

IPSOS UK POLITICAL PULSE

February 2024

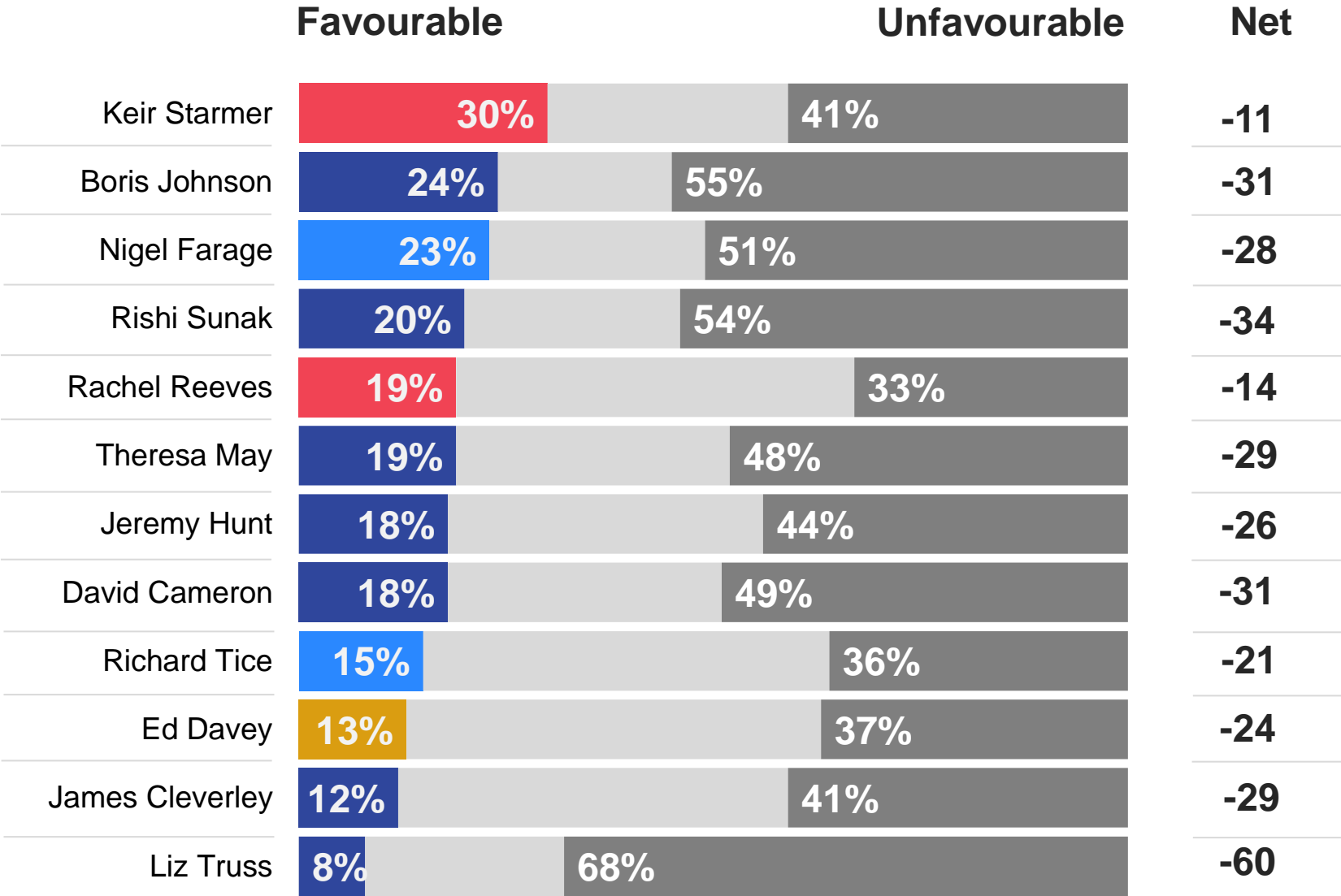


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

February 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?



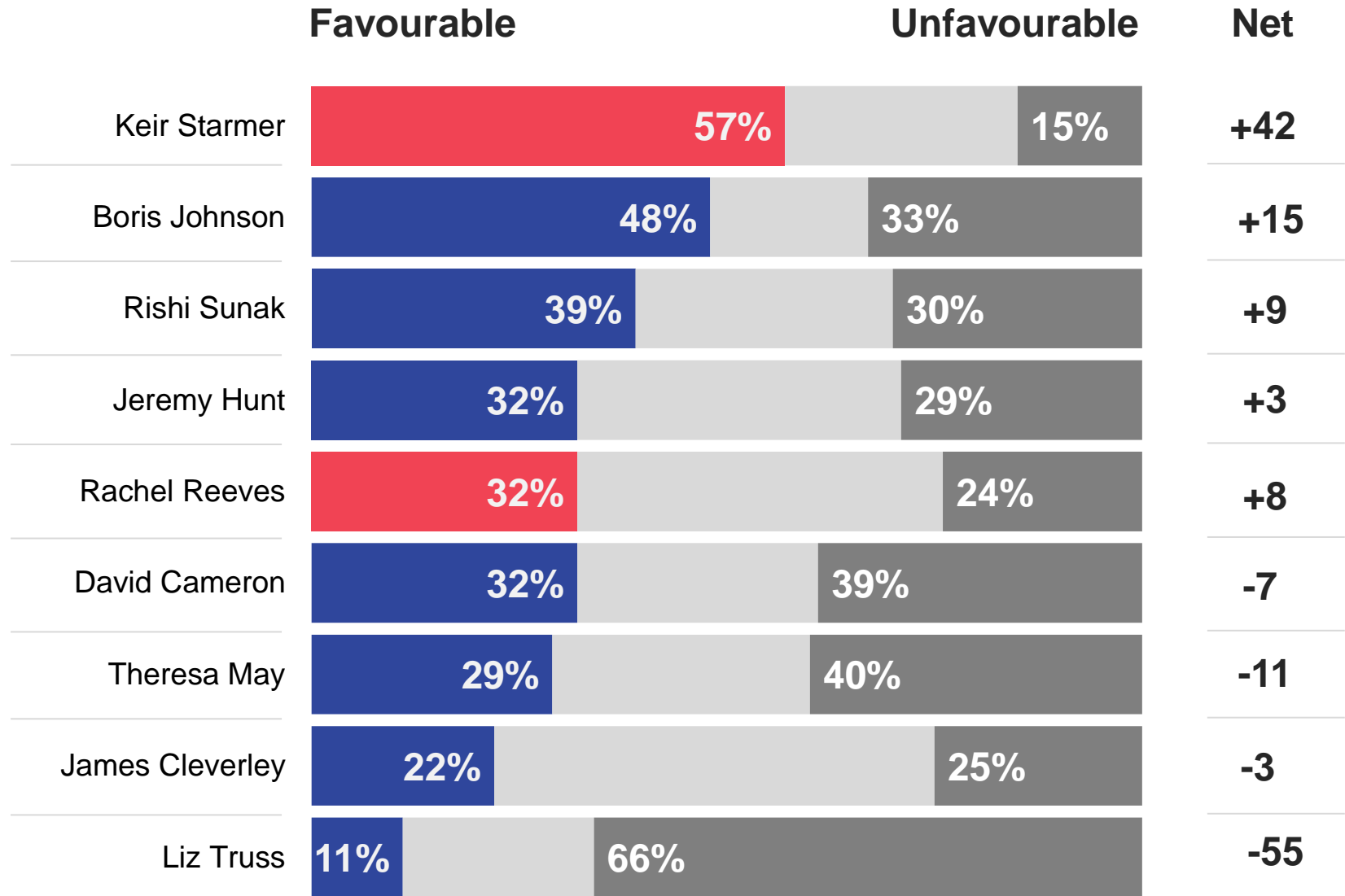
Base: 1,105 Online British adults aged 18+, 16-19 February 2024



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?

