2024



# 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?

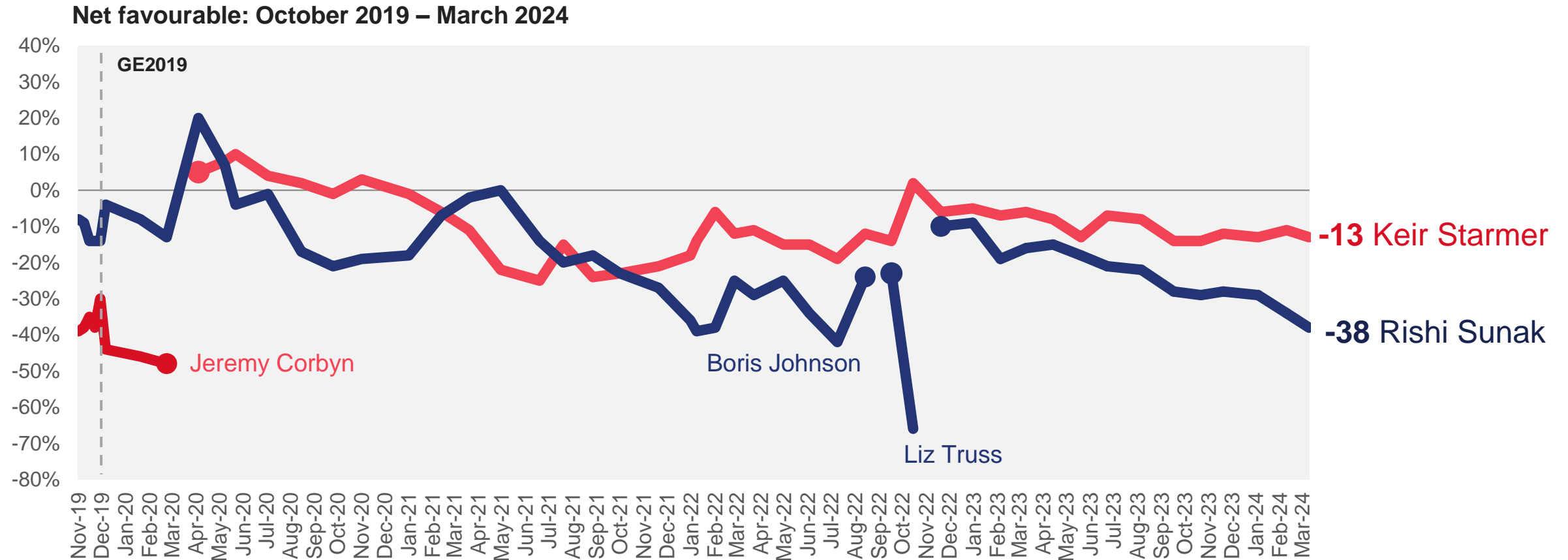


Base: 1,111 Online British adults aged 18+, 15-18 March 2024



# Net favourability: Conservative leader vs Labour leader

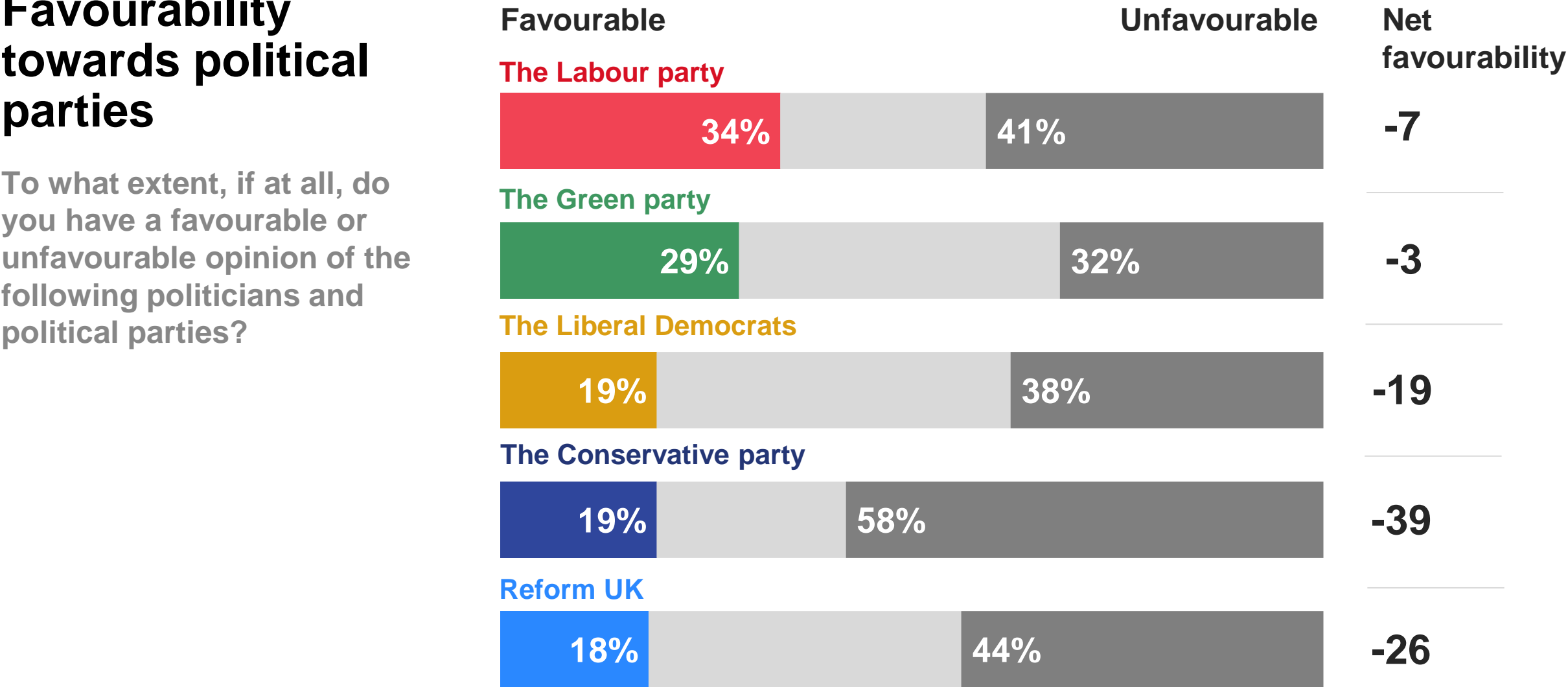
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,111 Online British adults aged 18+, 15-18 March 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?



