

# Ipsos Political Polling – The Reshuffle

November 2023

# The majority of the public see Rishi Sunak are a weak leader

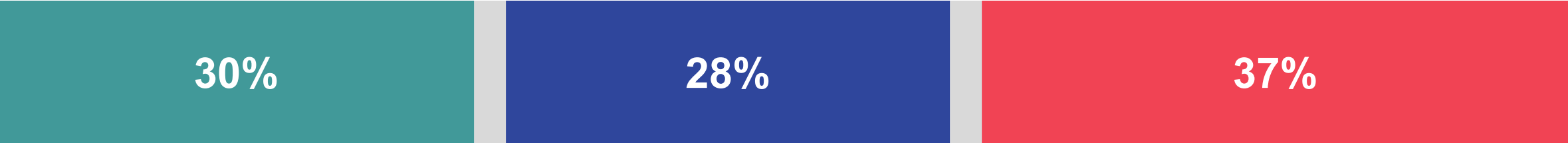
To what extent, if at all, do you think each of the following are a strong or weak leader?

**Strong**   **Neither a strong nor weak**   **Weak**

## Rishi Sunak, Prime Minister and Conservative Party Leader



## Keir Starmer, Labour Party leader



Base: 2,318 British adults 18+, 13-14 November 2023



# Public lean negative on appointment of David Cameron as Foreign Secretary but seven in ten think removing Suella Braverman was the right decision

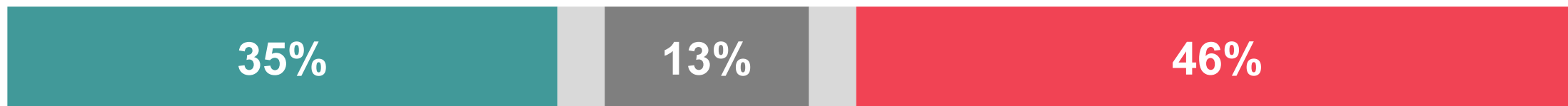
As you may know, Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...?



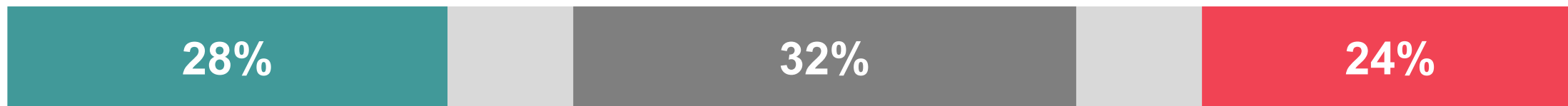
## Removing Suella Braverman as the Home Secretary



## Making David Cameron the Foreign Secretary



## Making James Cleverly the Home Secretary



Base: 2,318 British adults 18+, 13-14 November 2023.



# Majorities across different parties say Rishi Sunak made the right decision in removing Suella Braverman as the Home Secretary

As you may know, Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in removing Suella Braverman as the Home Secretary?