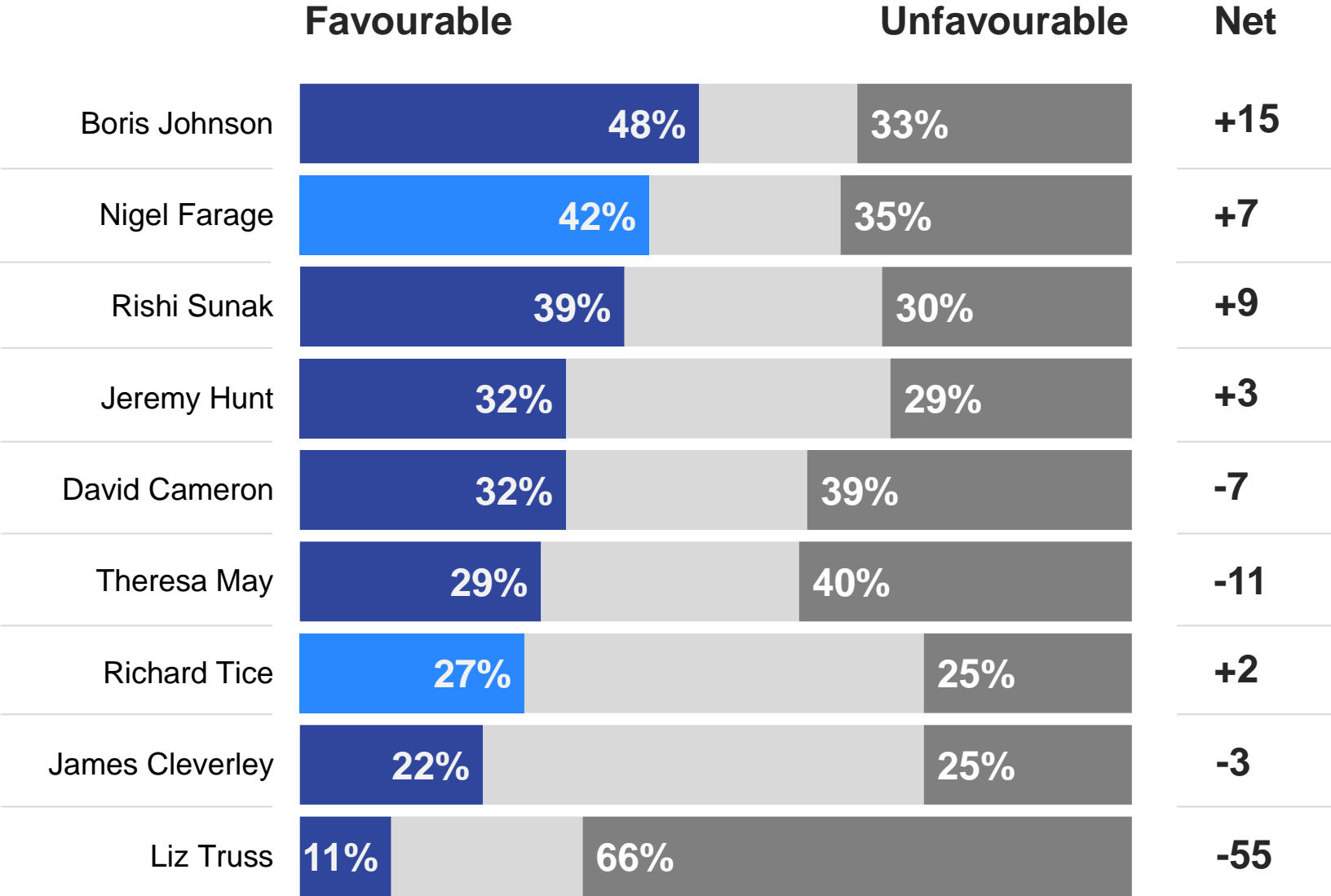


Base: 1,105 Online British adults aged 18+, 16-19 February 2024, including 2019 Conservative voters (338) and 2019 Labour voters (294)

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?



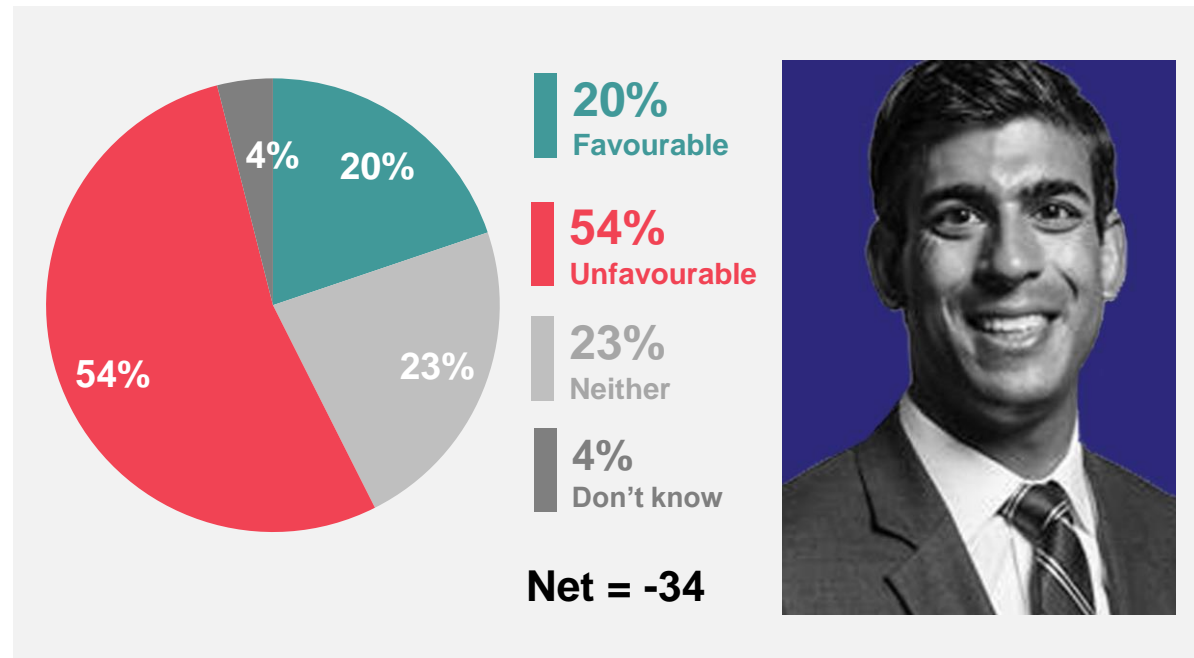
Base: 1,105 Online British adults aged 18+, 16-19 February 2024, including 2019 Conservative voters (338).