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

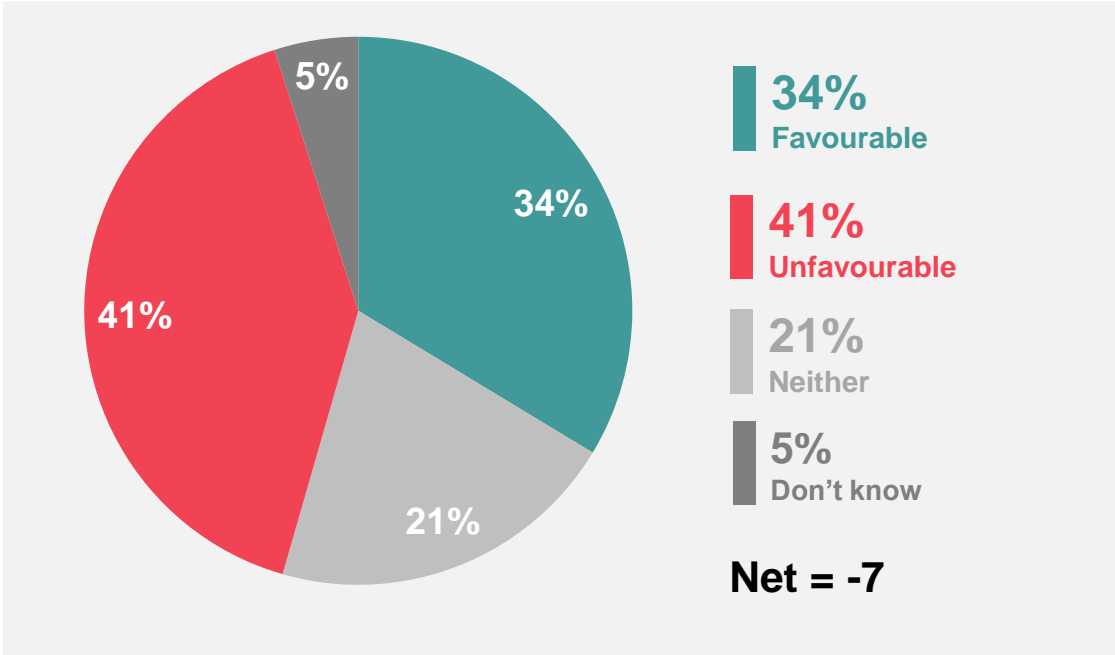




# The Labour party: Favourability

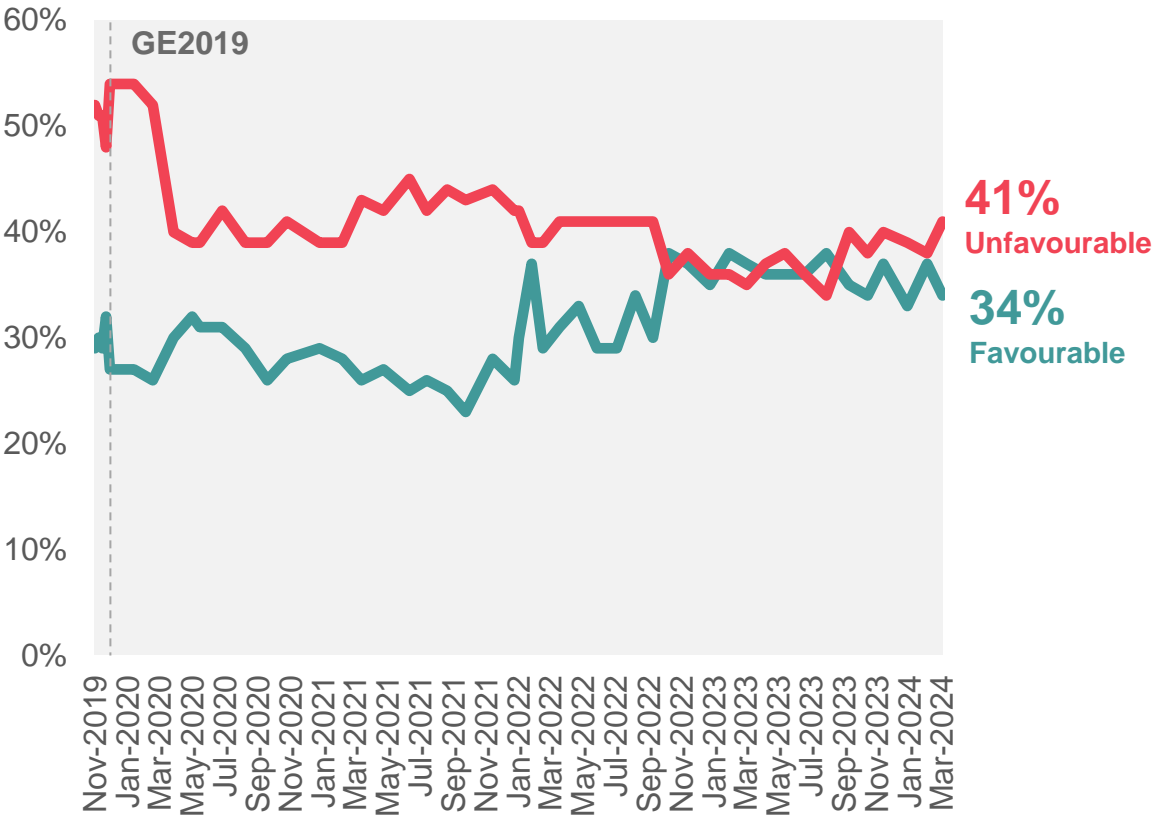
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

