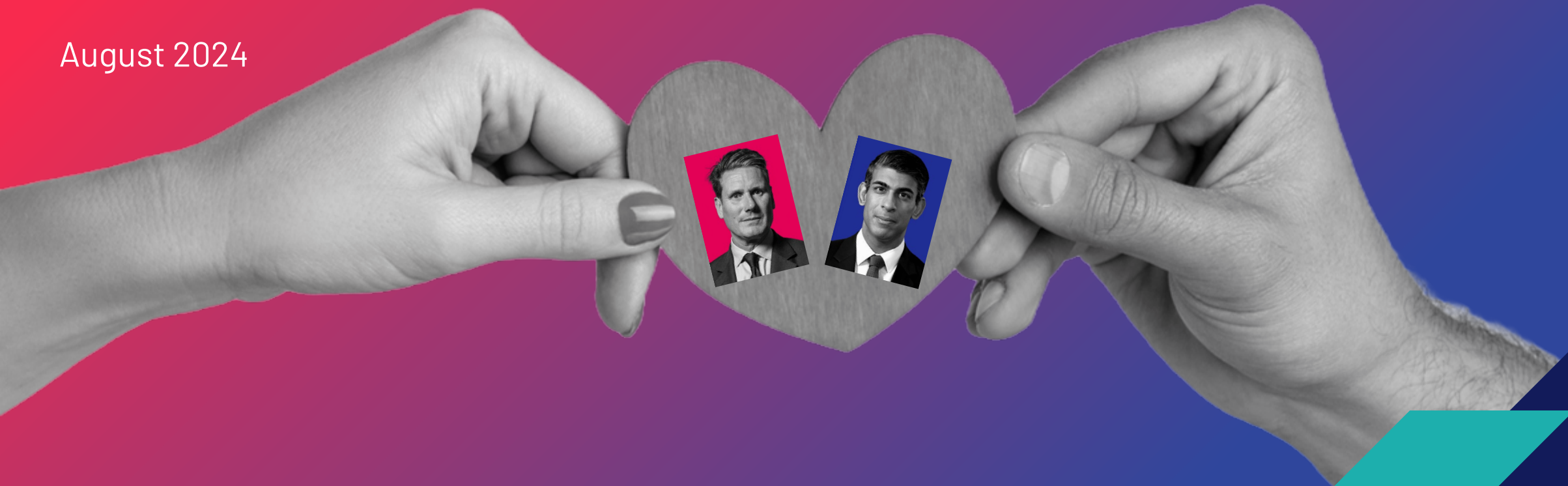


Ipsos UK Political Pulse

August 2024

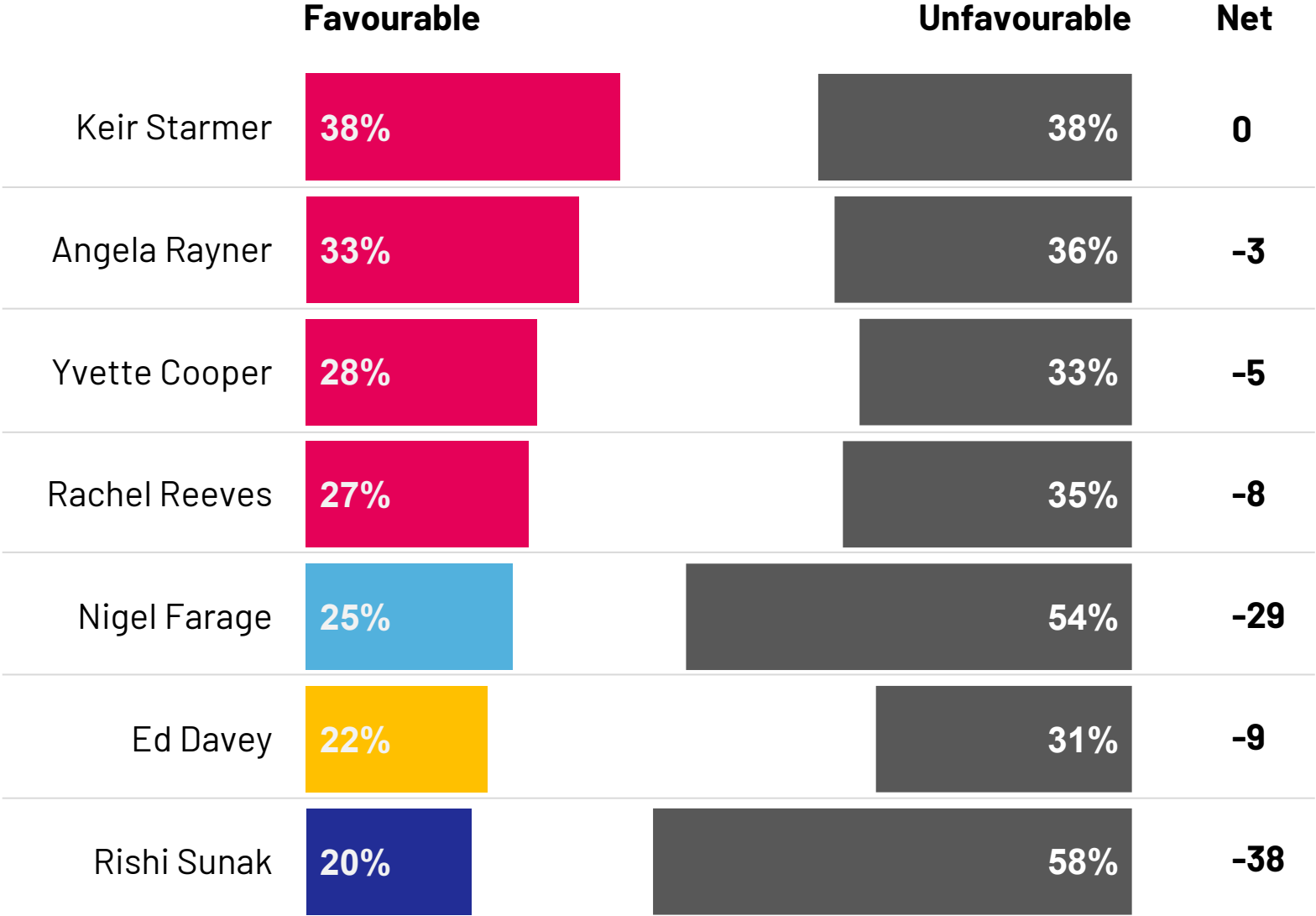
FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

August 2024



Favourability towards politicians

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

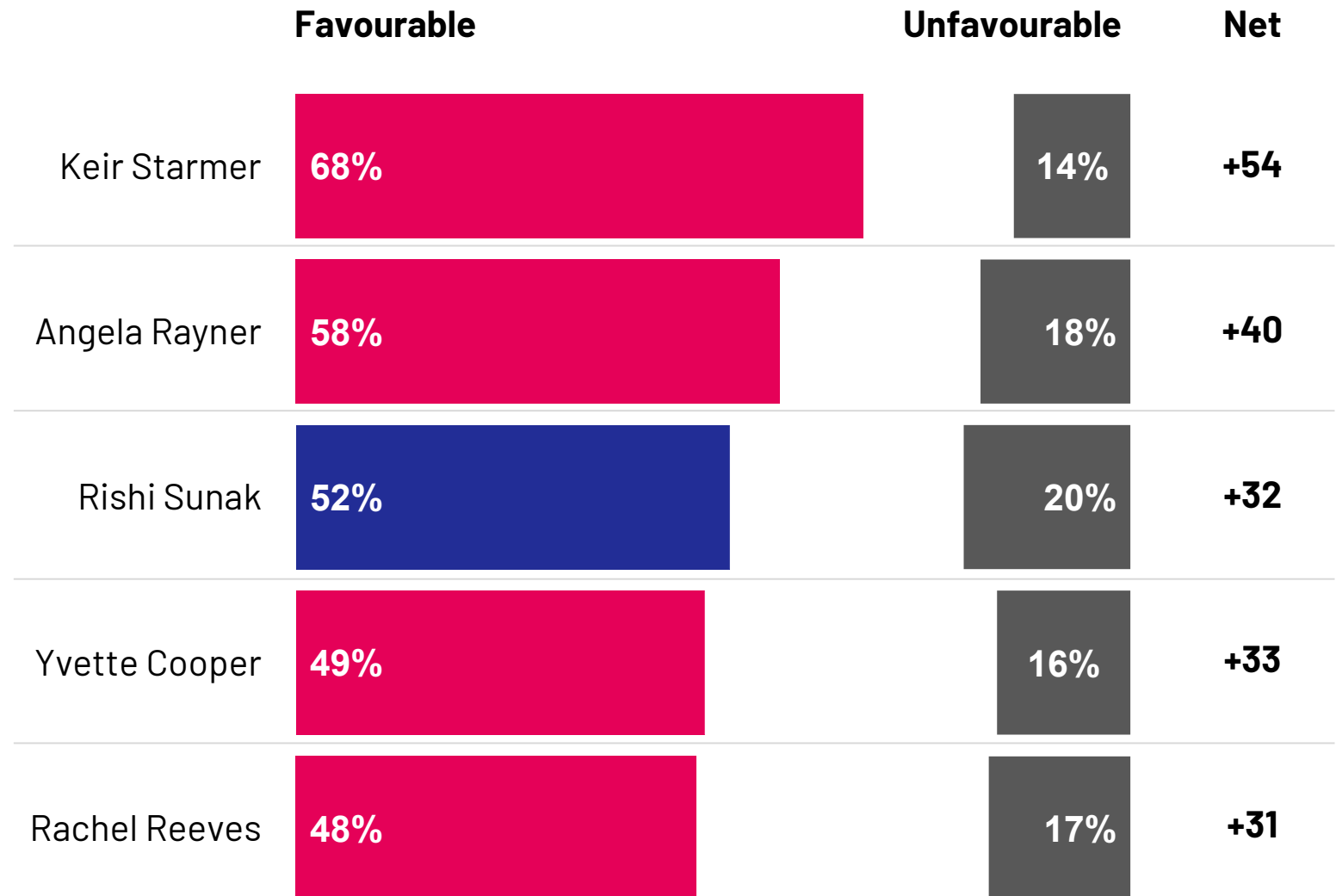


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

Favourability of politicians

Among those who voted for their party at GE2024

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

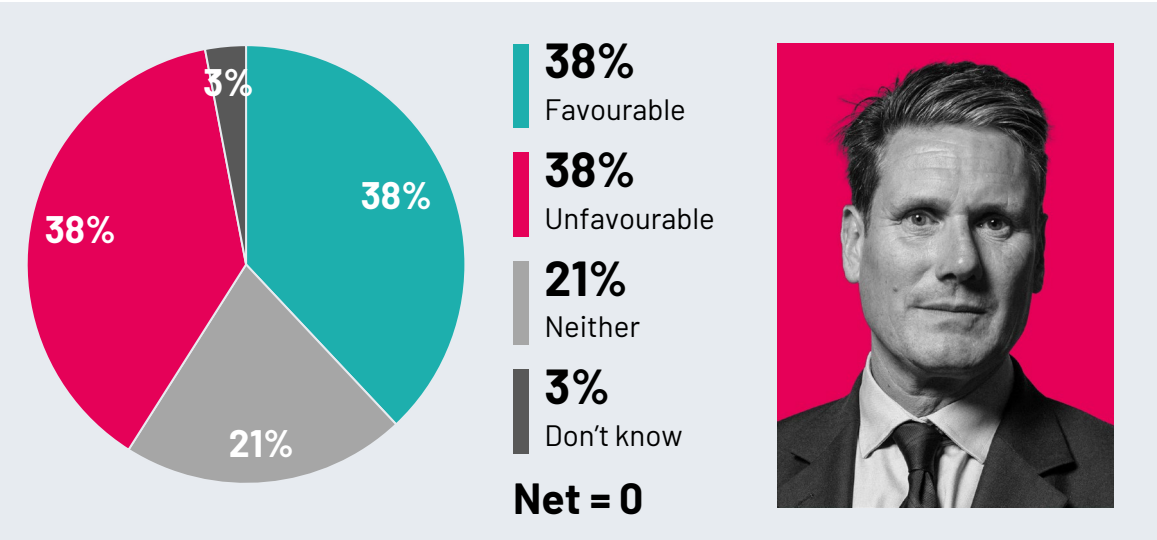


Base: 1,148 Online British adults aged 18+, including (180) 2024 Conservative voters and (420) 2024 Labour voters, 9-12 August 2024