■ Right decision   ■ Neither a right nor wrong decision   ■ Wrong decision

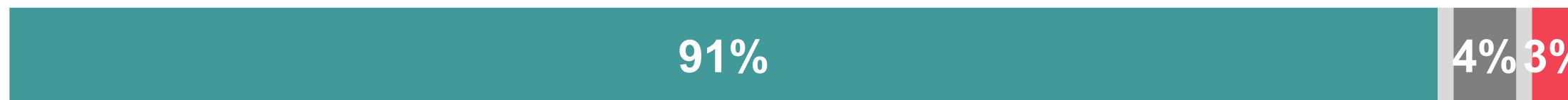
## Among 2019 Conservative voters



## Among 2019 Labour voters



## Among 2019 Lib Dem voters

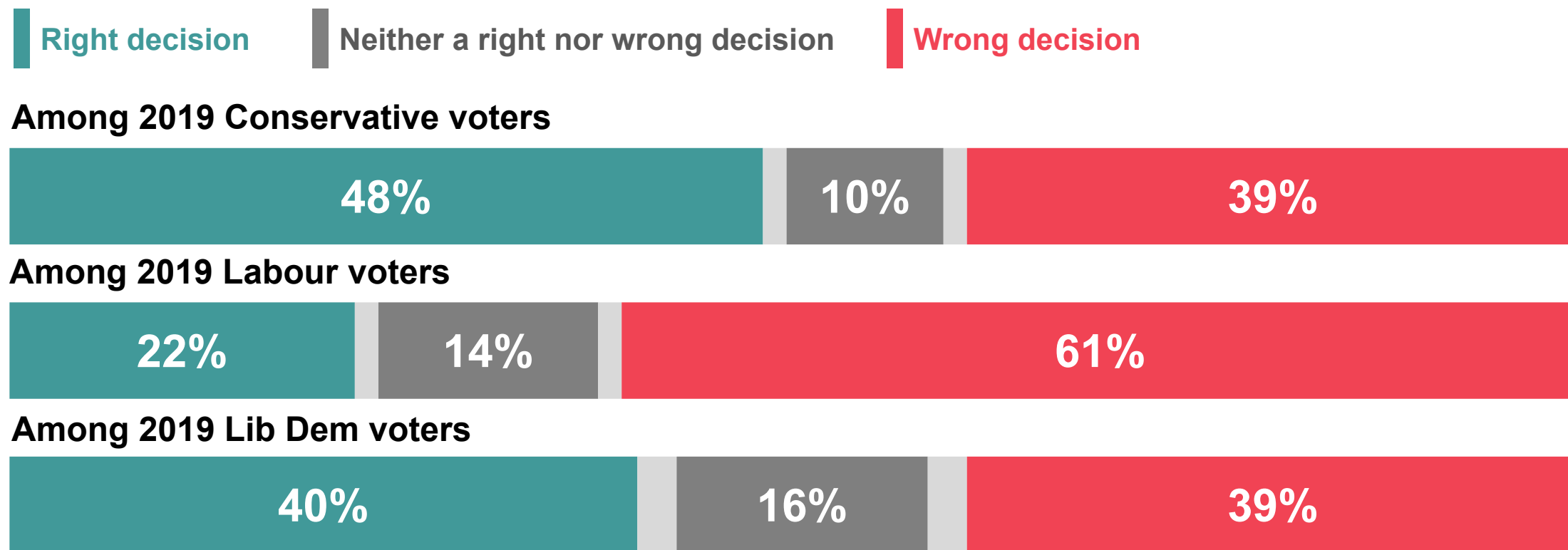


Base: 2,318 British adults 18+, 13-14 November 2023. Including 2019 Labour voters (567), 2019 Conservative voters (772) and 2019 Lib Dem voters (209).



# Nearly half of 2019 Conservatives say David Cameron's appointment was the right decision, against four in ten say it was the wrong one

As you may know, Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in making David Cameron the Foreign Secretary?



Base: 2,318 British adults 18+, 13-14 November 2023. Including 2019 Labour voters (567), 2019 Conservative voters (772) and 2019 Lib Dem voters (209).



# Brits split on the impact of Cameron's appointment – although one in three say it'll have negative impact on Conservative chances of winning election

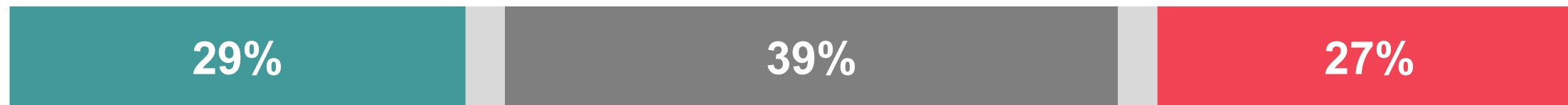
To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference?