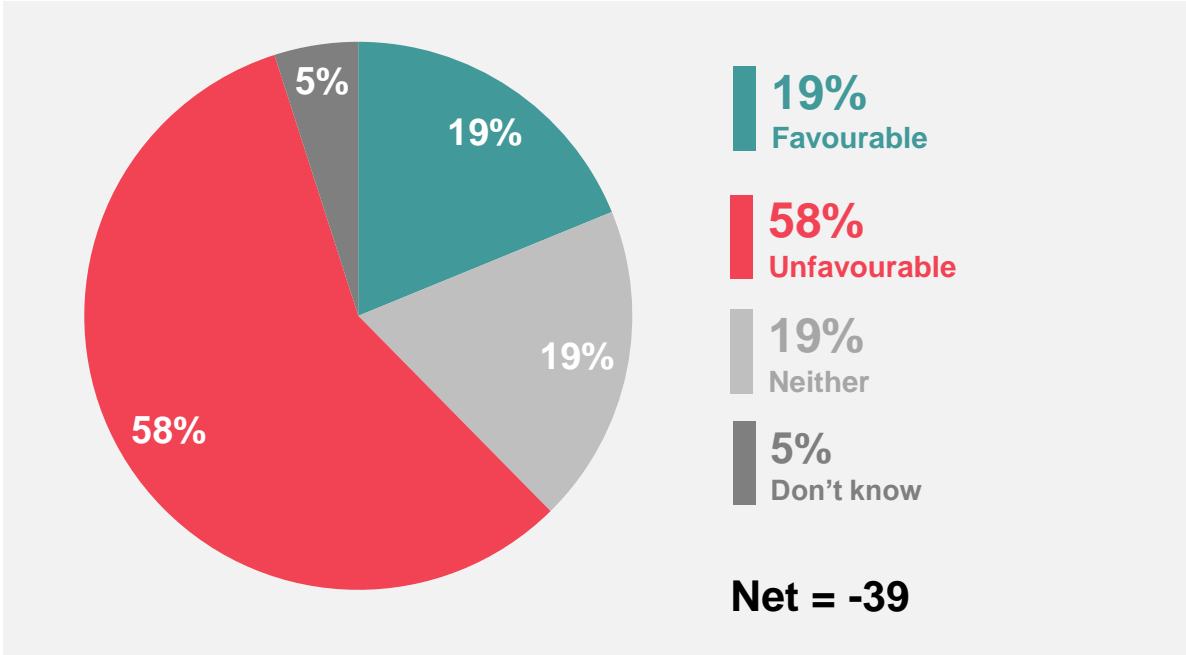
October 2019 – March 2024



# The Conservative party: Favourability

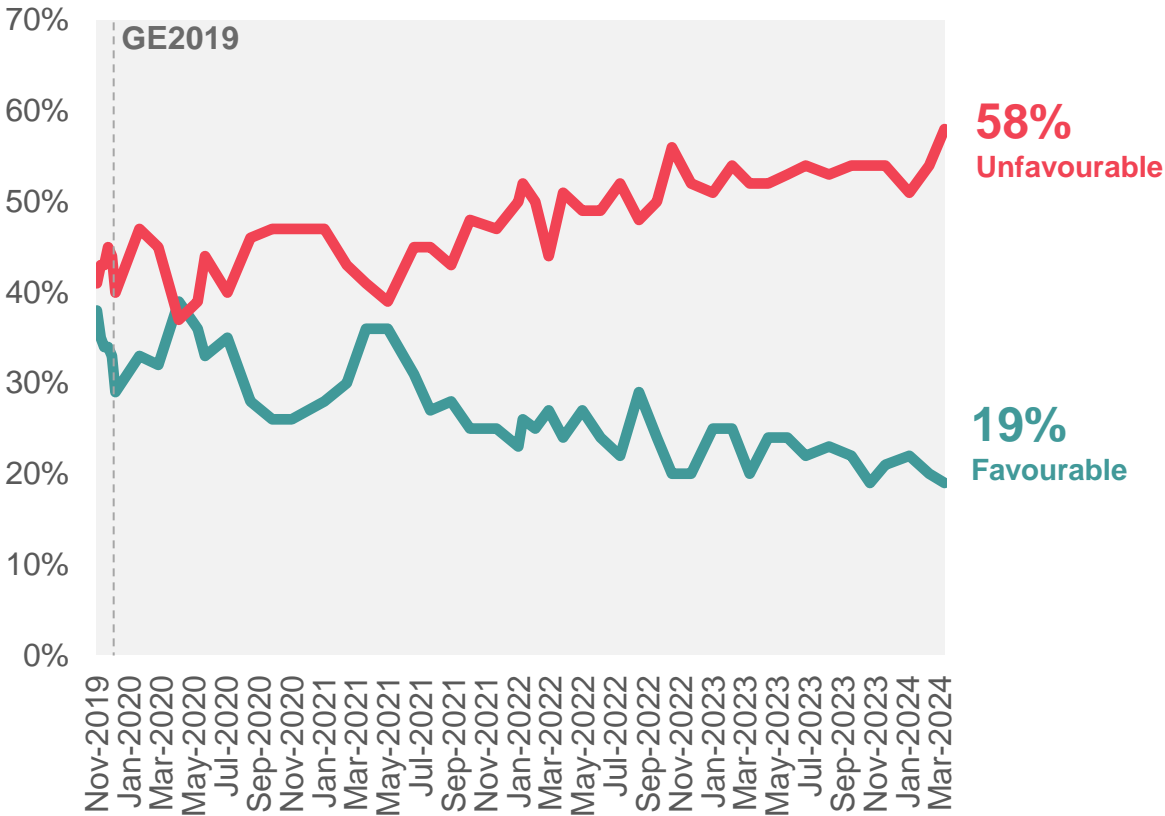
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

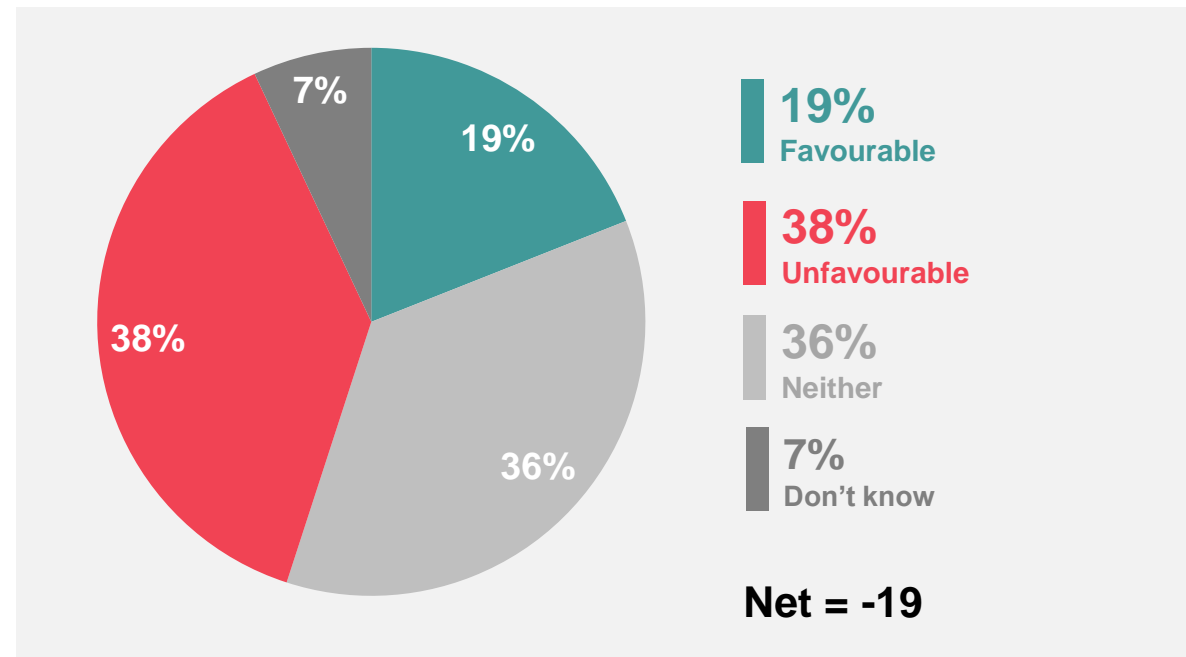
October 2019 – March 2024



# The Liberal Democrats: Favourability

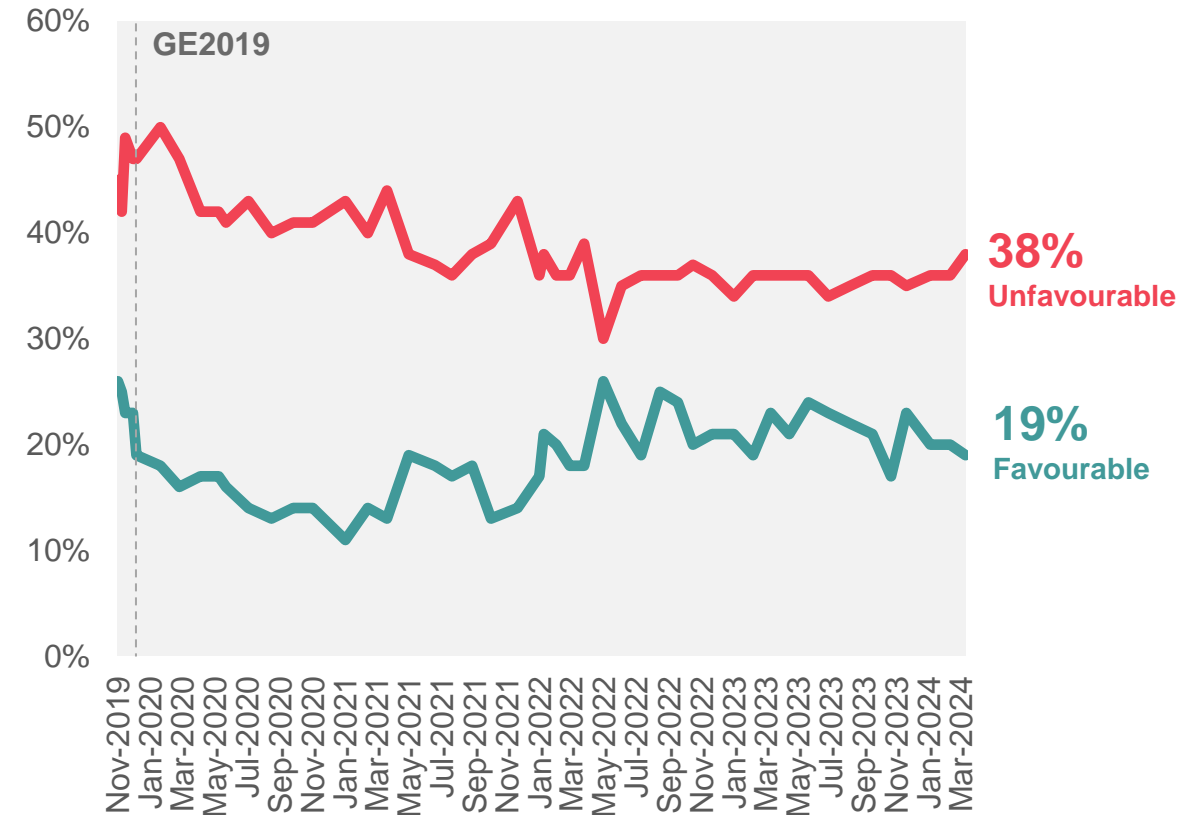
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