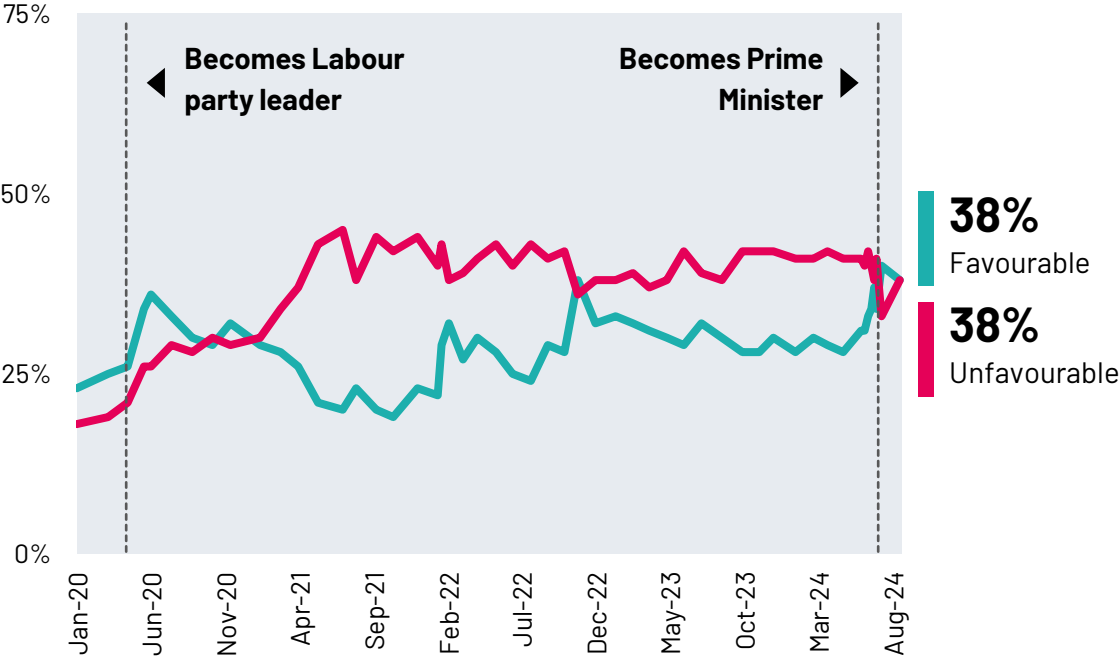
Keir Starmer: Favourability

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

August 2024



January 2020 – August 2024

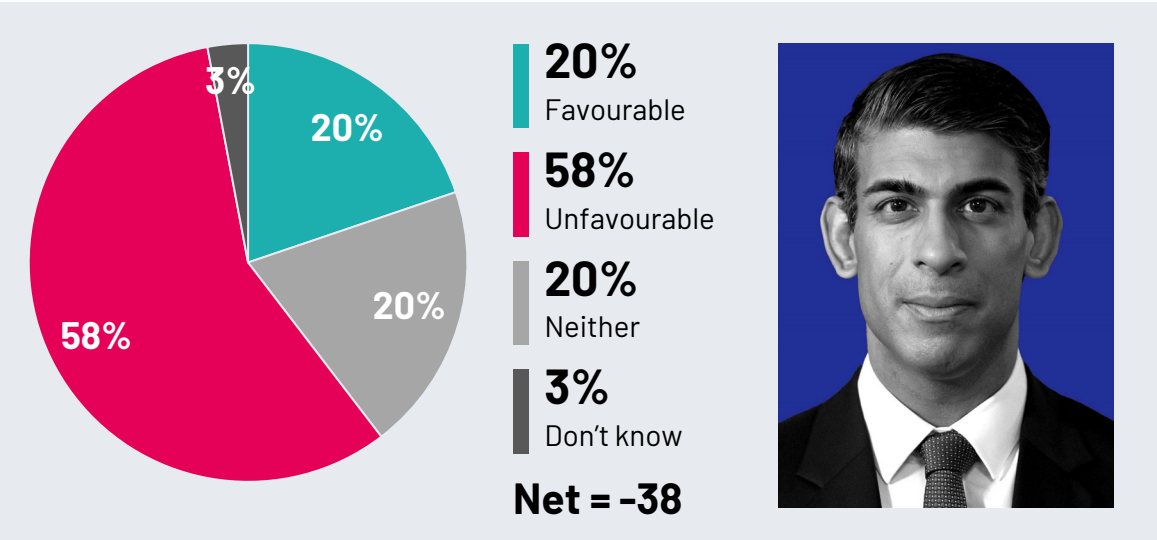


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

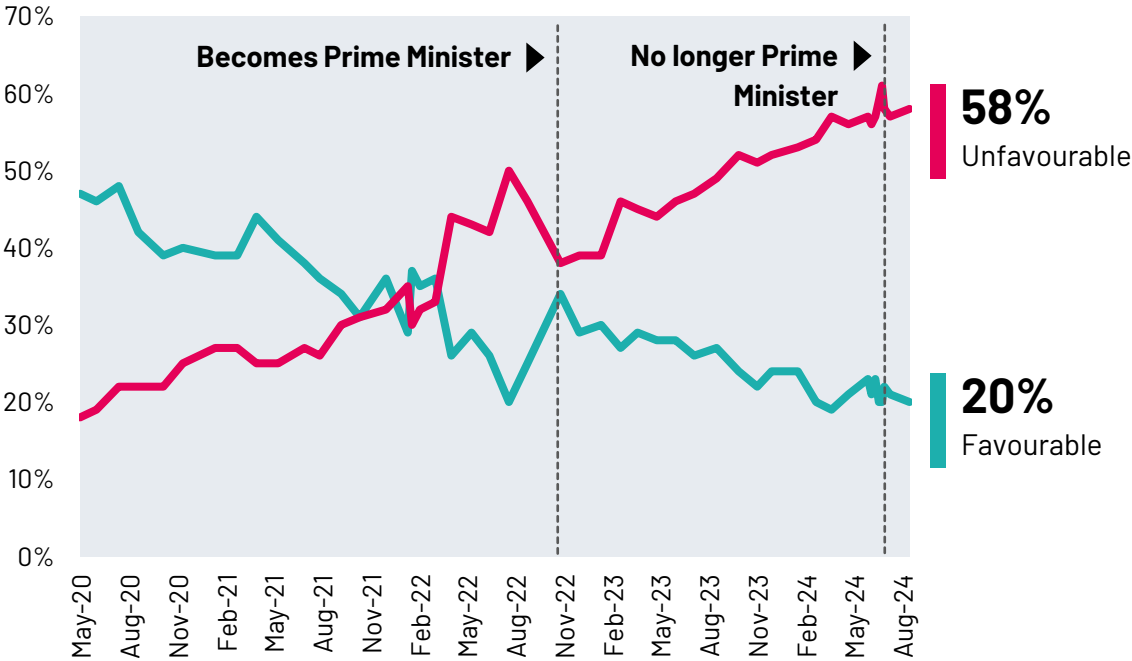
Rishi Sunak: Favourability

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

August 2024



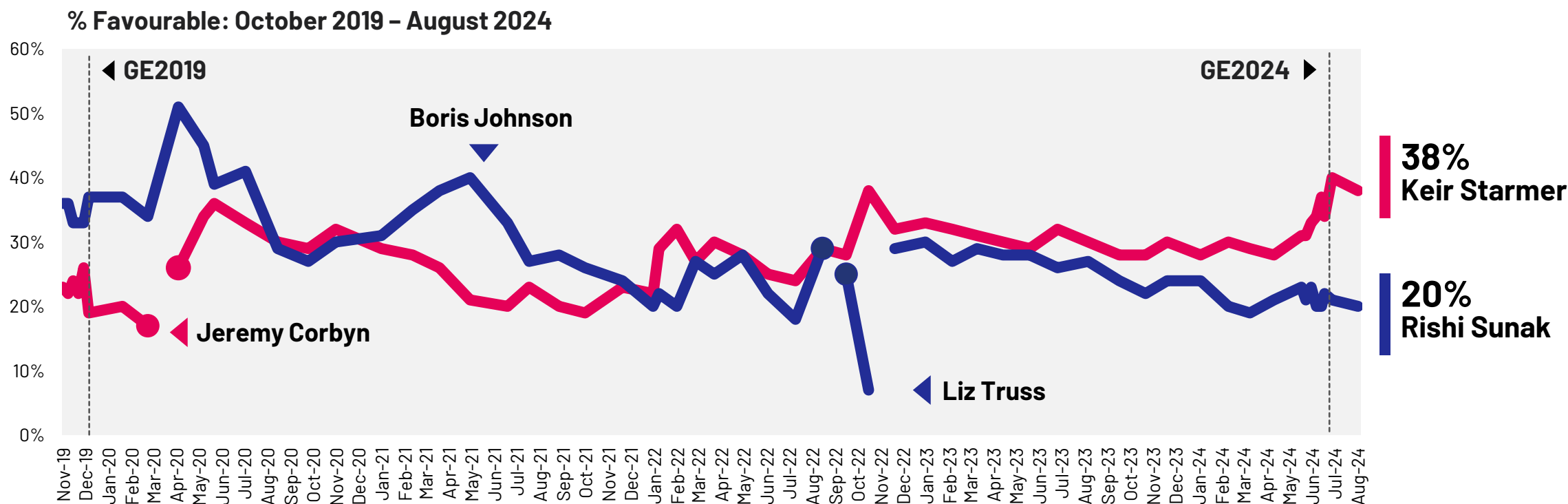
May 2020 – August 2024



Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

Favourability: Conservative leader vs Labour leader

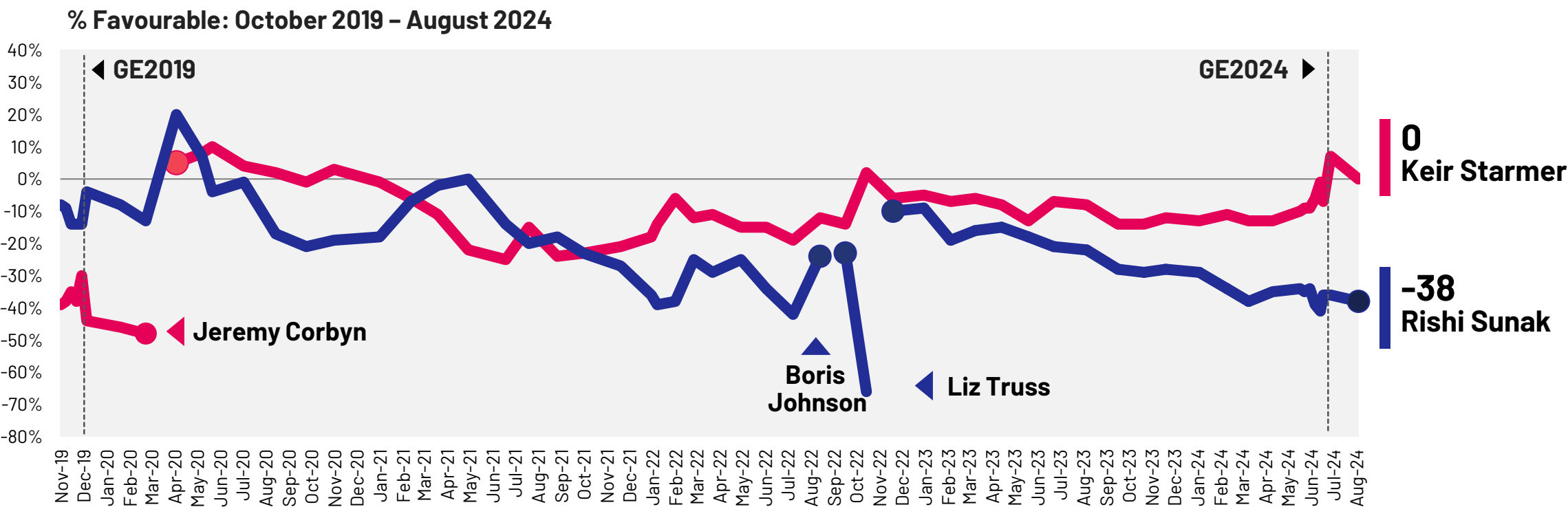
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,148 Online British adults aged 18+, 9-12 August 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?