Rishi Sunak: Favourability

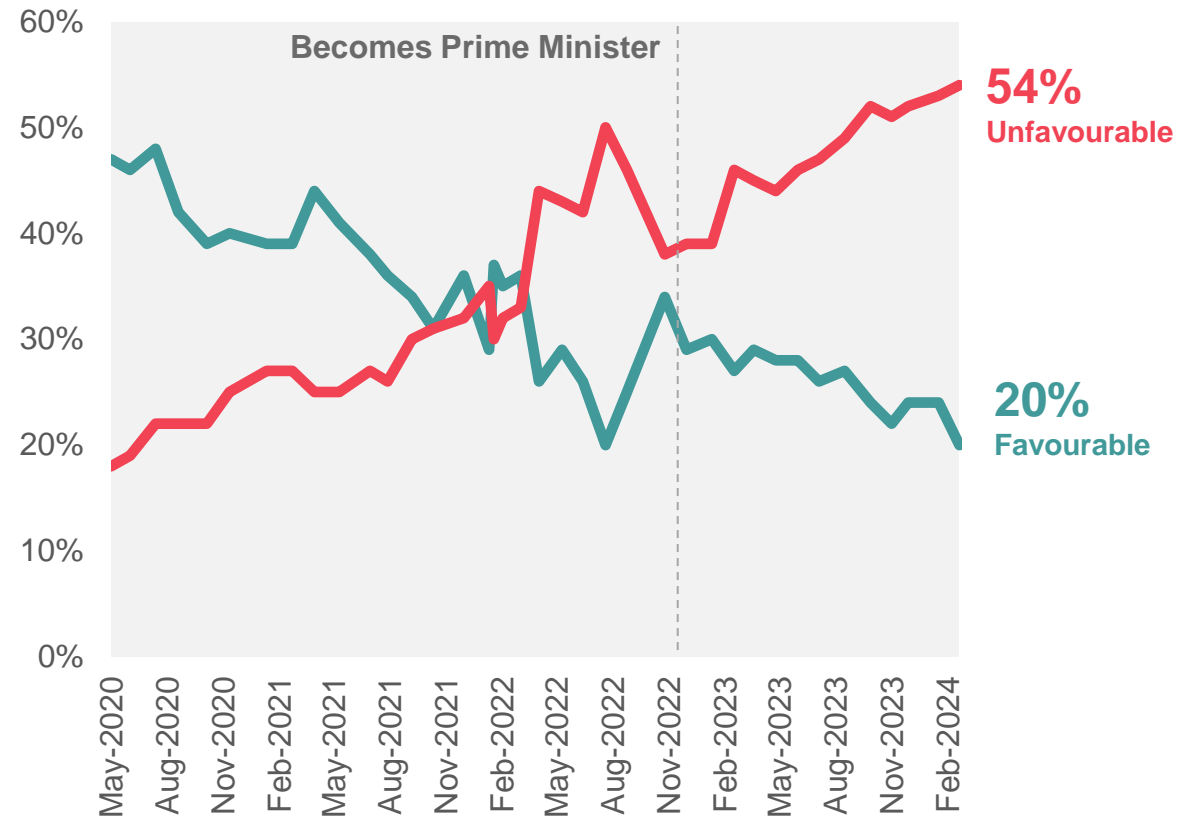
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

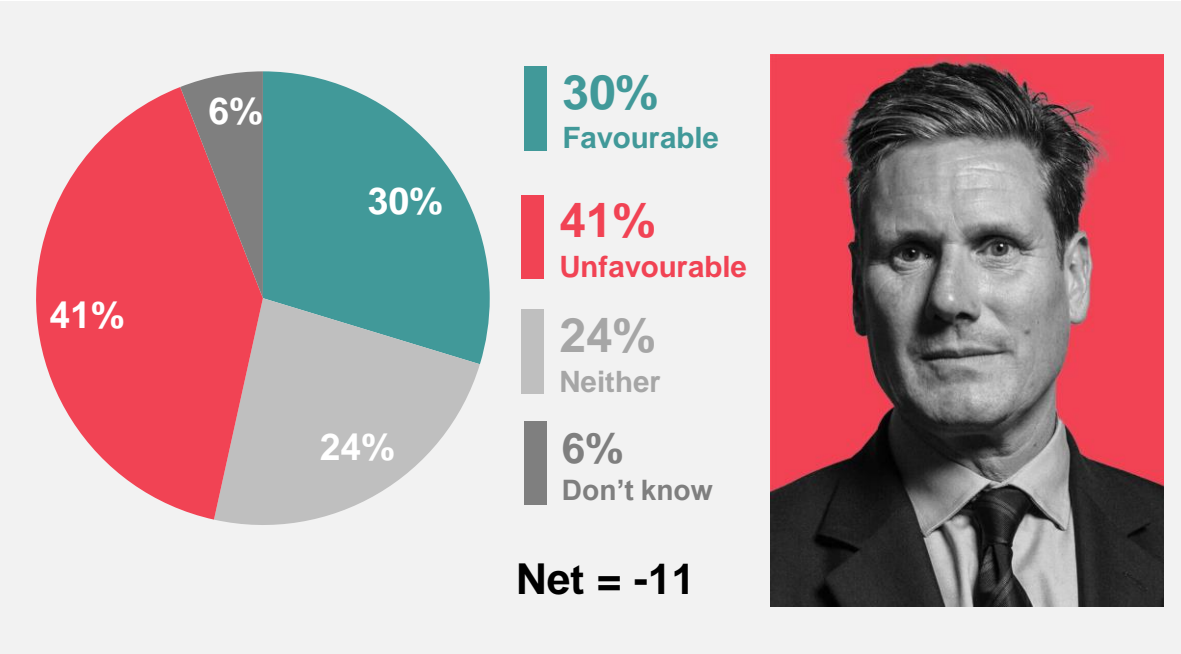
May 2020 – February 2024



Keir Starmer: Favourability

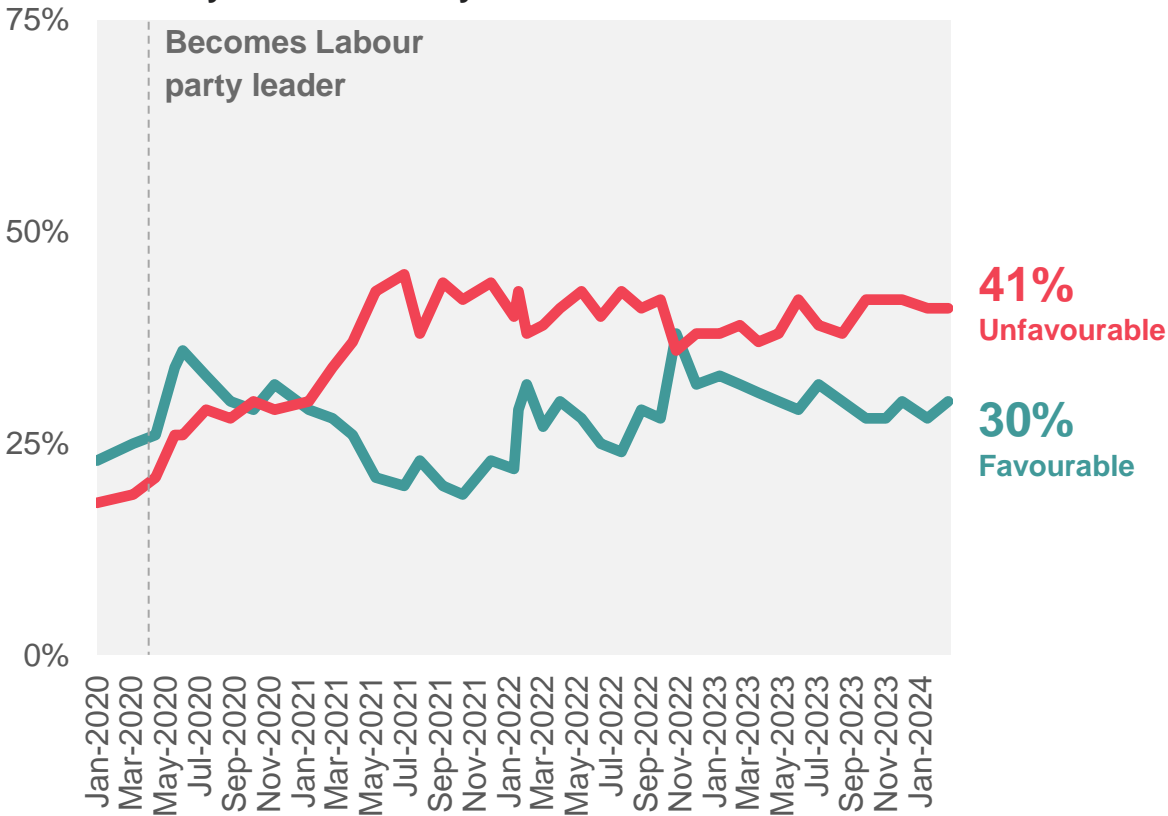
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