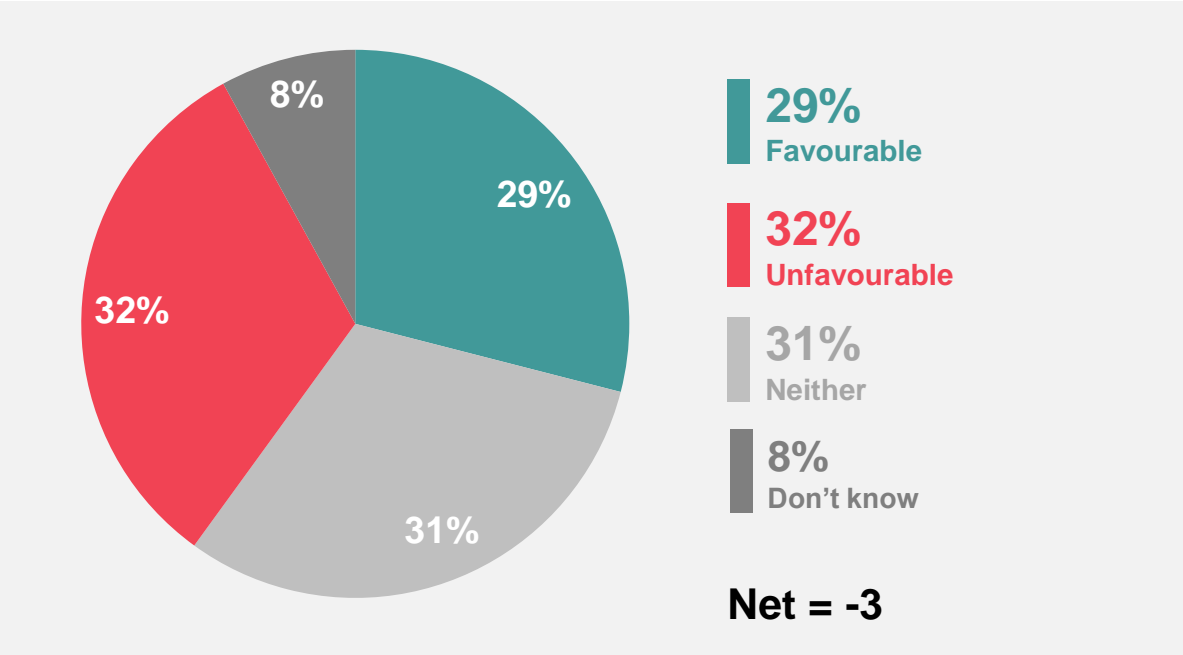
October 2019 – March 2024



# The Green Party: Favourability

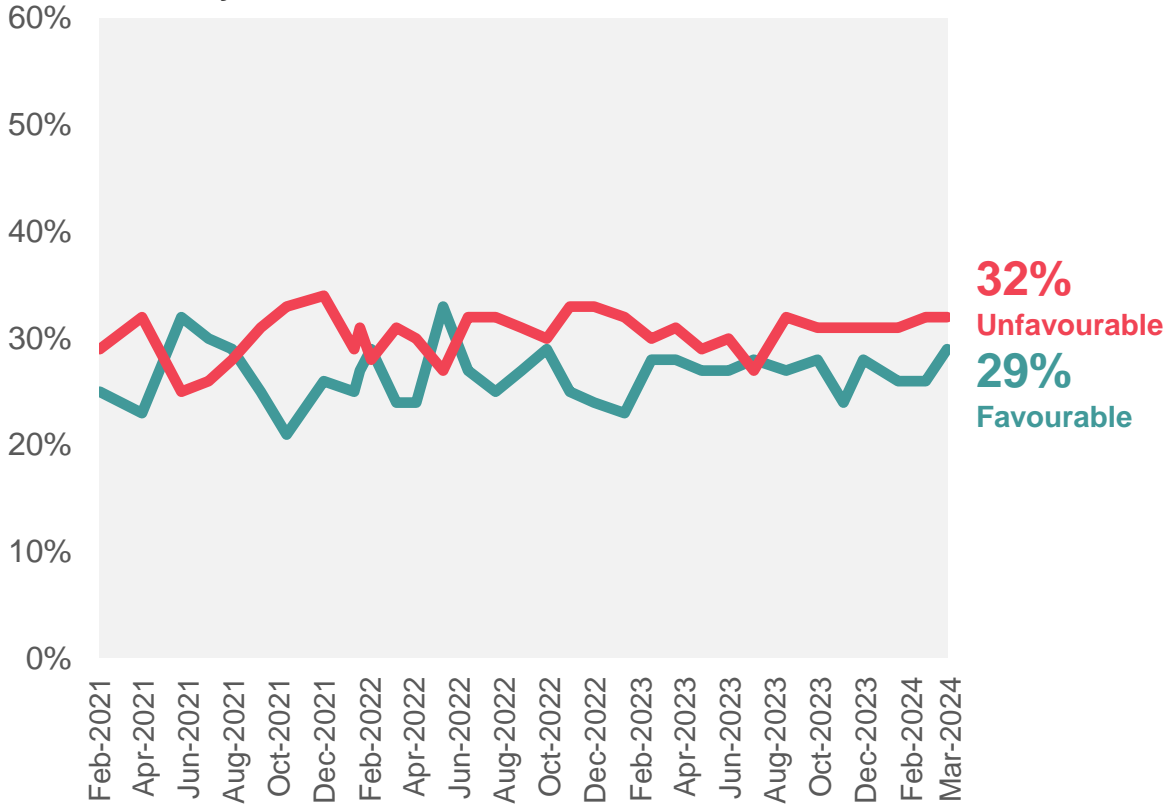
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