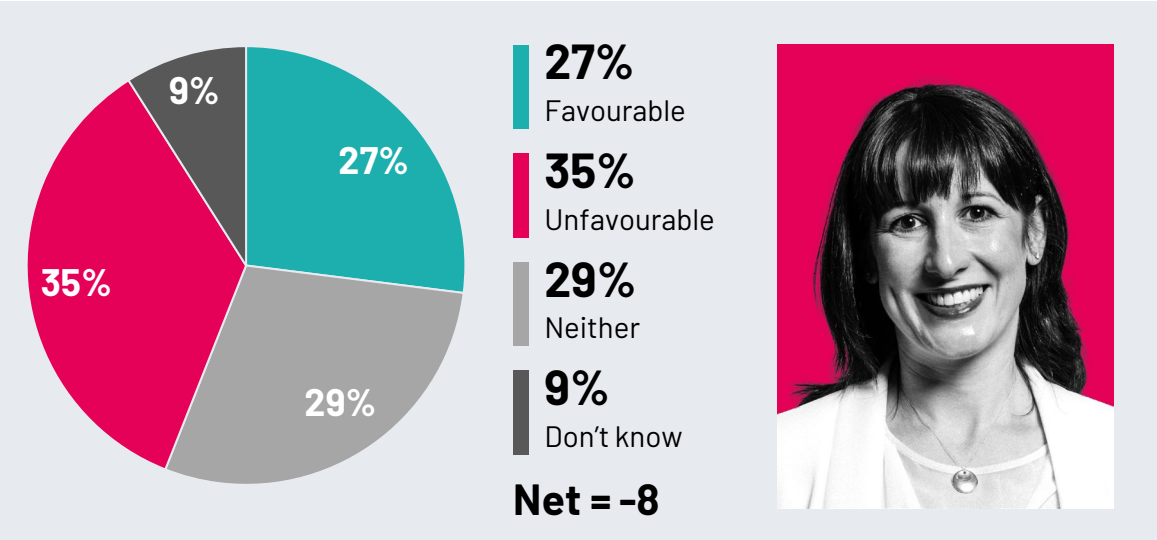


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

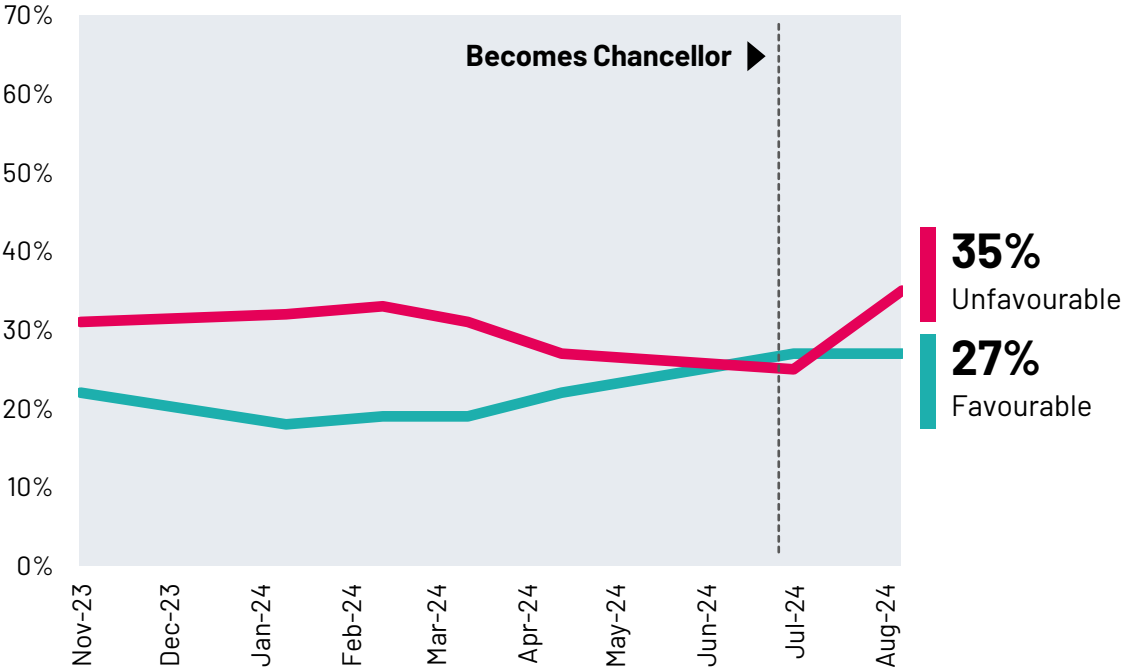
Rachel Reeves: Favourability

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

August 2024



November 2023 – August 2024

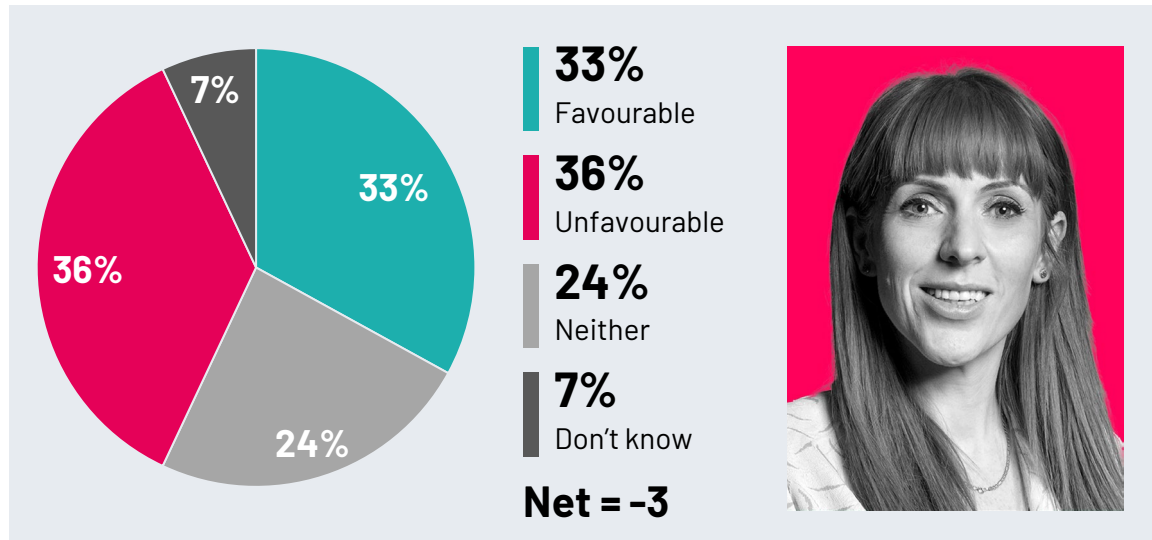


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

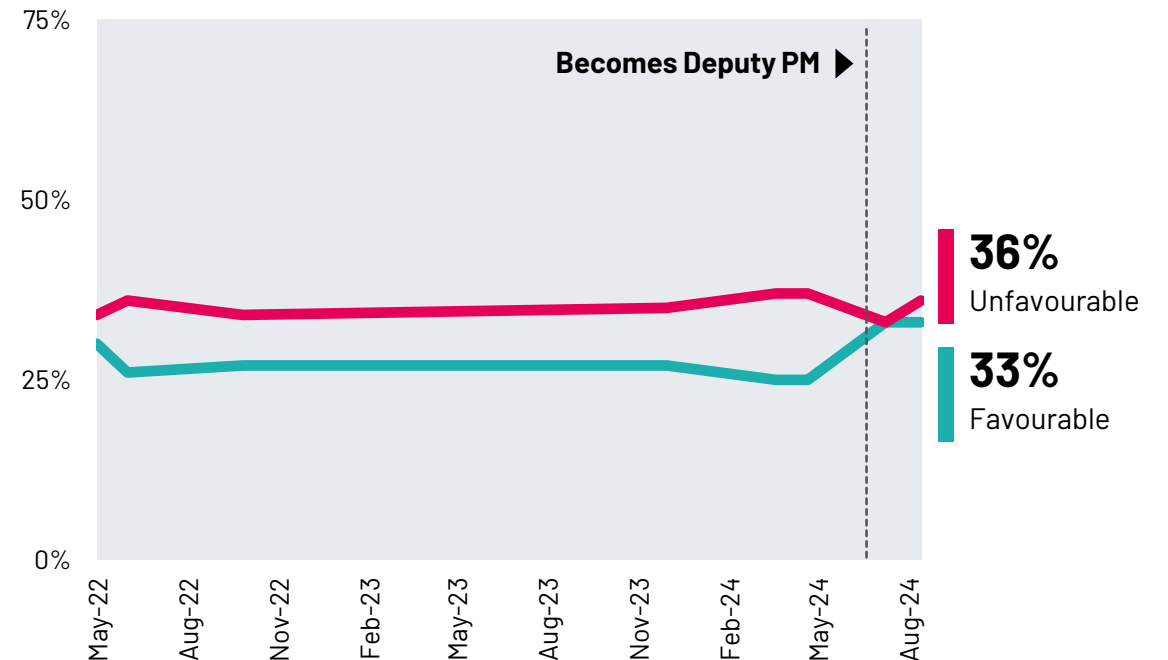
Angela Rayner: Favourability

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

August 2024



May 2022 – August 2024

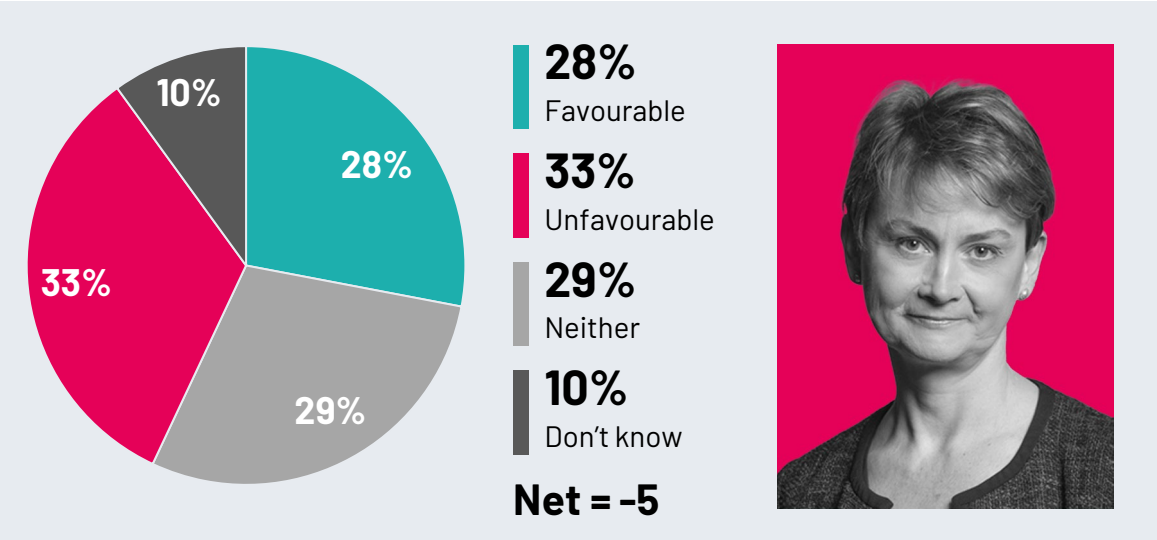


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