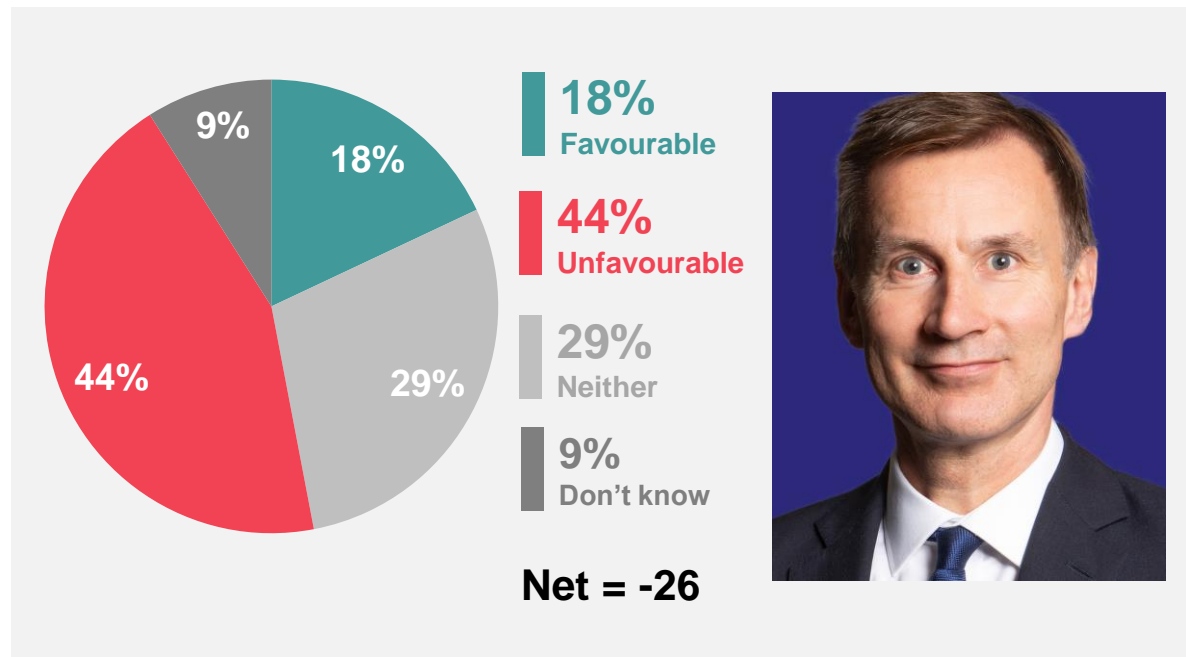
January 2020 – February 2024



Jeremy Hunt: Favourability

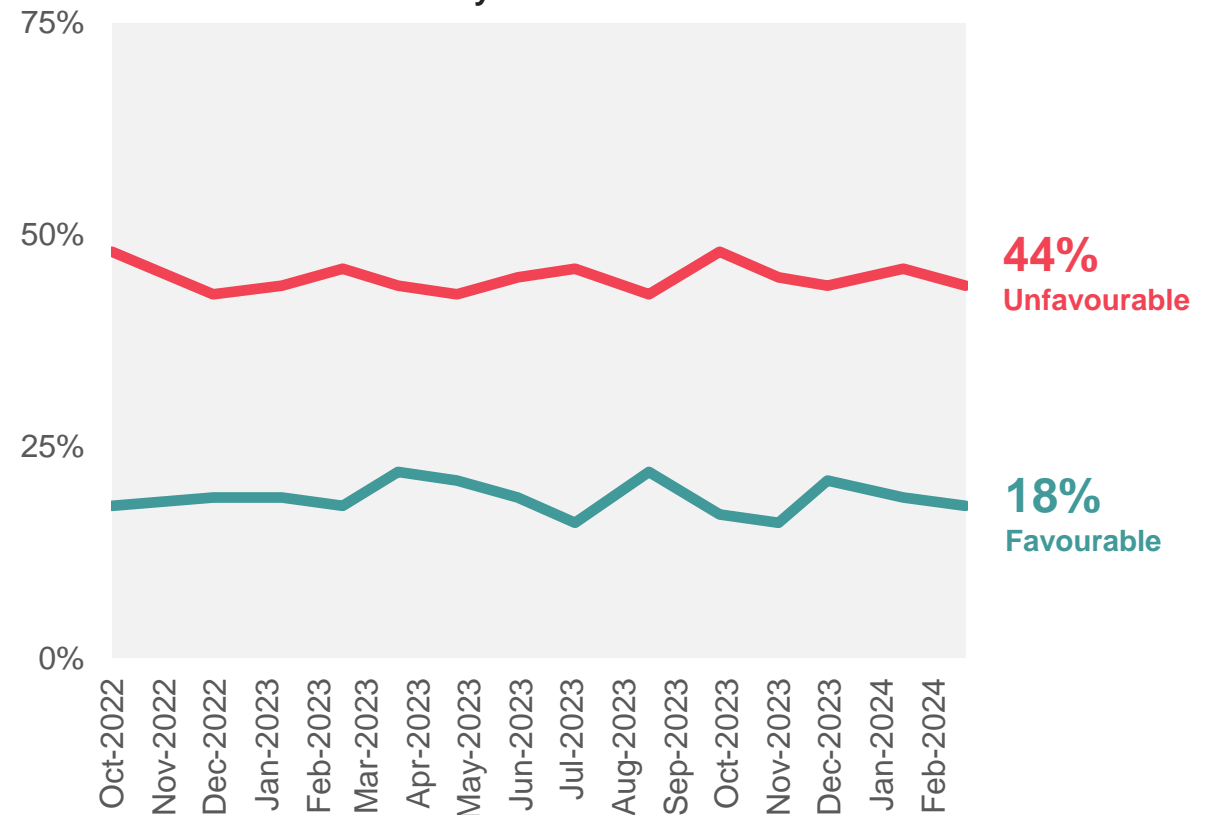
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