February 2021 – March 2024

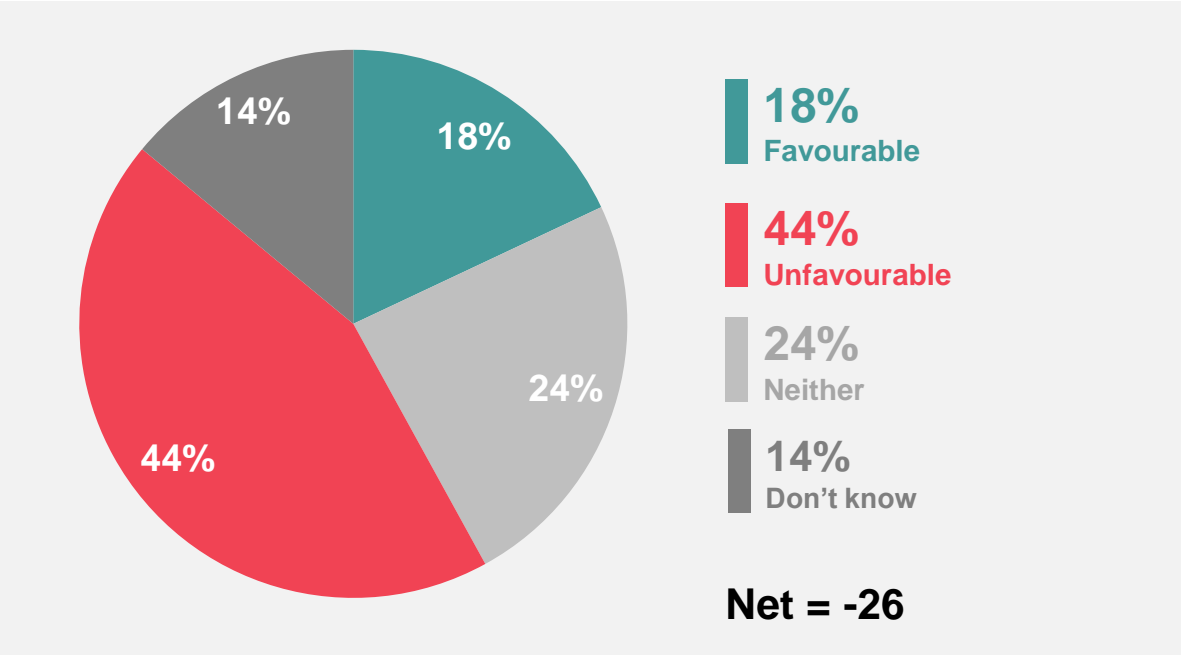




# Reform UK: Favourability

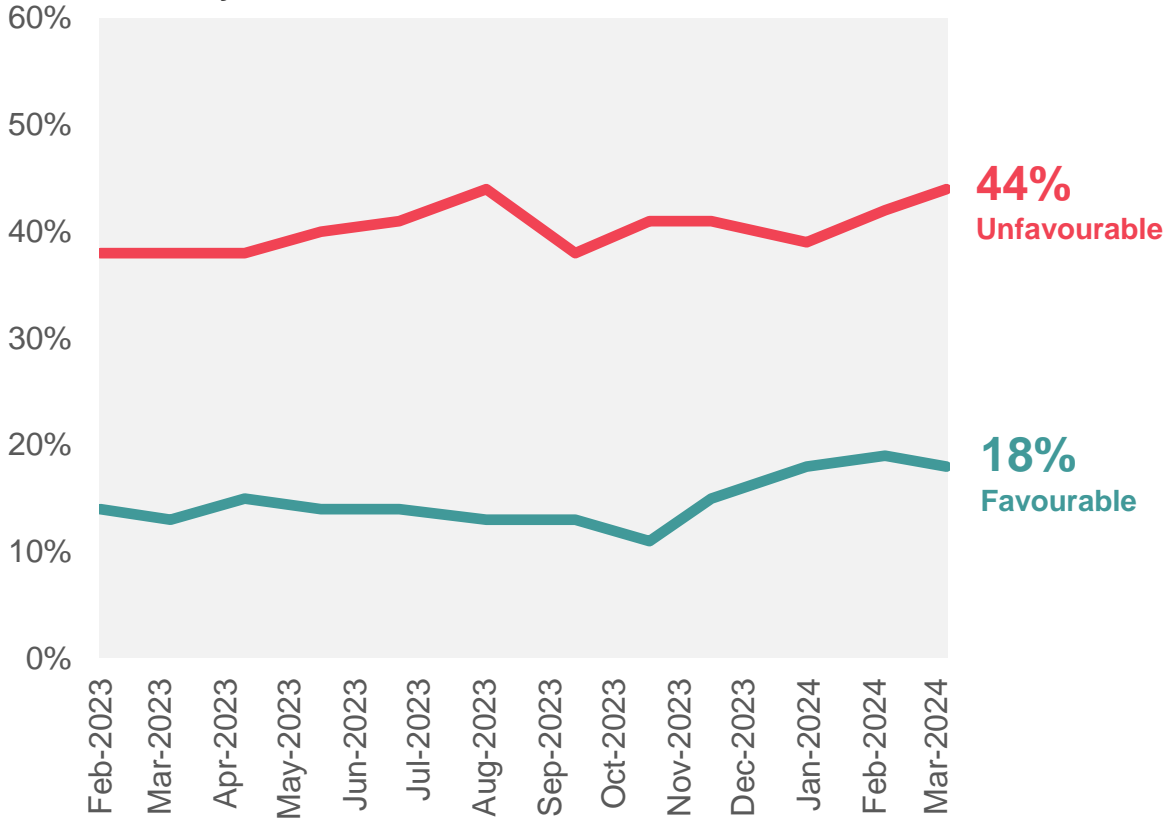
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

March 2024



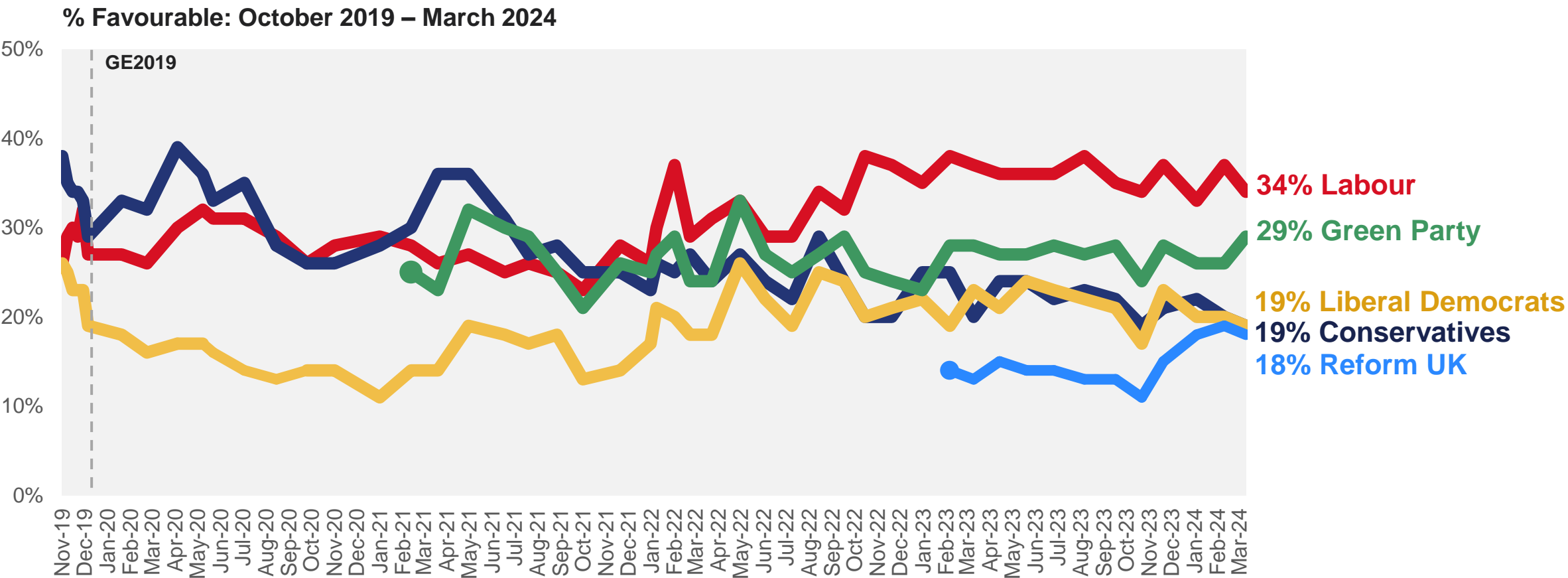
Base: 1,111 Online British adults aged 18+, 15-18 March 2024

February 2023 – March 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?