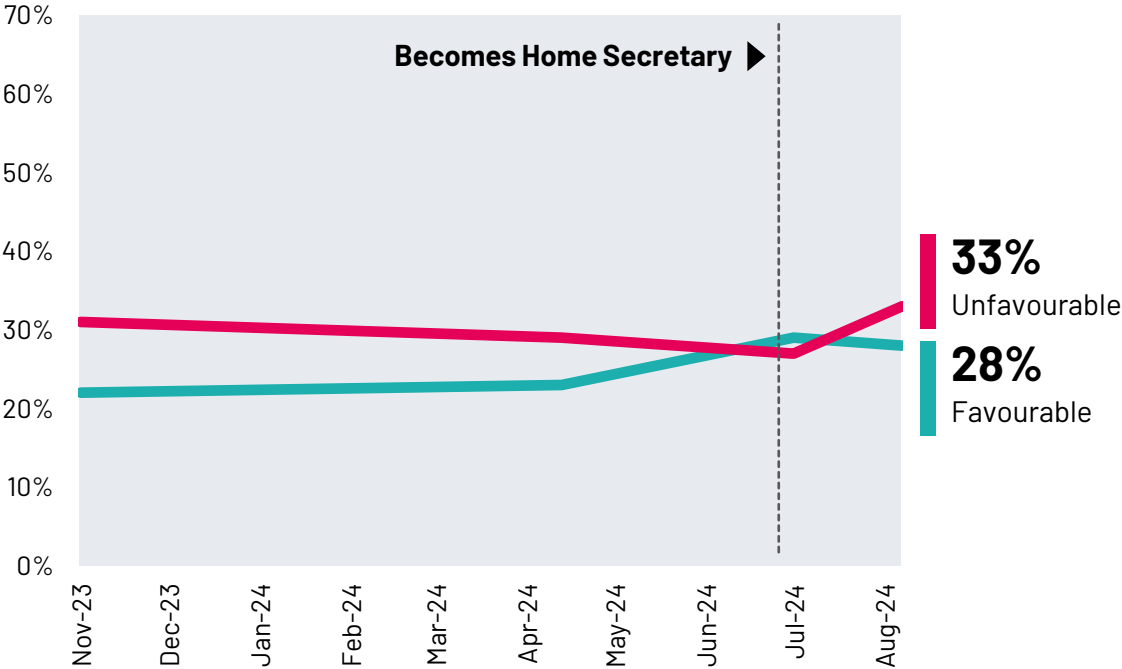
Yvette Cooper: Favourability

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

August 2024



November 2023 – August 2024

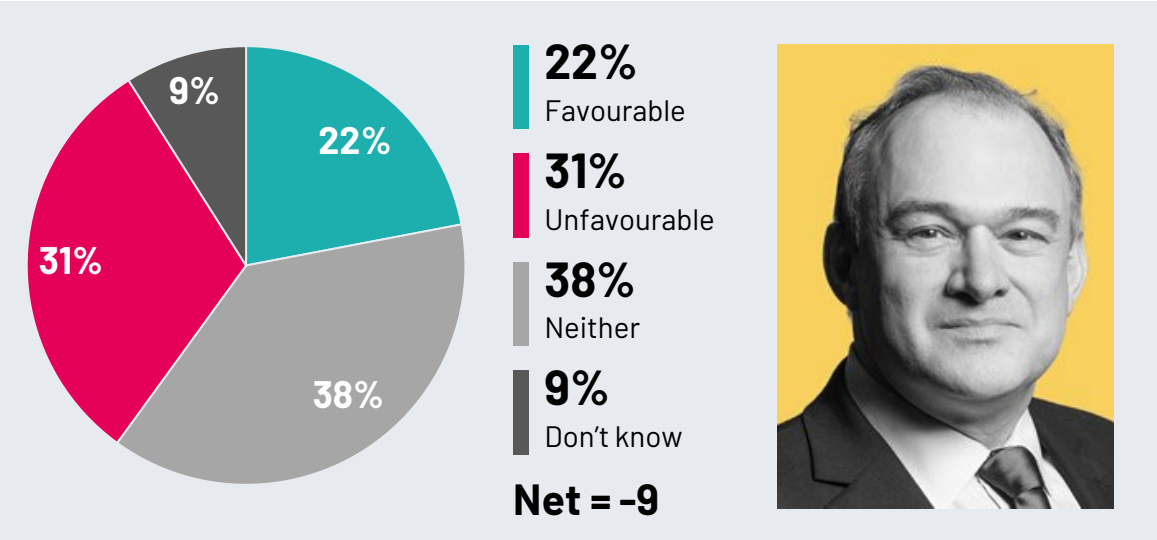


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

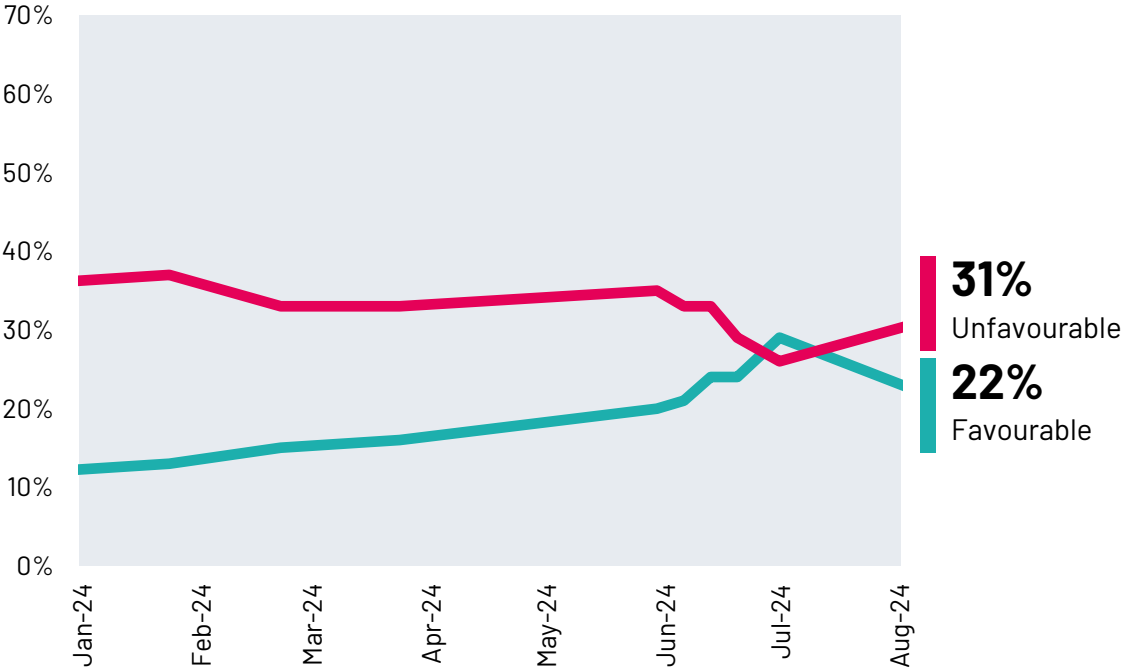
Ed Davey: Favourability

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

August 2024



January 2024 – August 2024

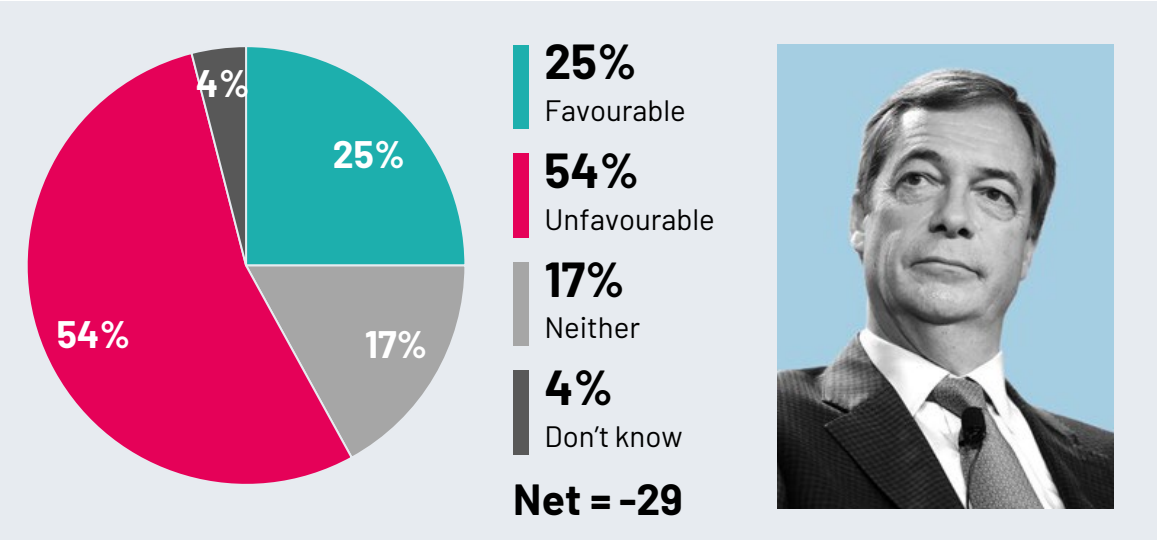


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

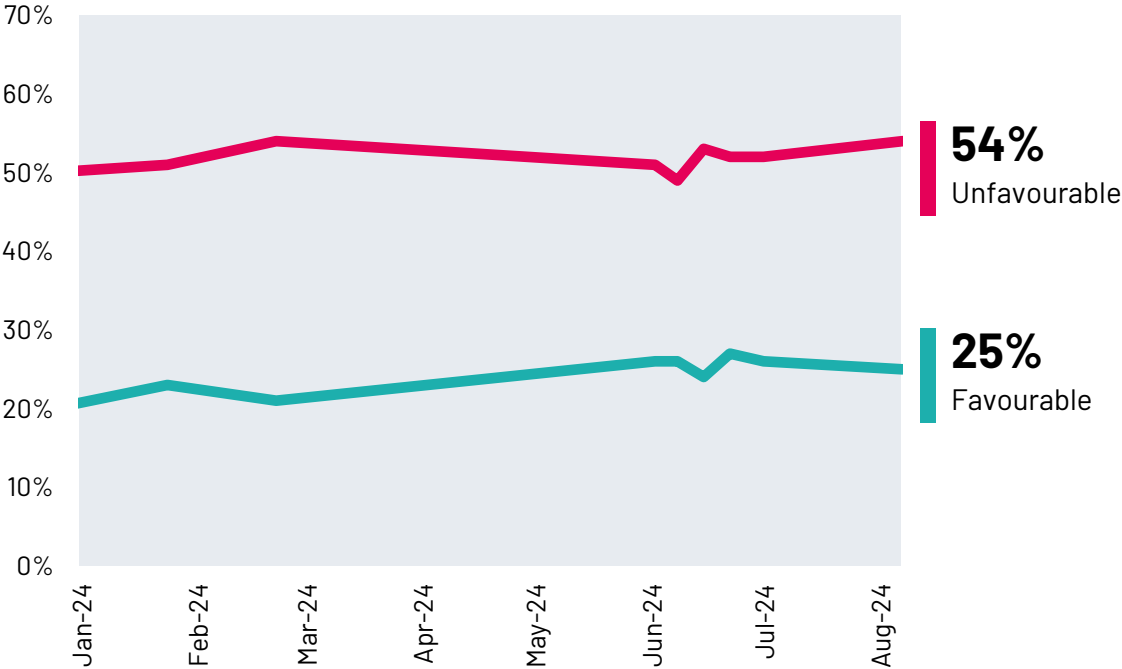
Nigel Farage: Favourability