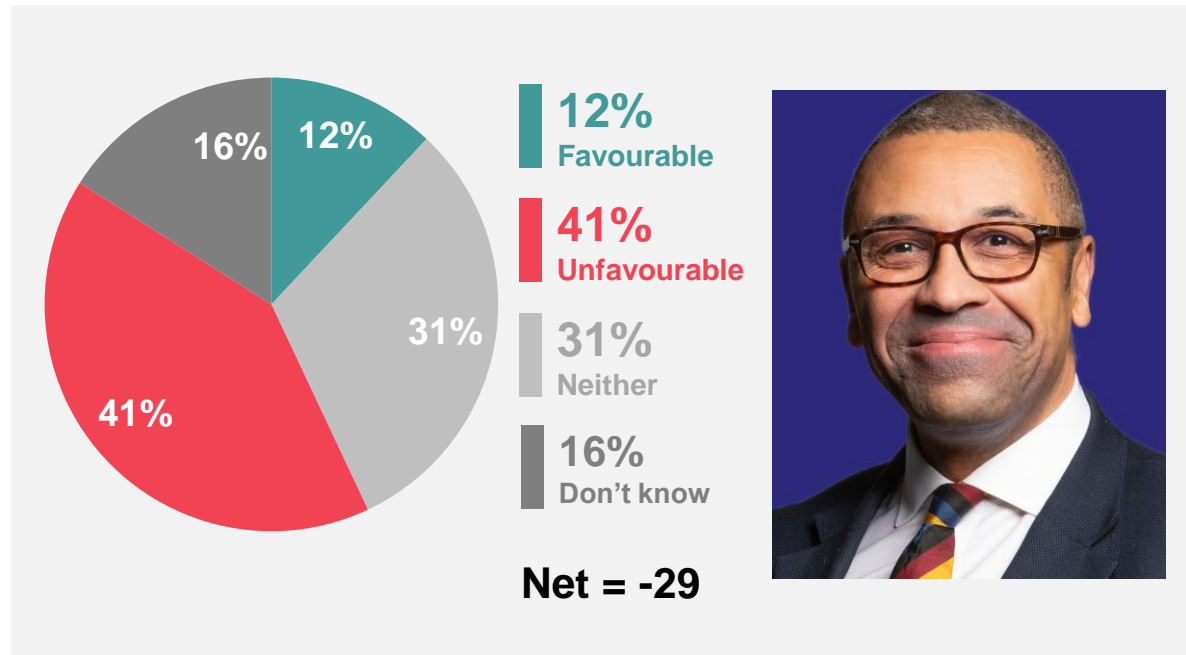
October 2022 – February 2024



James Cleverly: Favourability

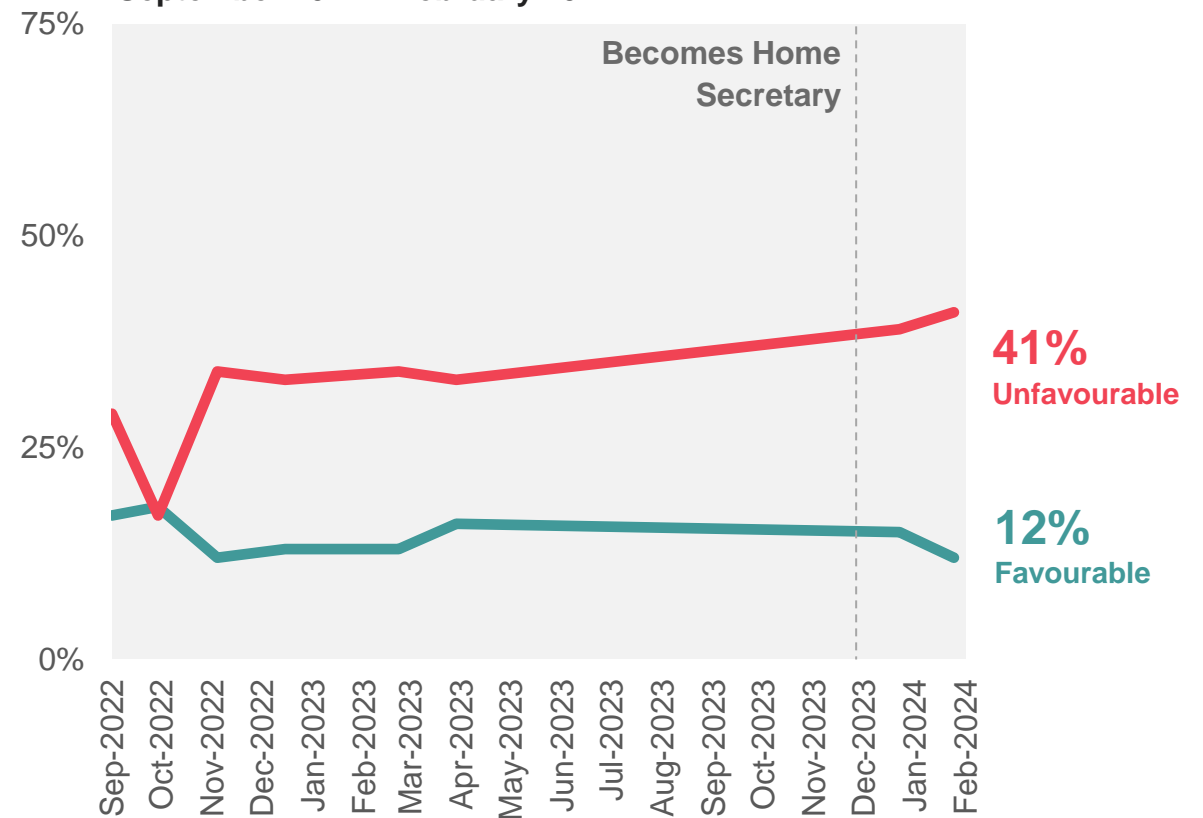
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