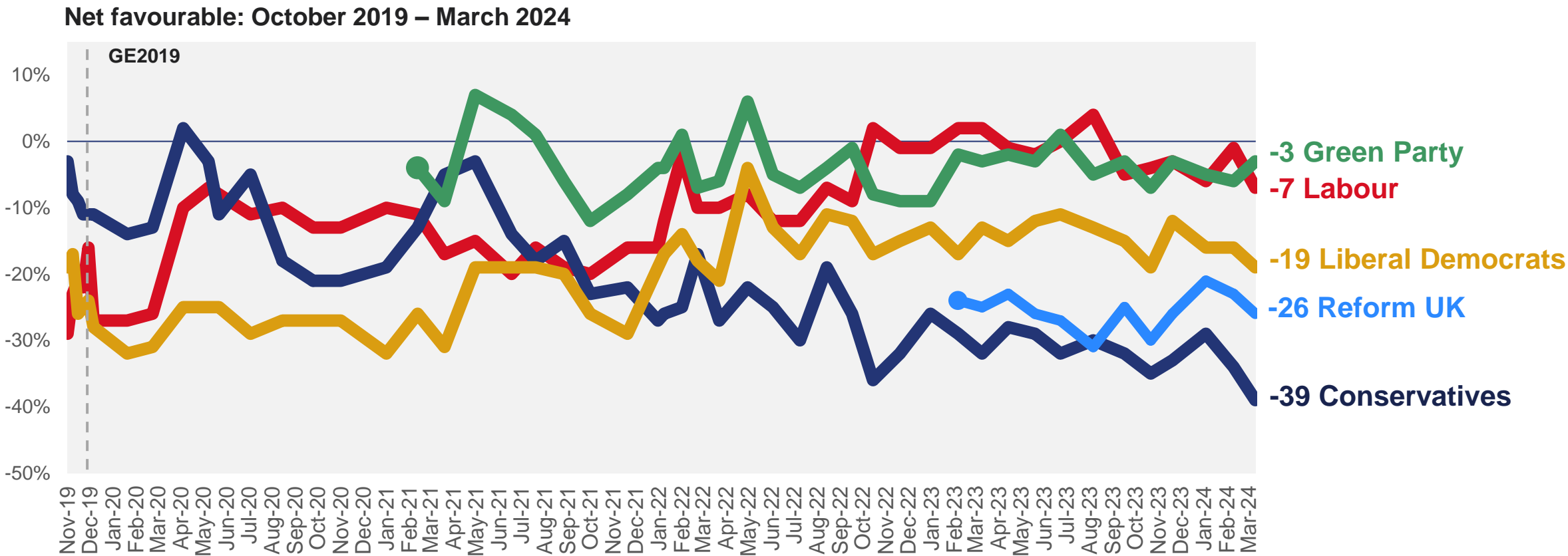


Base: 1,111 Online British adults aged 18+, 15-18 March 2024



# 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?



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

# DIRECTION OF THE COUNTRY

March 2024

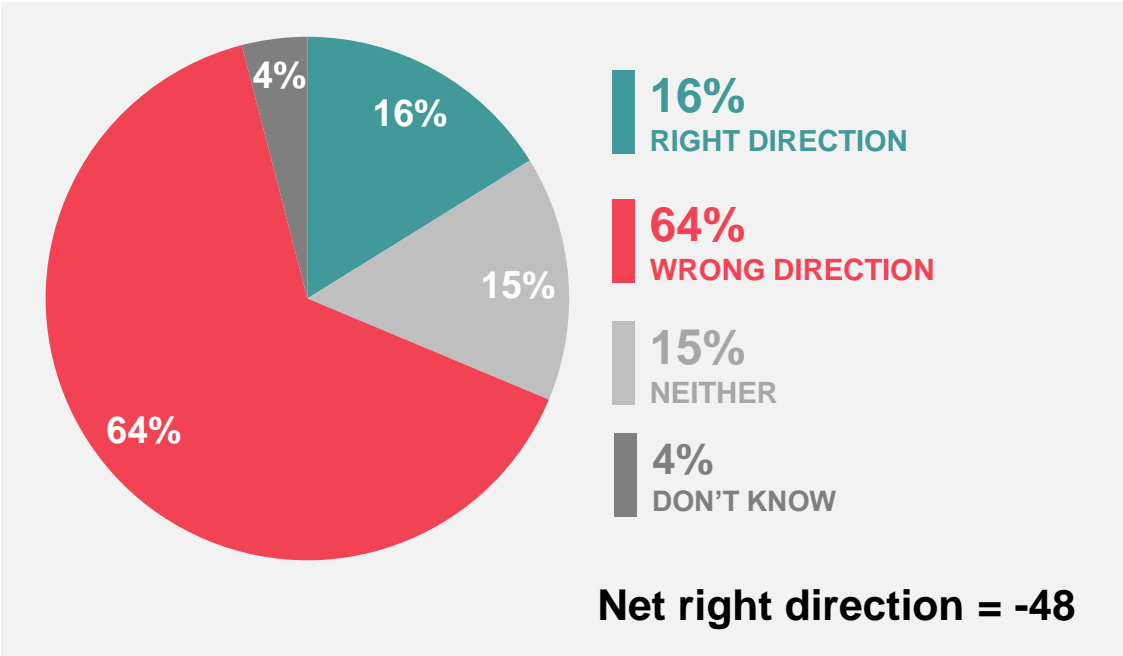




# Direction of the country

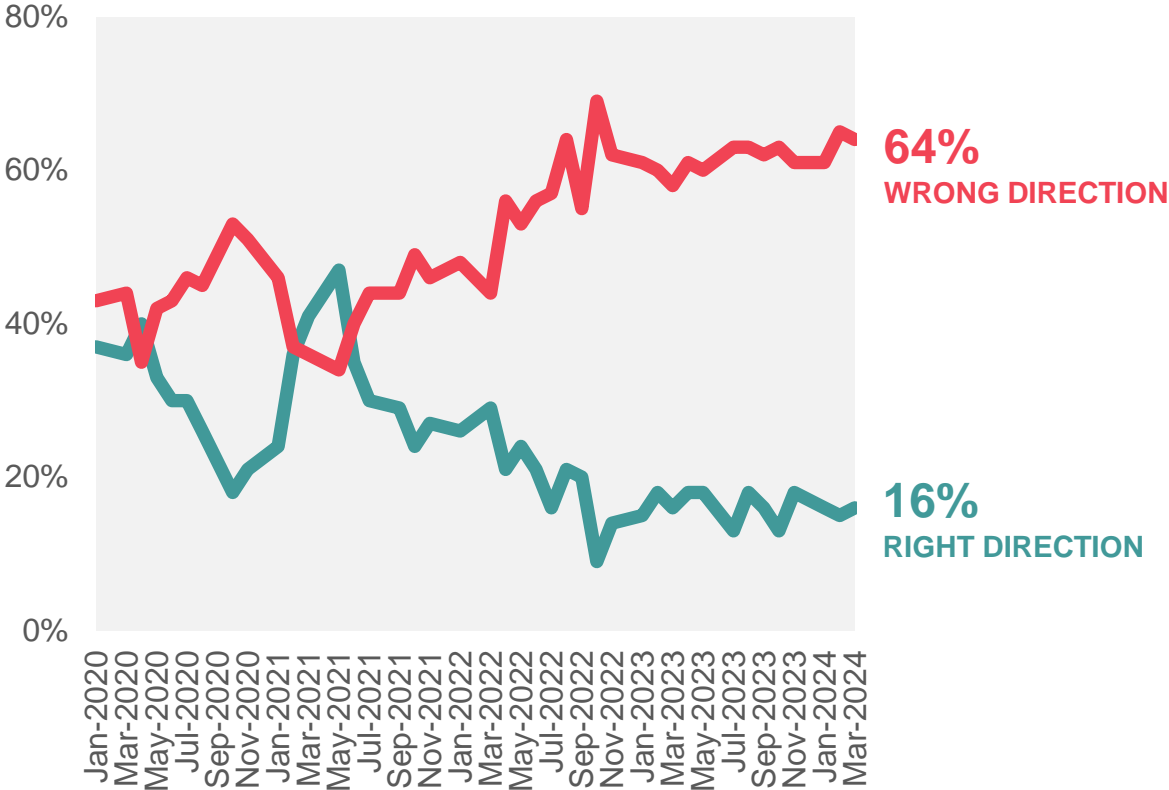
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