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

August 2024



January 2024 – August 2024

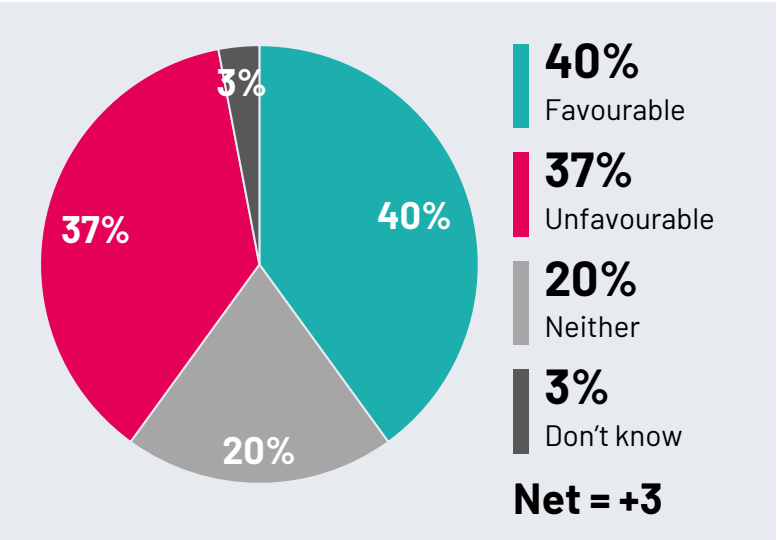


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

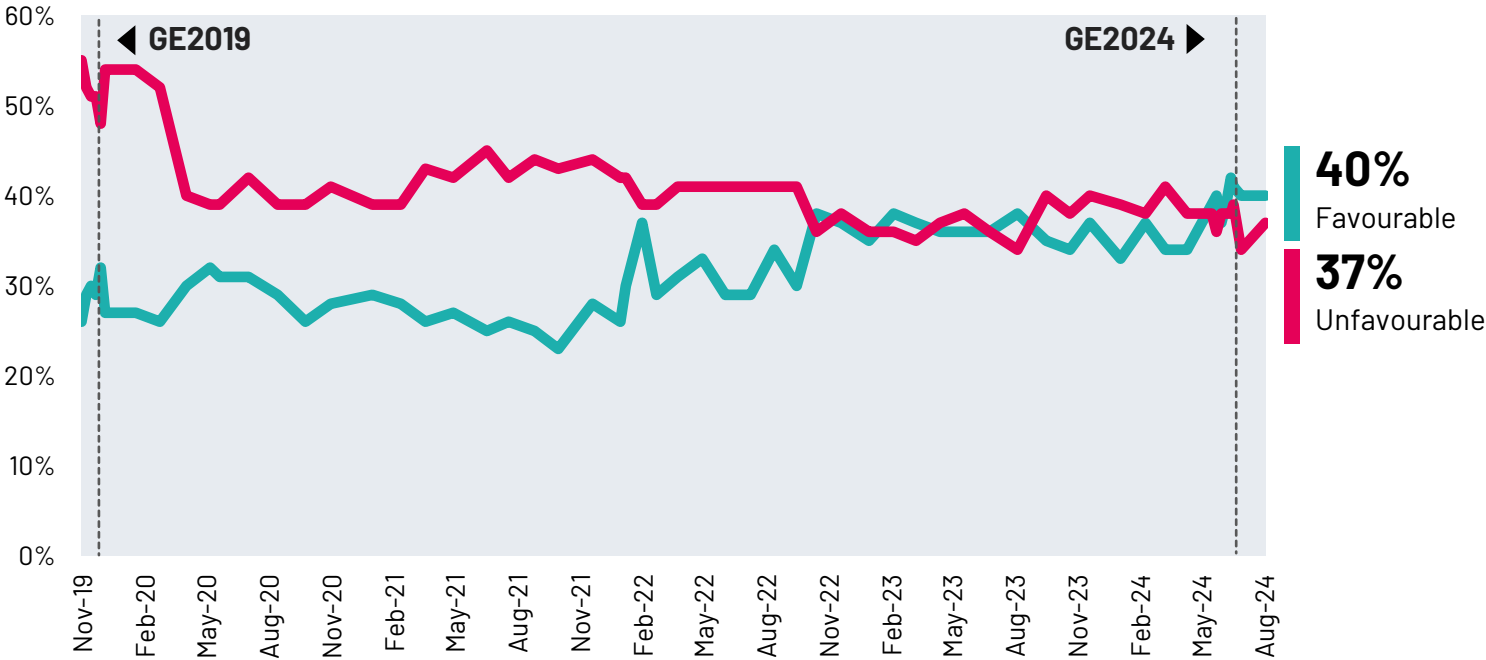
The Labour party: Favourability

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

August 2024



October 2019 – August 2024

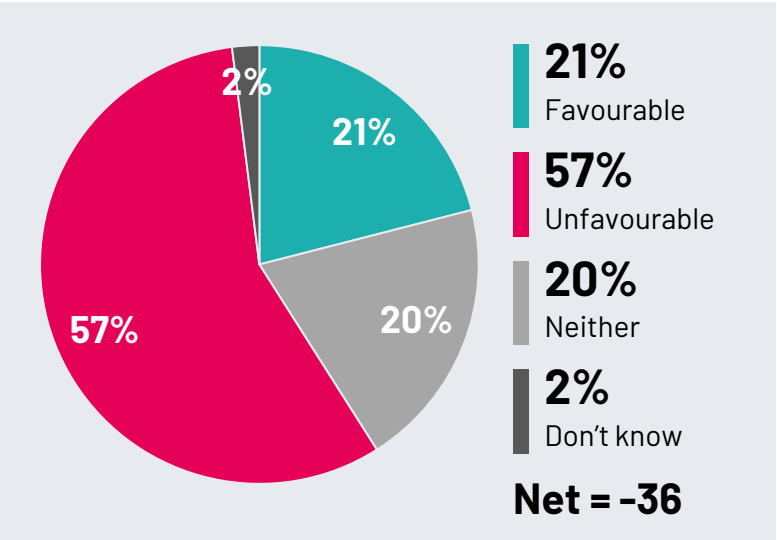


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

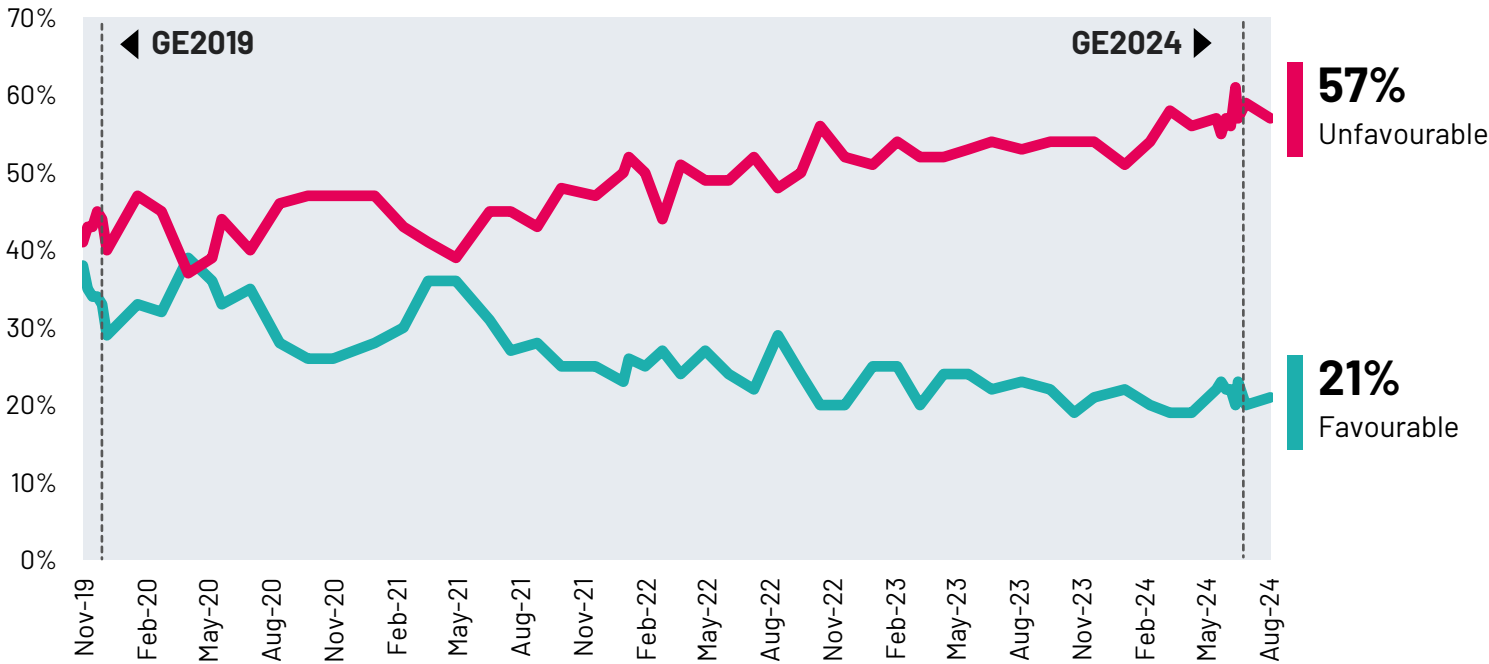
The Conservative party: Favourability

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

August 2024