**Positive**    **It won't make any difference**    **Negative**

## The level of competence in the current government



## Britain's standing in the world



## The Conservative Party's chances of winning the next election

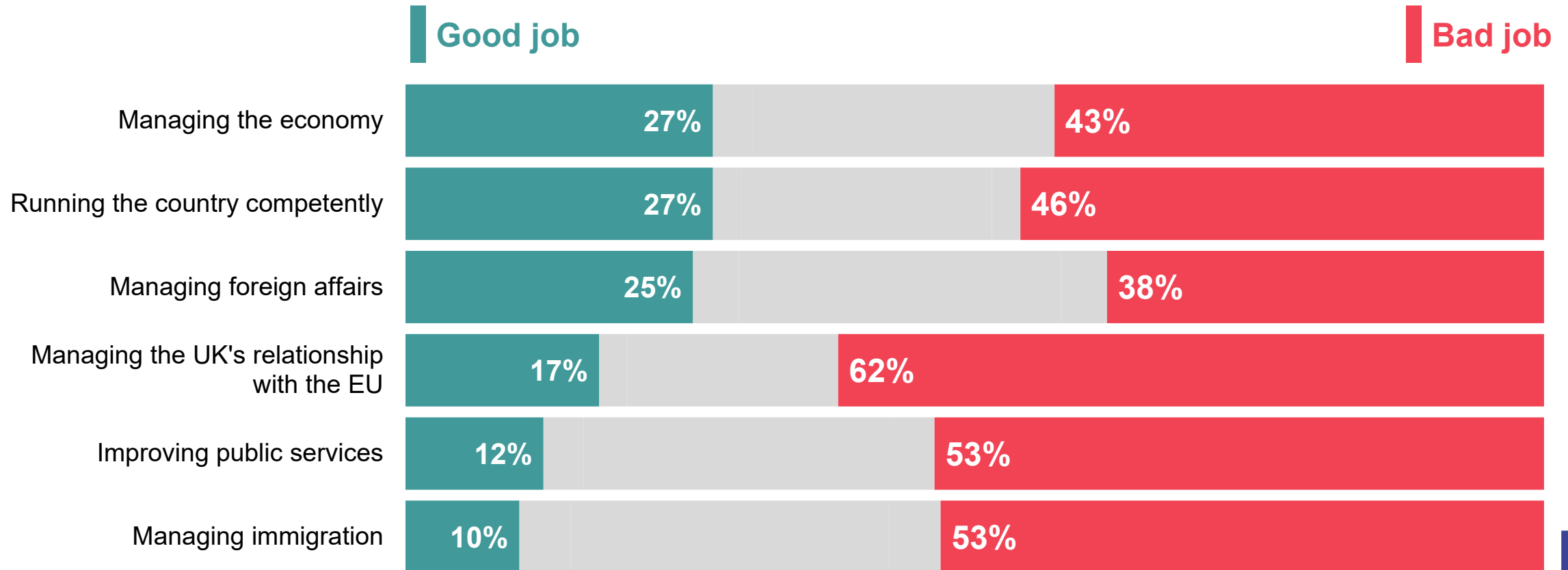


Base: 2,318 British adults 18+, 13-14 November 2023.



# Public hold negative memories of David Cameron's time in government, six in ten say he did a bad job managing the UK's relationship with the EU and more than half say the same on public services and immigration

As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...?



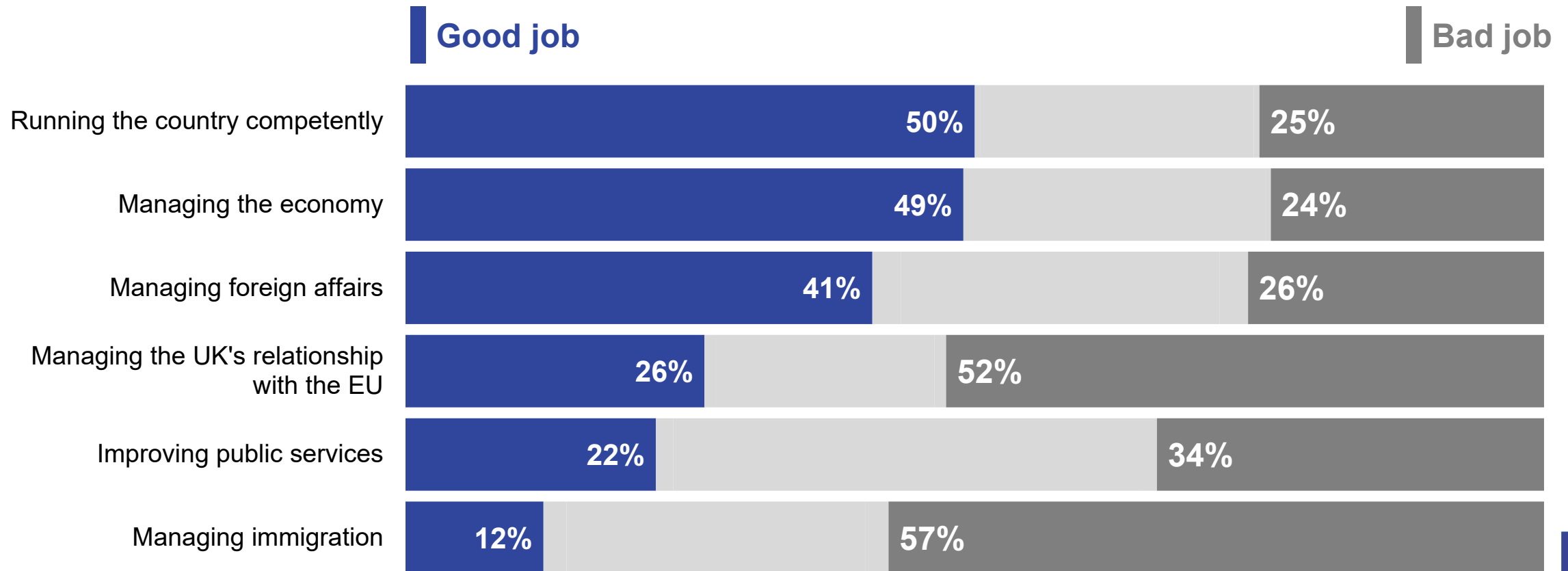
Base: 2,318 British adults 18+, 13-14 November 2023