March 2024



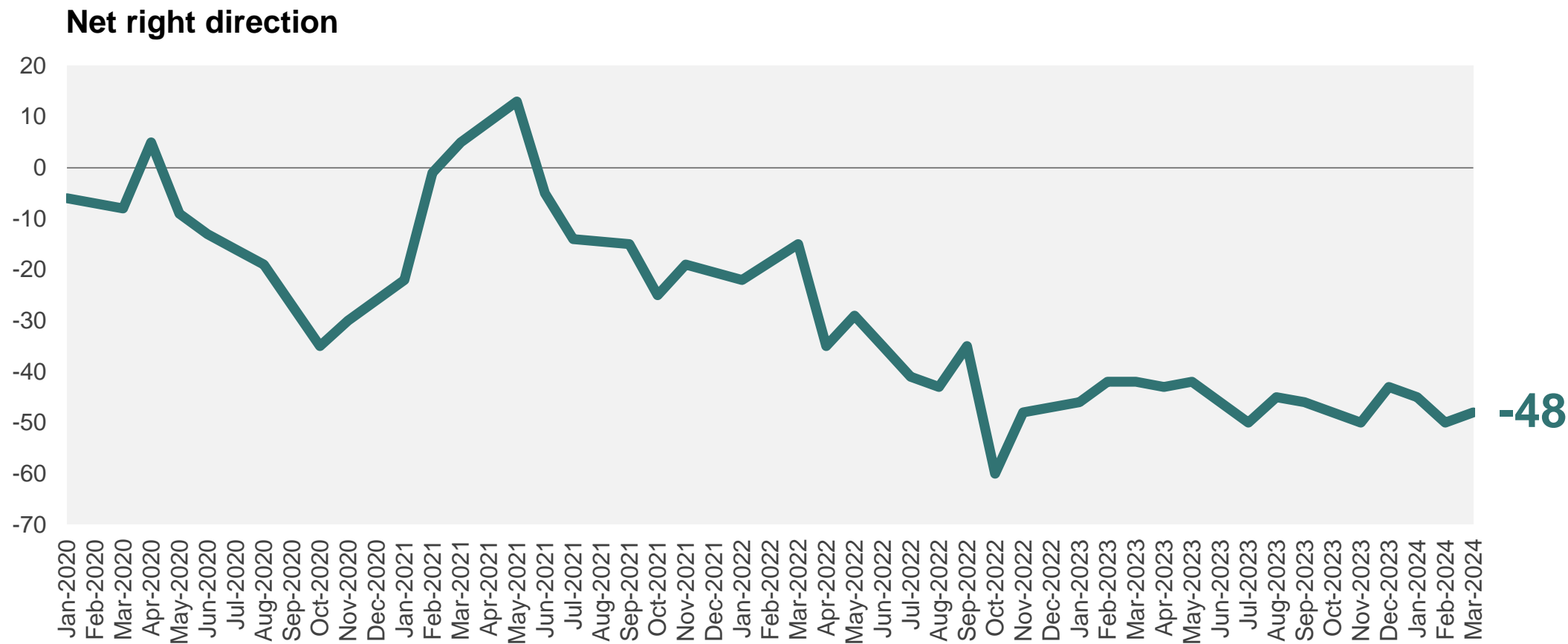
Base: 1,111 Online British adults aged 18+, 15-18 March 2024