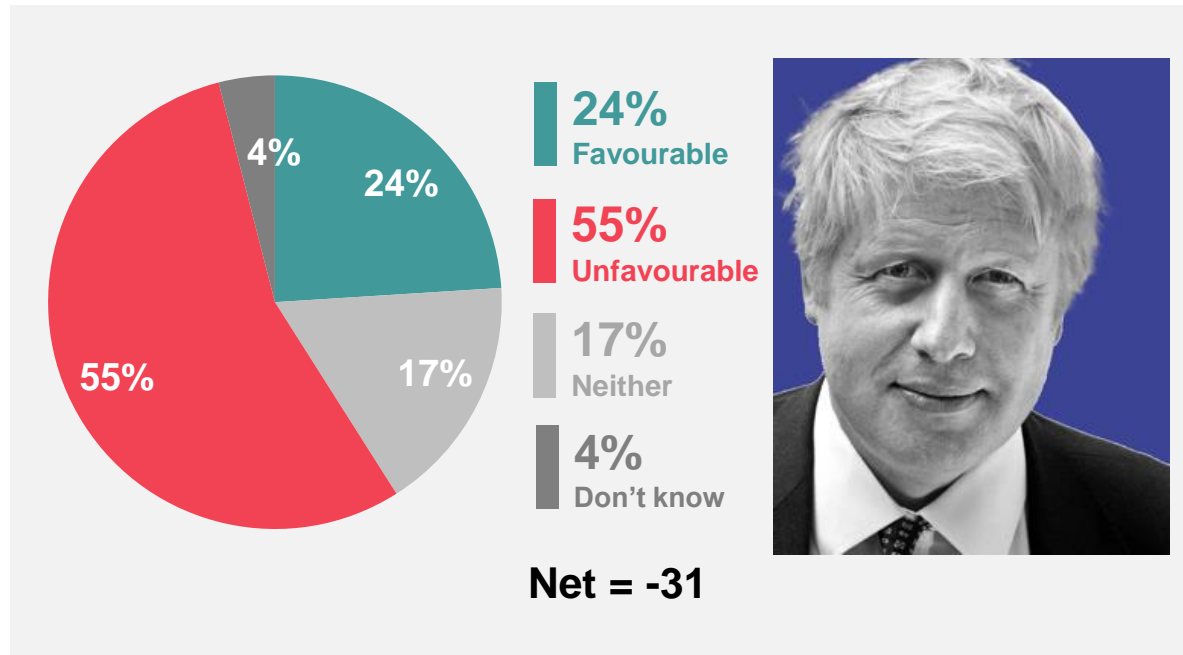
September 2022 – February 2024



Boris Johnson: Favourability

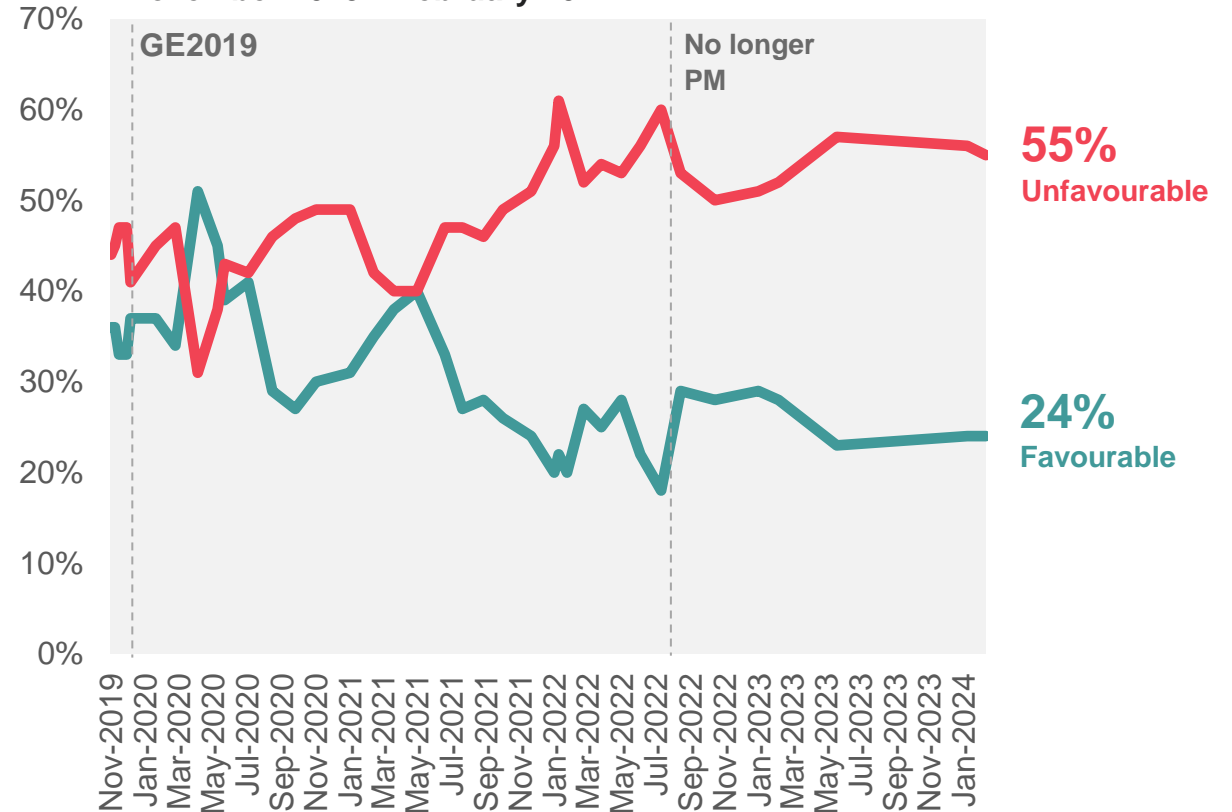
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