October 2019 – August 2024

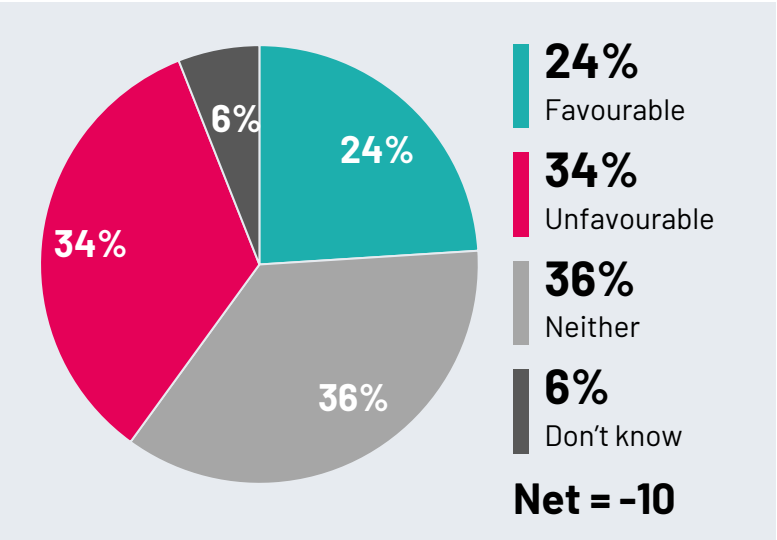


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

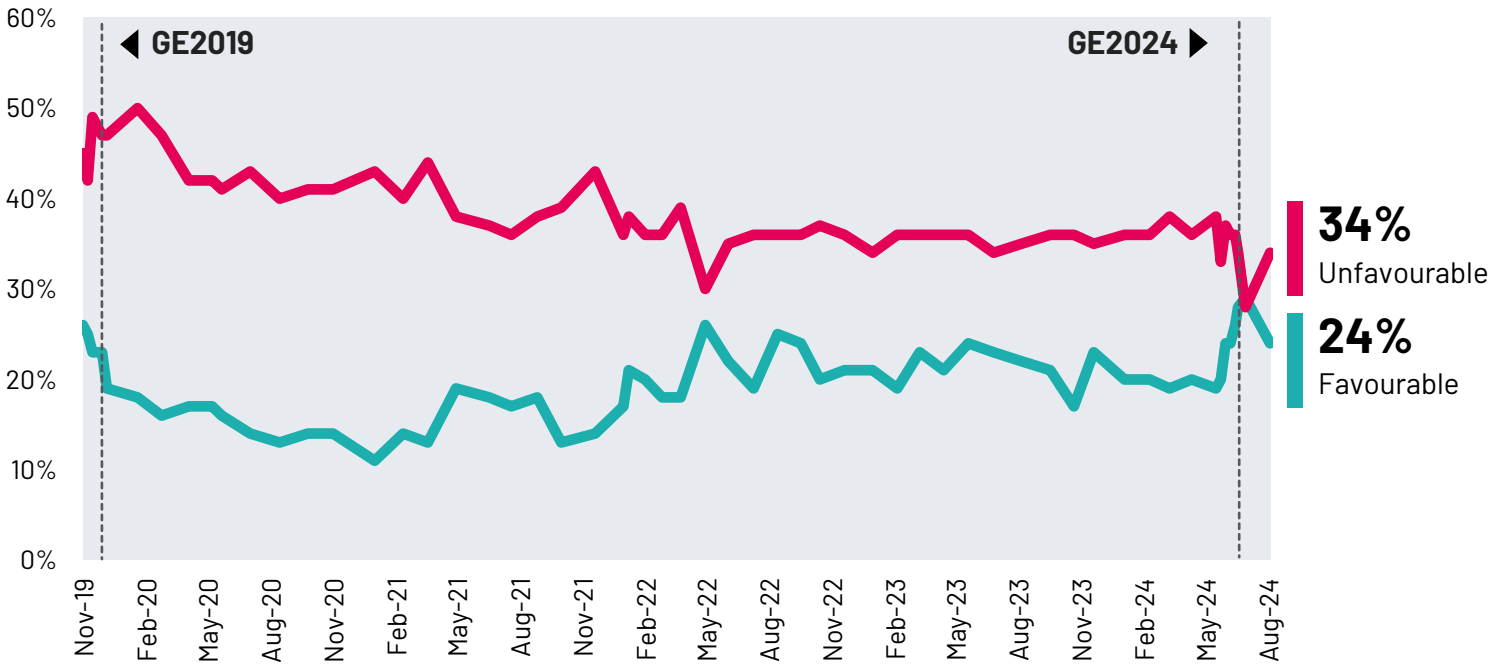
The Liberal Democrats: Favourability

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

August 2024



October 2019 – August 2024

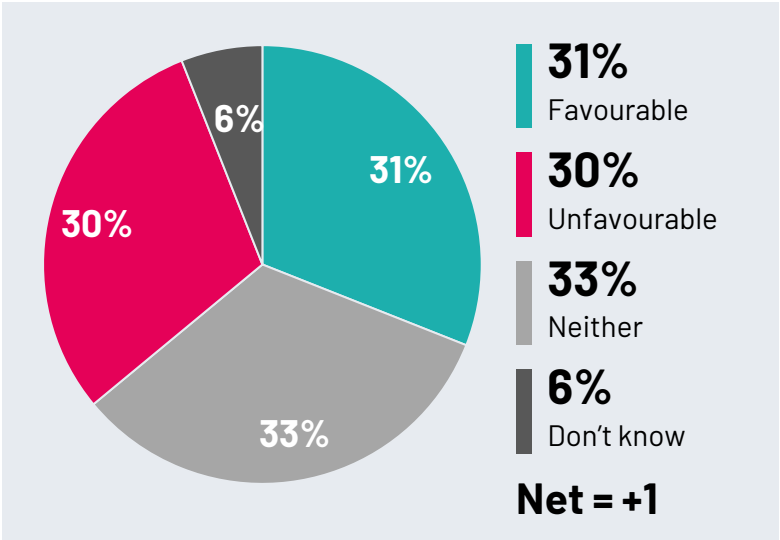


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

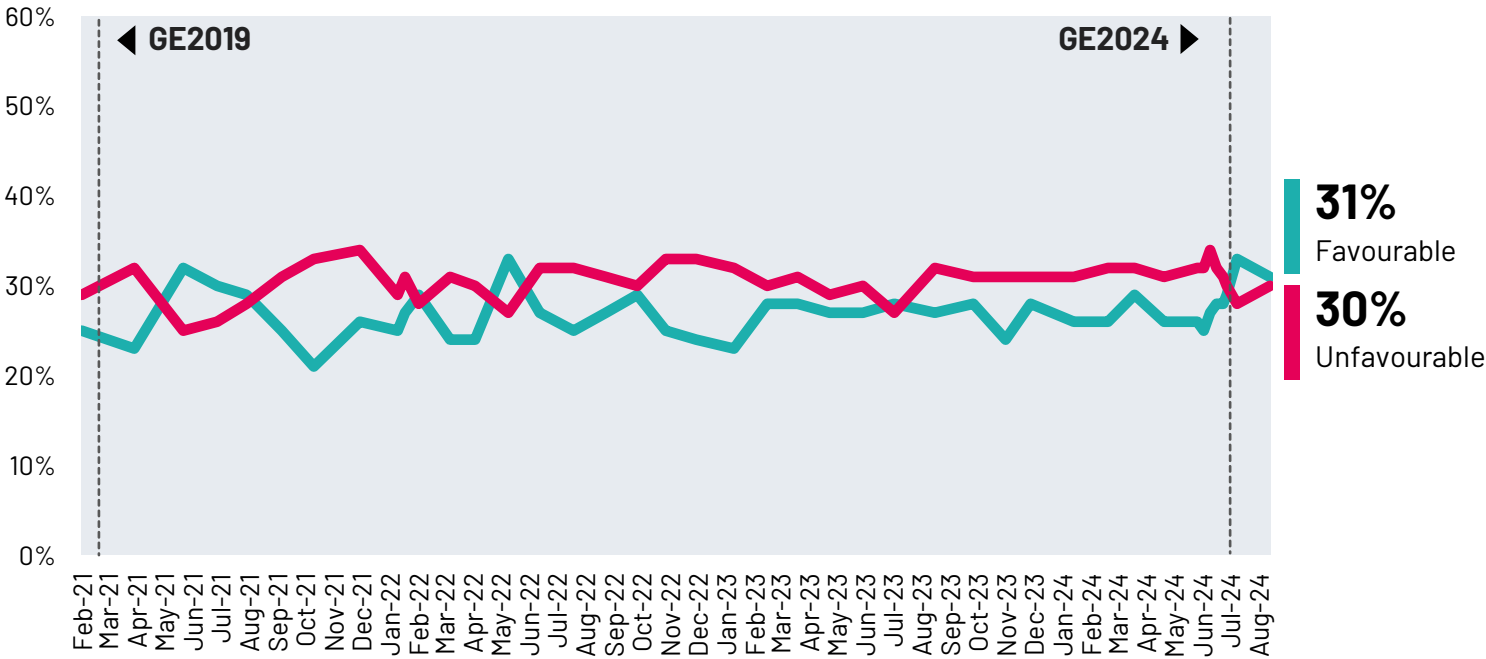
The Green Party: Favourability

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

August 2024



February 2021 – August 2024

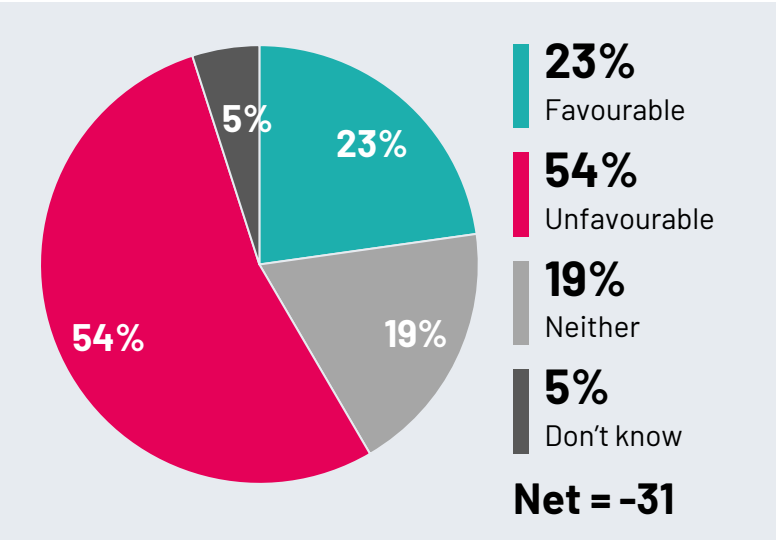