# 2019 Cons are also negative about the Cameron government's performance on immigration and the EU but more positive about competency and economy

As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...?

## Among 2019 Conservatives



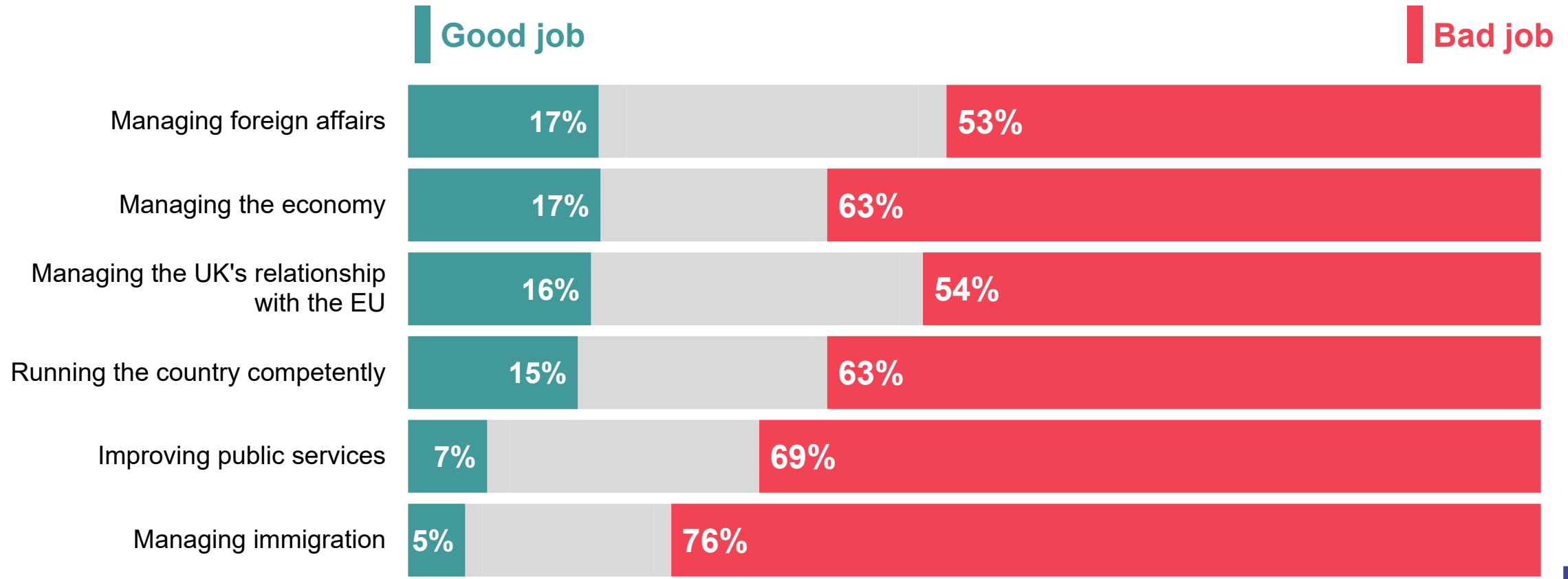
Base: 2,318 British adults 18+, 13-14 November 2023. Including 2019 Conservative voters (772).





# Public opinion towards Rishi Sunak's government is very negative, with the majority saying they are doing bad job across a range of areas

To what extent, if at all, do you think Rishi Sunak's government is doing a good or bad job at...?



Base: 2,318 British adults 18+, 13-14 November 2023



# Ipsos

## November 2023 Political polling

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