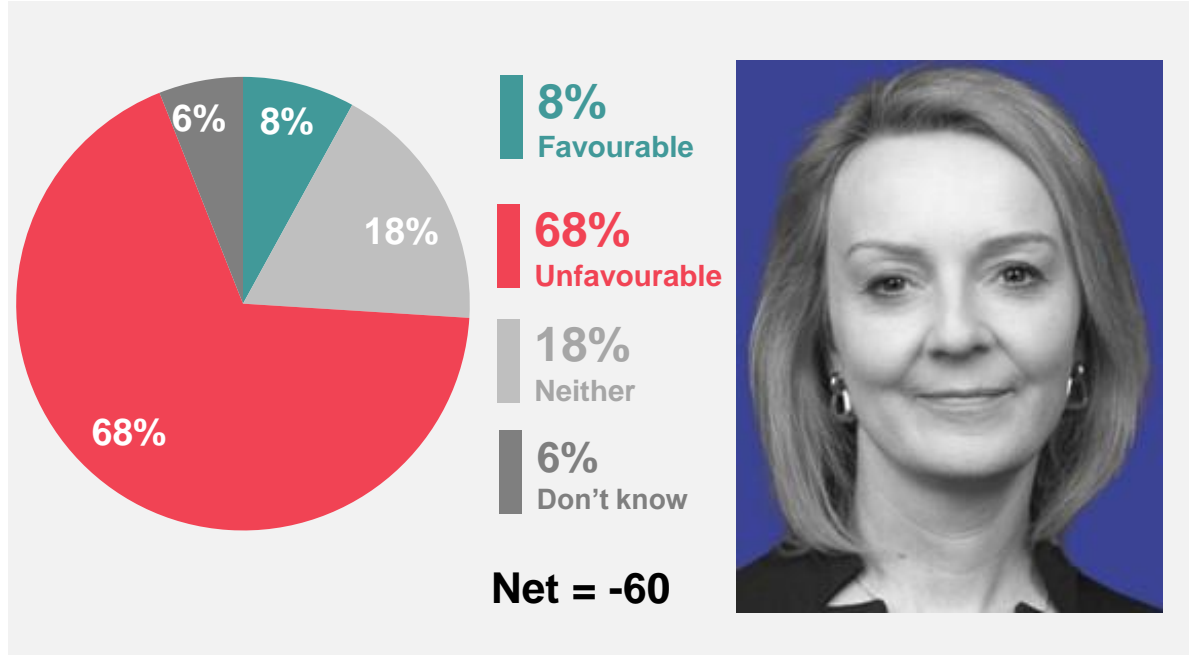
November 2019 – February 2024



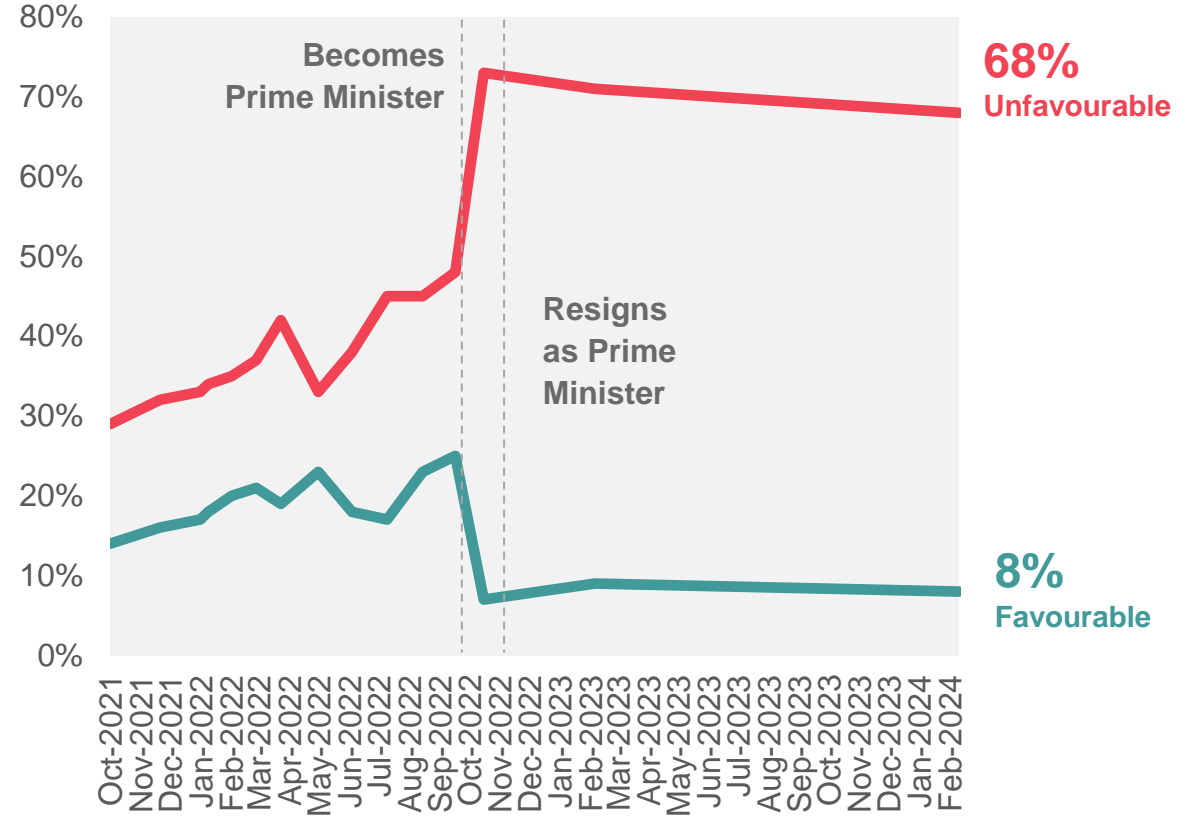
Liz Truss: Favourability

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

February 2023



October 2021 – February 2023

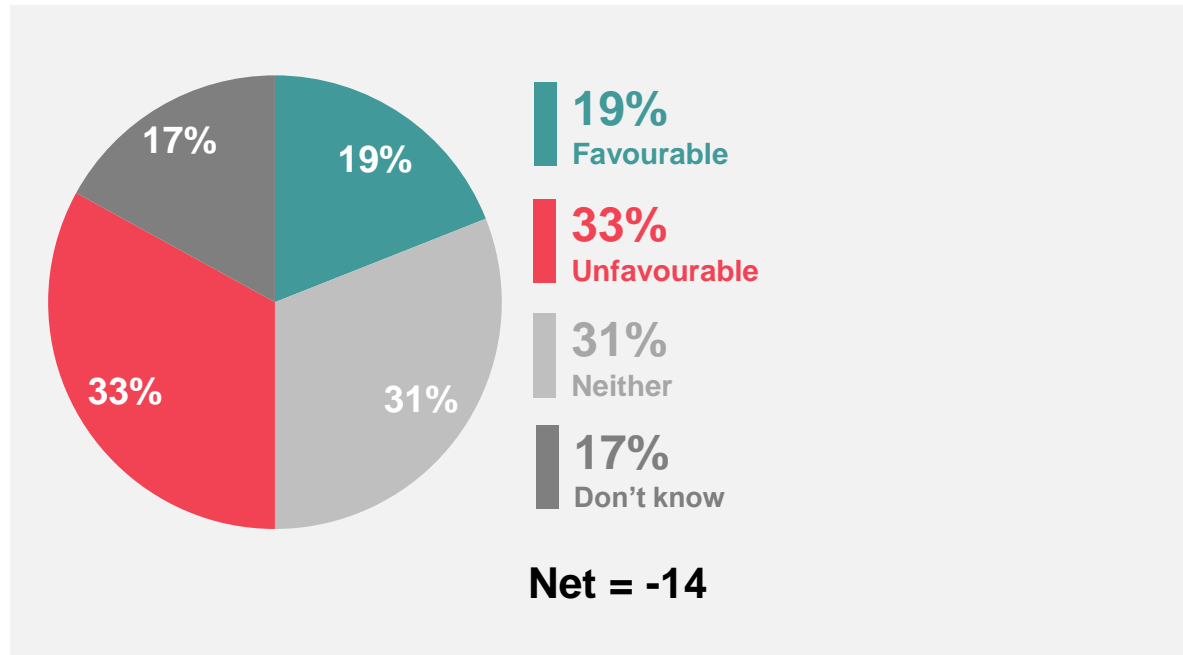


Base: 1,105 Online British adults aged 18+, 16-19 February 2024

Rachel Reeves: Favourability

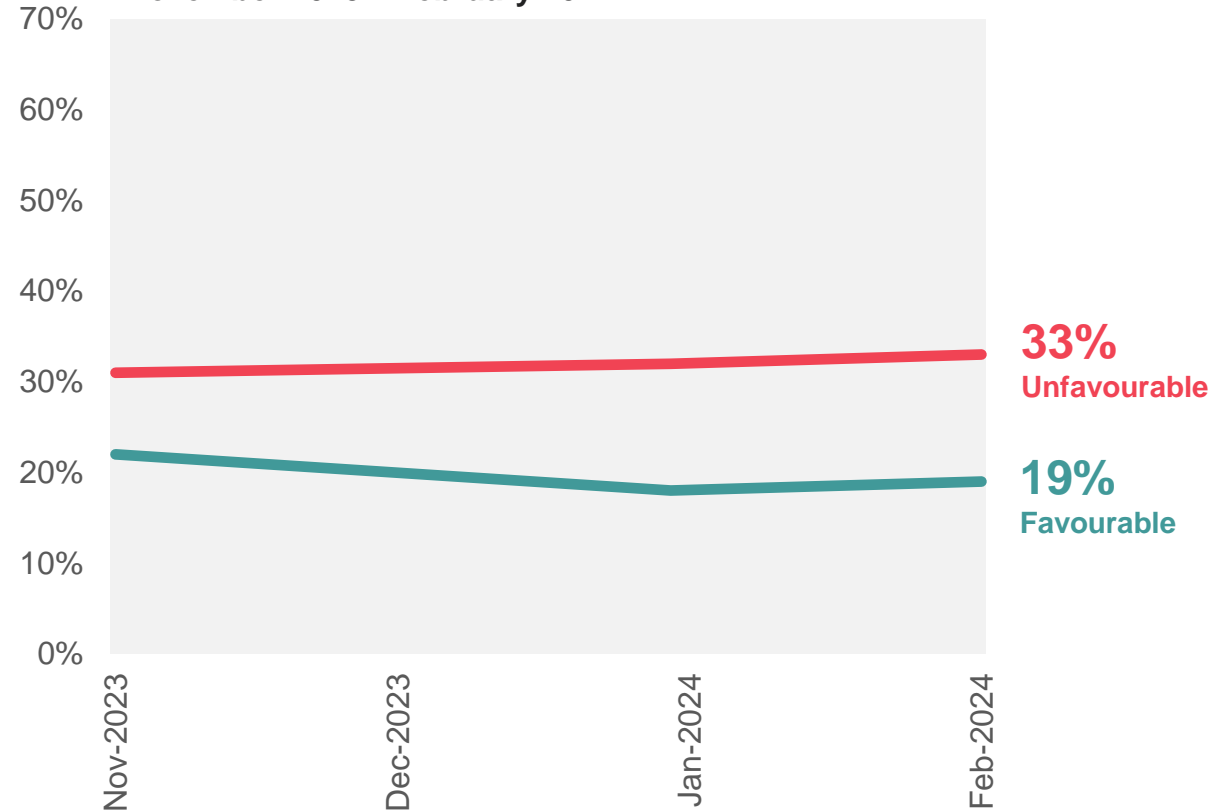
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

February 2024



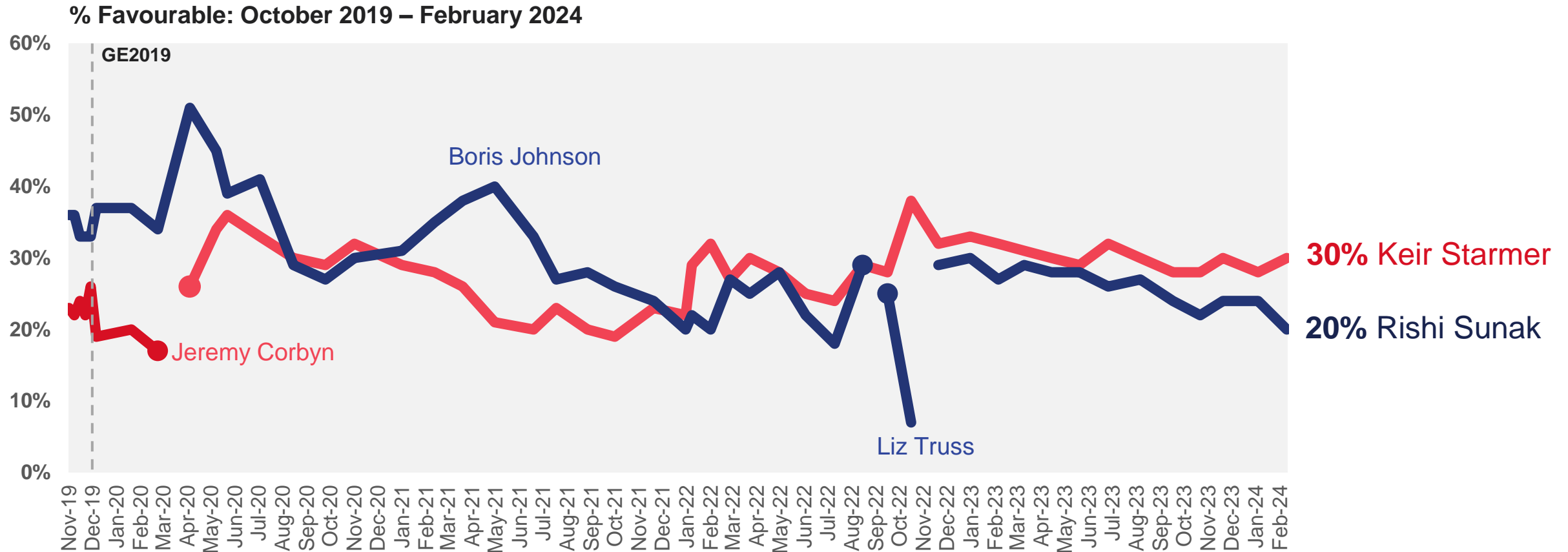
Base: 1,105 Online British adults aged 18+, 16-19 February 2024

November 2023 – February 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?