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.

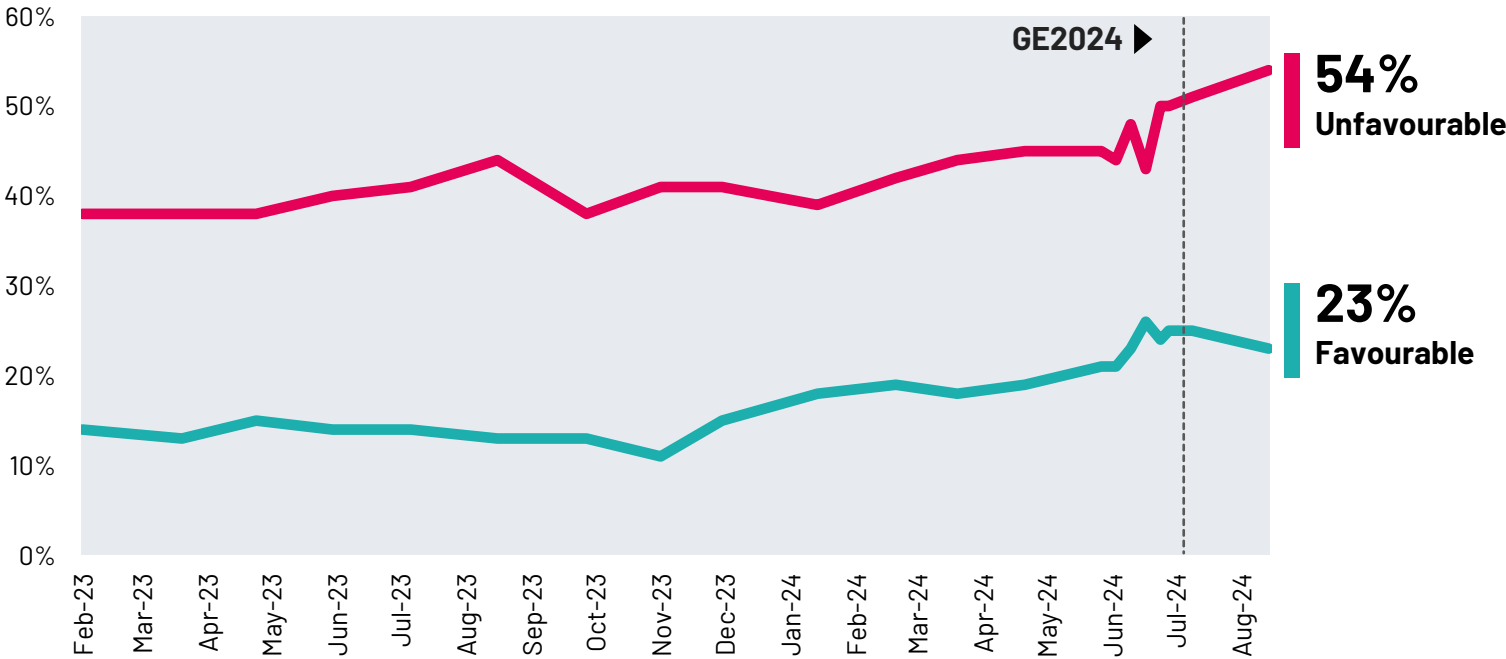
Reform UK: Favourability

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

August 2024



February 2023 – August 2024

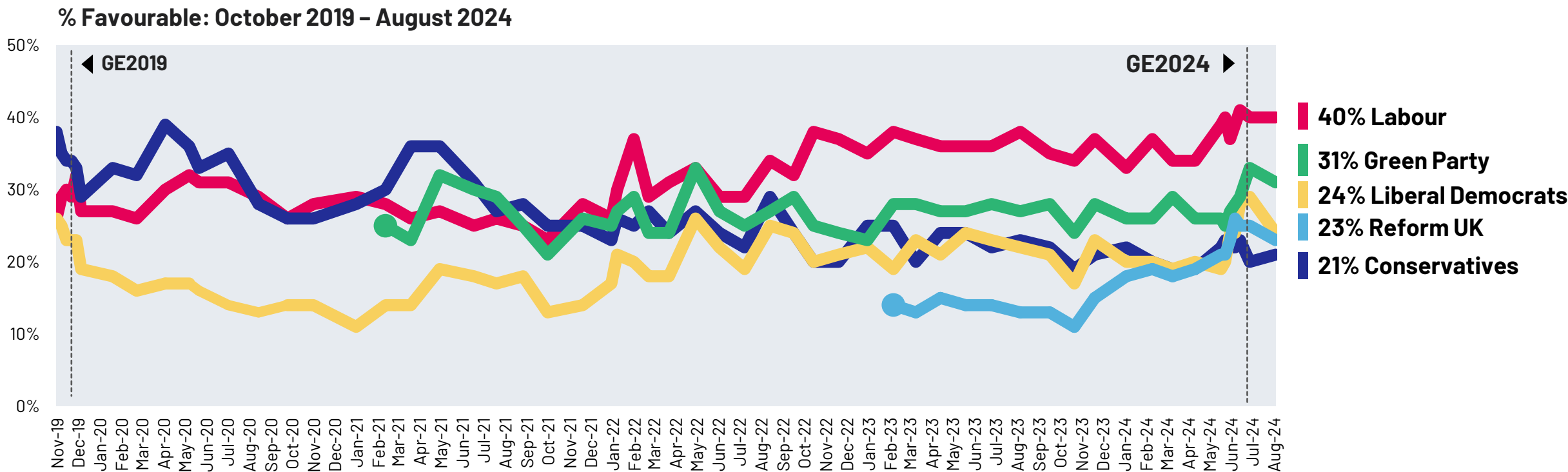


Base: 1,148 Online British adults aged 18+, 9-12 August 2024.



Political parties: Favourability

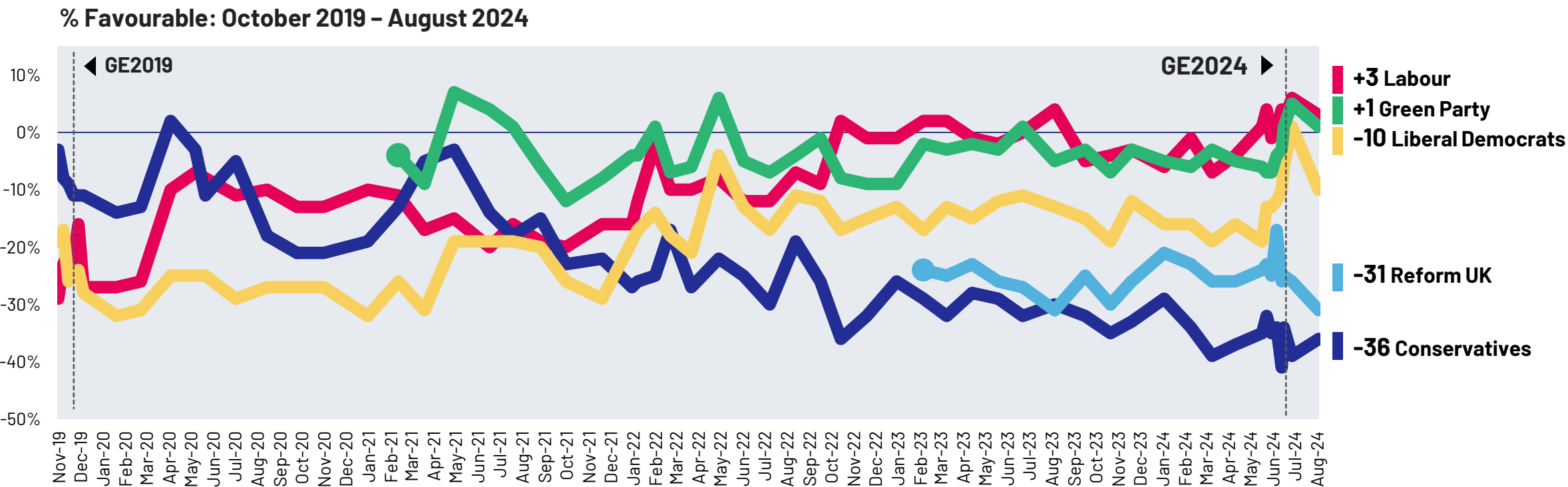
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,148 Online British adults aged 18+, 9-12 August 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: 1,148 Online British adults aged 18+, 9-12 August 2024.