January 2020 – March 2024



# Direction of the country: January 2020 - March 2024

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



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

# IMPACT OF BREXIT

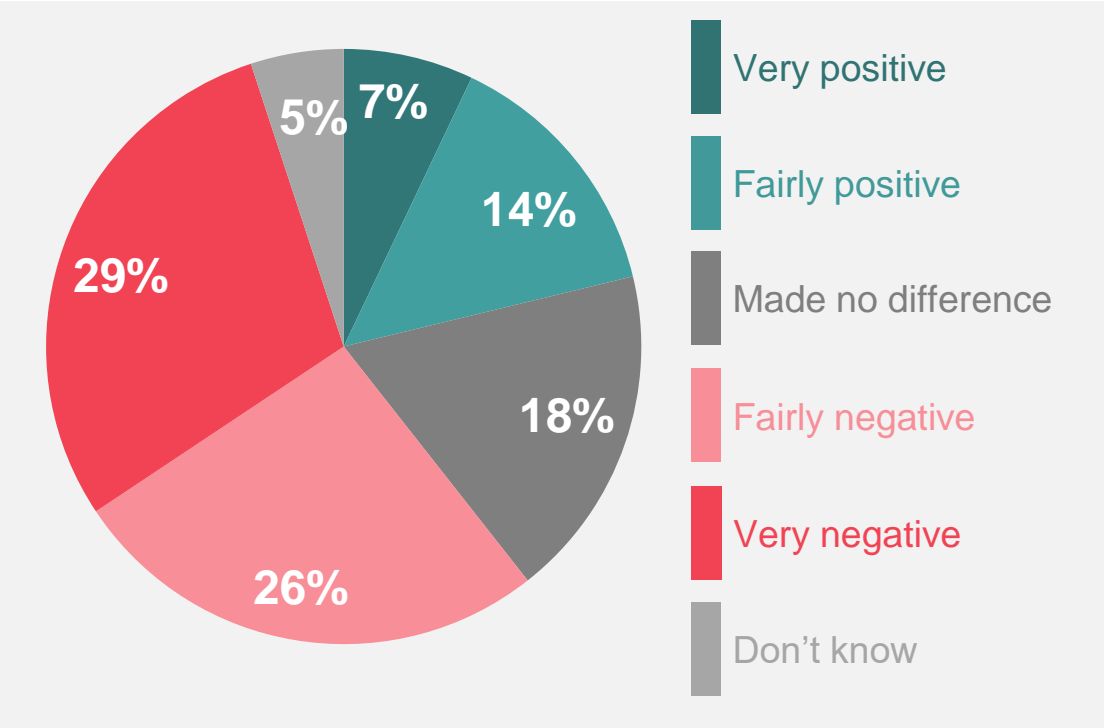
March 2024



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

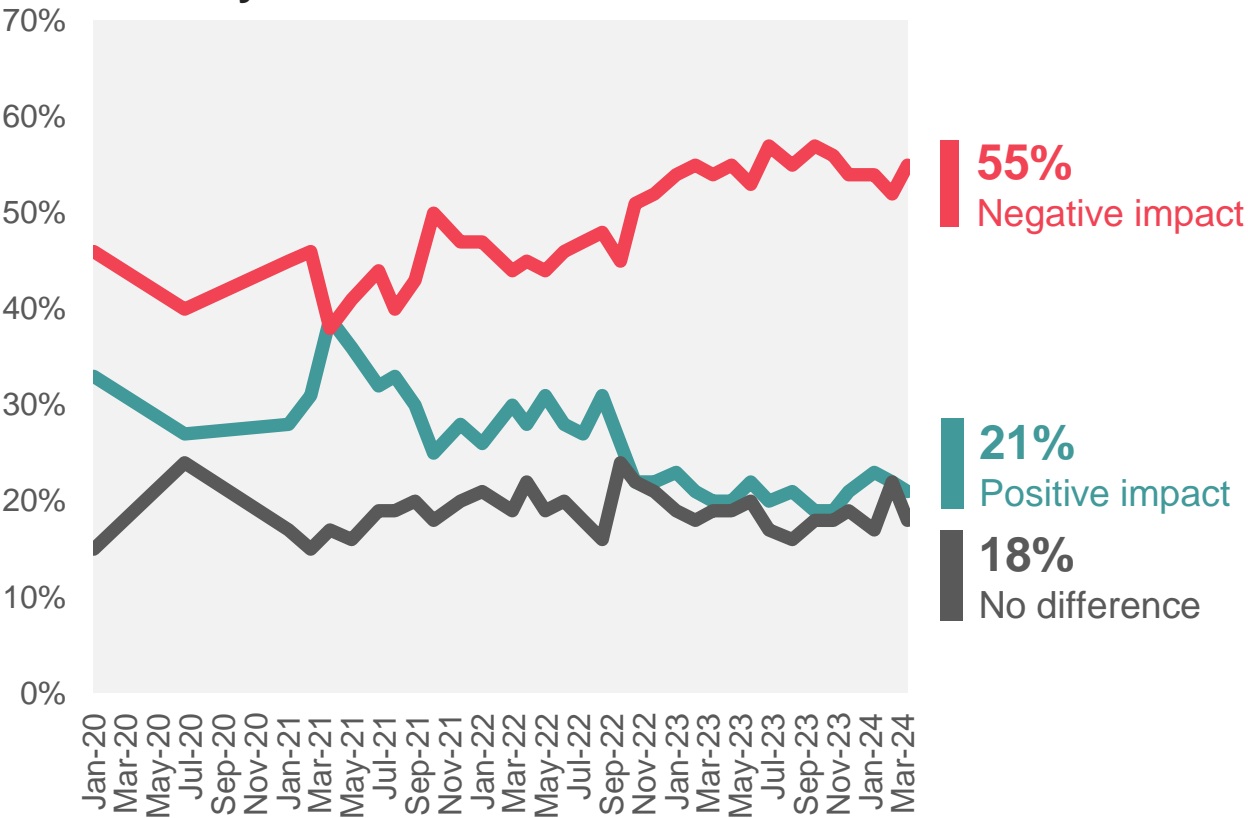
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

March 2024



Base: 1,111 Online British adults aged 18+, 15-18 March 2024

January 2020 – March 2024





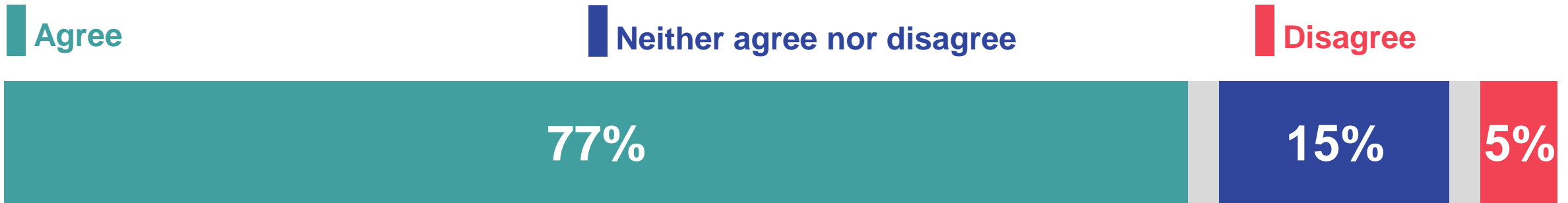


# TEAM OF LEADERS

March 2024

# Does Britain need a fresh team of political leaders – and are Labour able to provide that team of leaders?

To what extent, if at all, do you agree or disagree that Britain needs a fresh team of political leaders in Government?



And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?\*

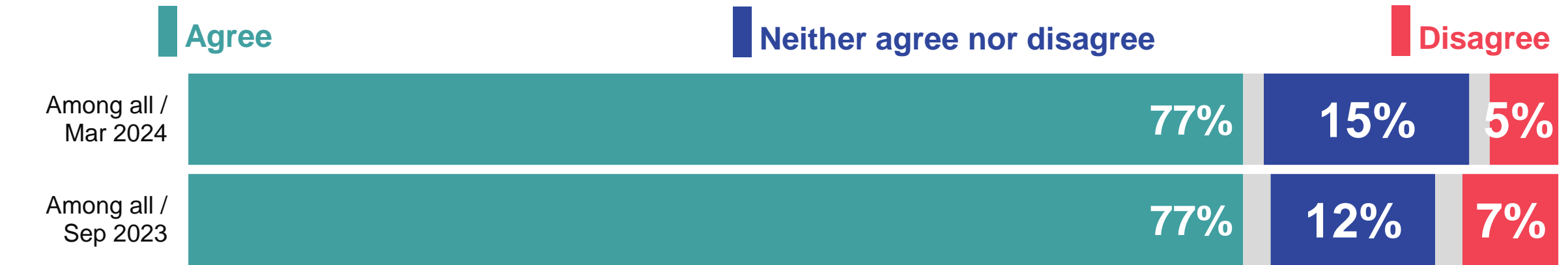


Base: 1,111 Online British adults aged 18+, 15-18 March 2024, \*and 861 Online British adults who agree that Britain needs a fresh team of leader



# A majority agree that Britain needs a fresh team of leaders, including almost seven in ten 2019 Conservative voters

To what extent, if at all, do you agree or disagree that Britain needs a fresh team of political leaders in Government?



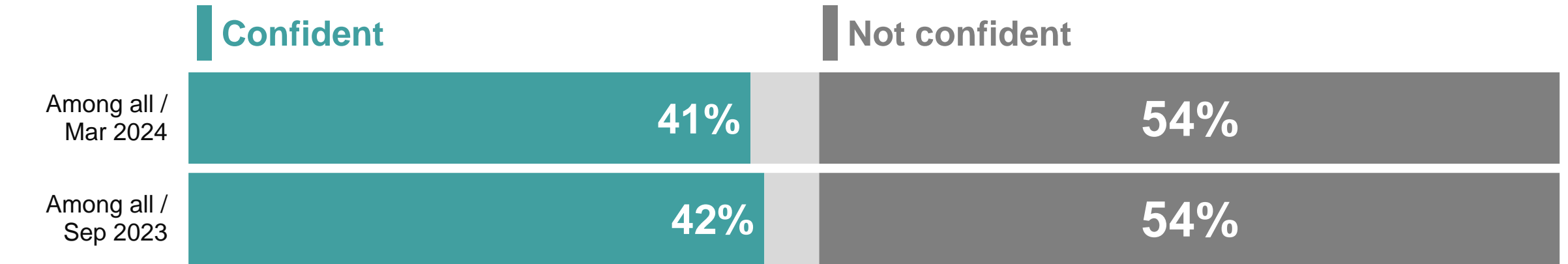
## By 2019 party vote



Base: 1,111 Online British adults aged 18+, 15-18 March 2024, including 2019 Conservative voters (326) and 2019 Labour voters (297)

# However just over half of Britons are not confident that Labour can provide the fresh team of leaders that Britain needs

And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?



## By party vote



Base: 861 Online British adults aged 18+ who agree that Britain needs a fresh team of political leaders 15-18 March 2024, including 2019 Conservative voters (220) and 2019 Labour voters (269)



## **Political Pulse March 2024**

### **For more information**

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Research Executive  
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