DIRECTION OF THE COUNTRY

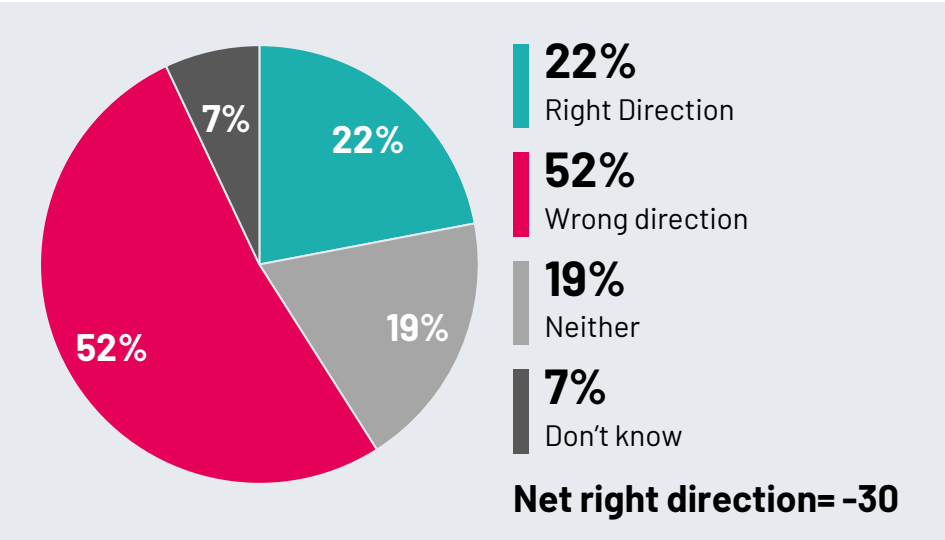
August 2024



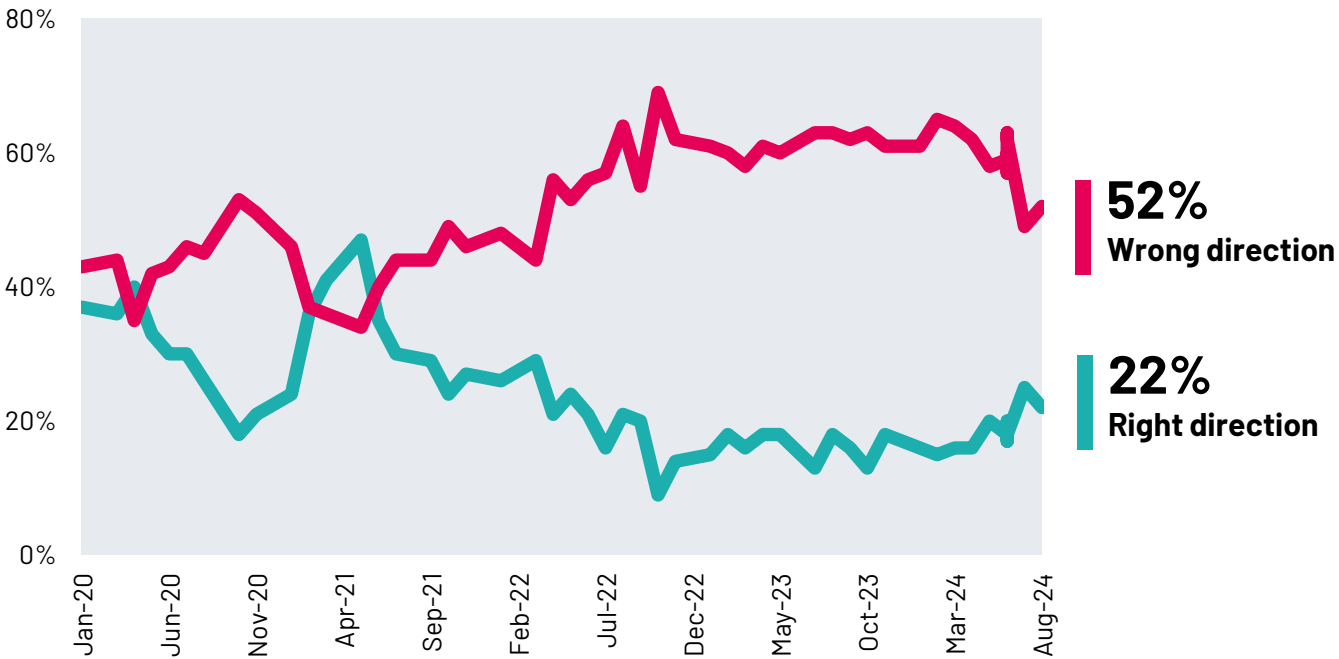
Direction of the country

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

August 2024



January 2020 – August 2024



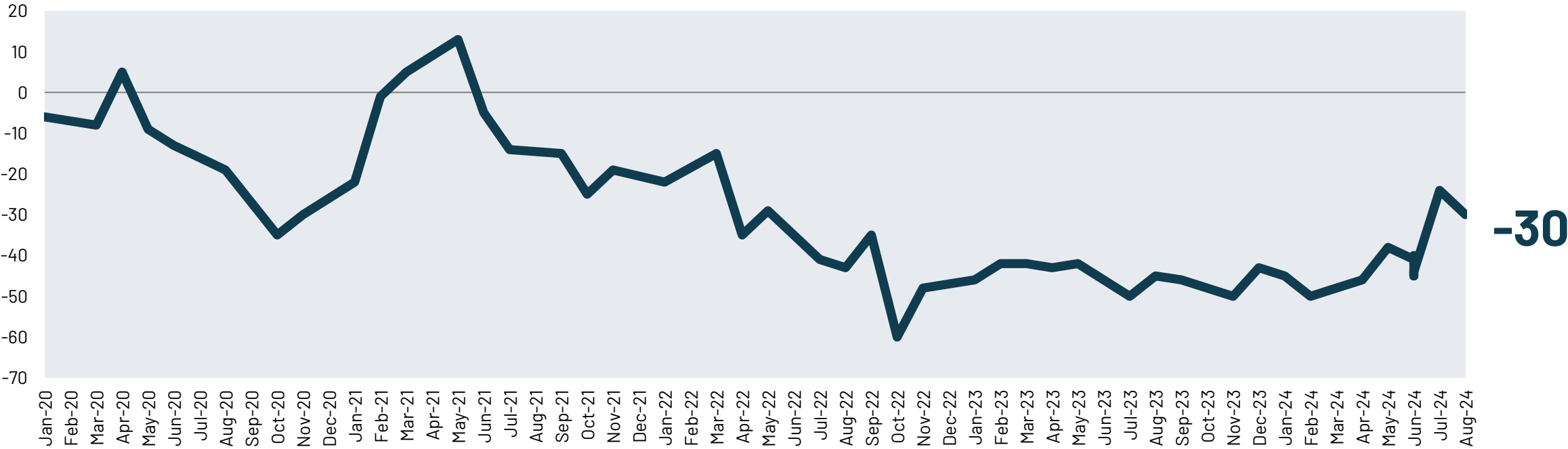
Base: 1,148 Online British adults aged 18+, 9-12 August 2024.



Direction of the country: January 2020 - August 2024

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

Net right direction



Base: 1,148 Online British adults aged 18+, 9-12 August 2024.



IMPACT OF BREXIT

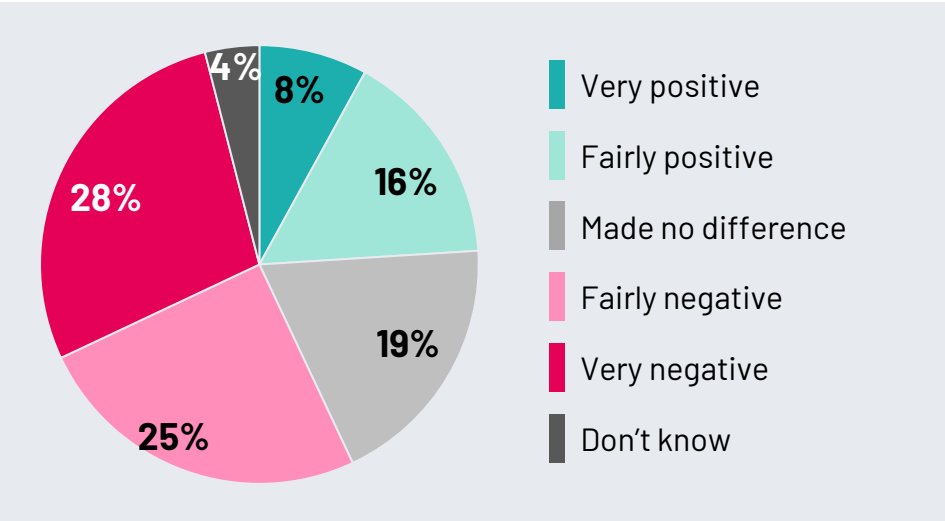
August 2024



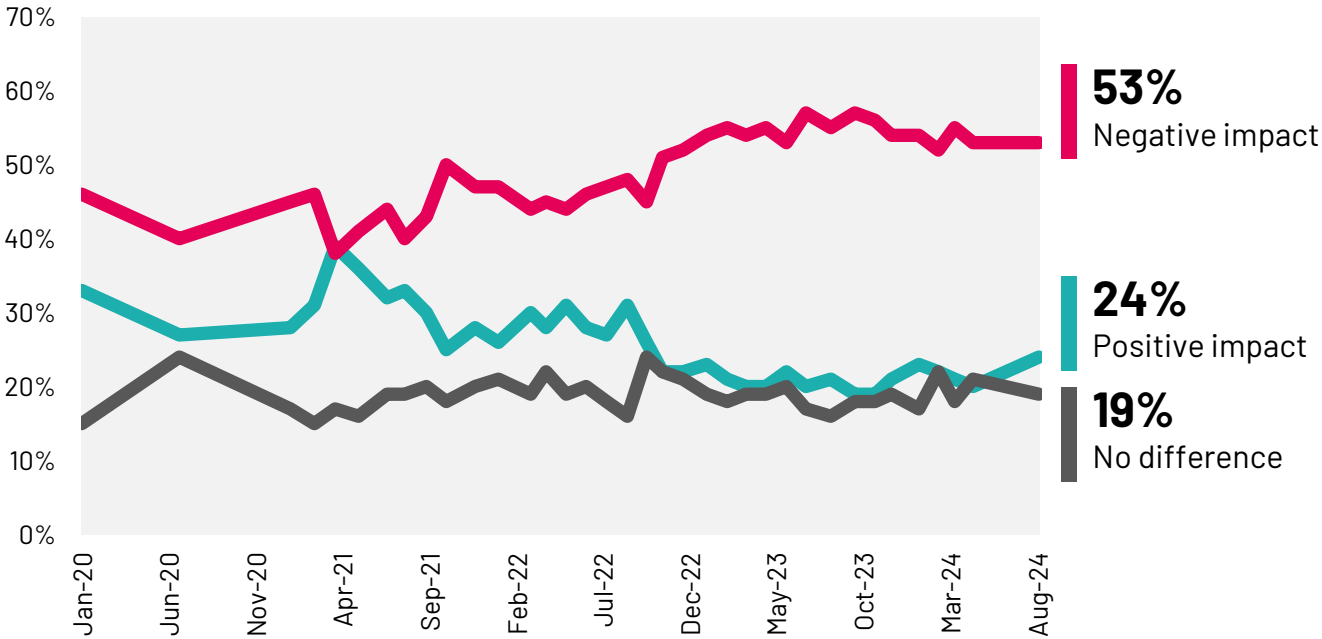
Impact of the UK's decision to leave the European Union

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?

August 2024



January 2020 – August 2024



Base: 1,148 Online British adults aged 18+, 9-12 August 2024.



August 2024 Political Pulse

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