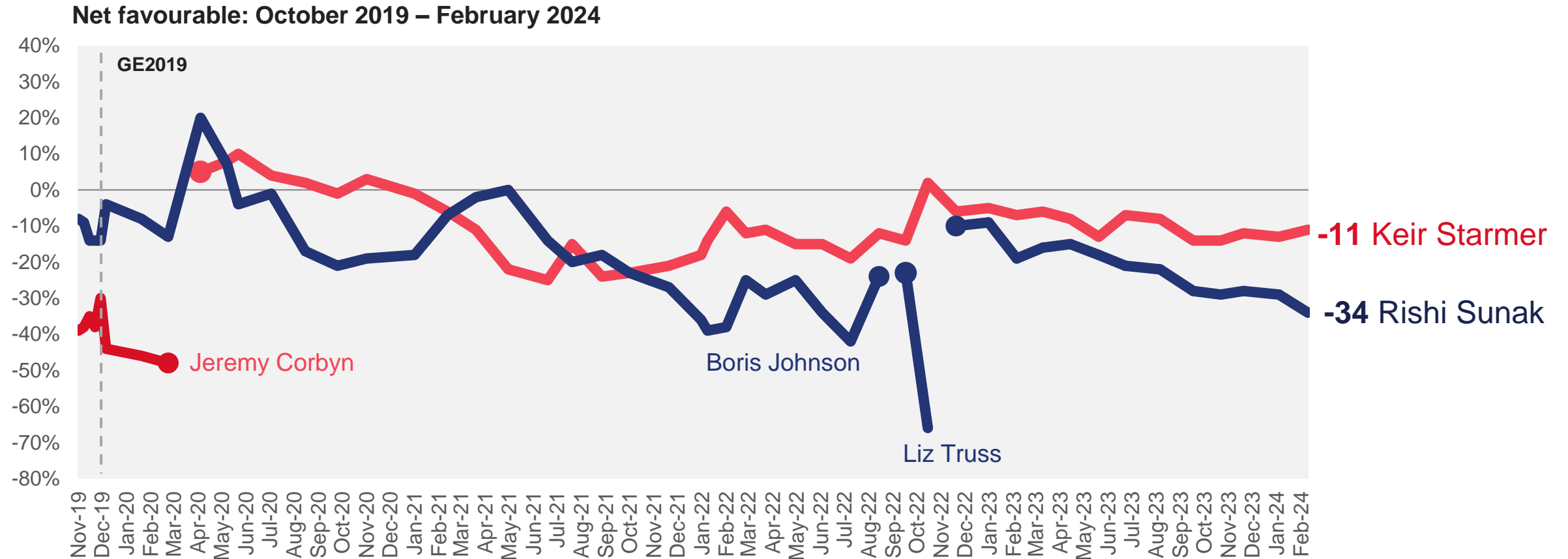


Base: 1,105 Online British adults aged 18+, 16-19 February 2024



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?

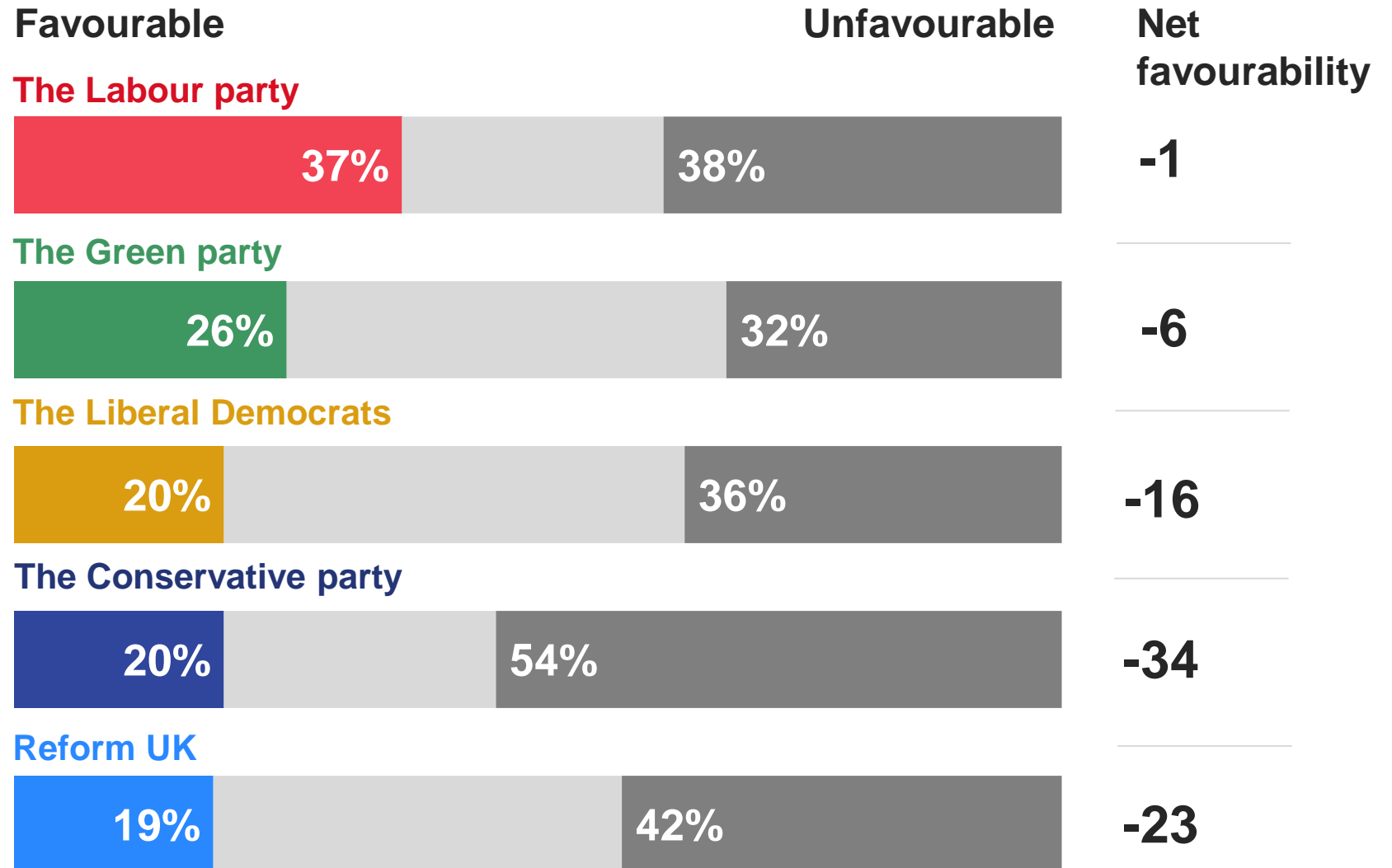


Base: 1,105 Online British adults aged 18+, 16-19 February 2024



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?

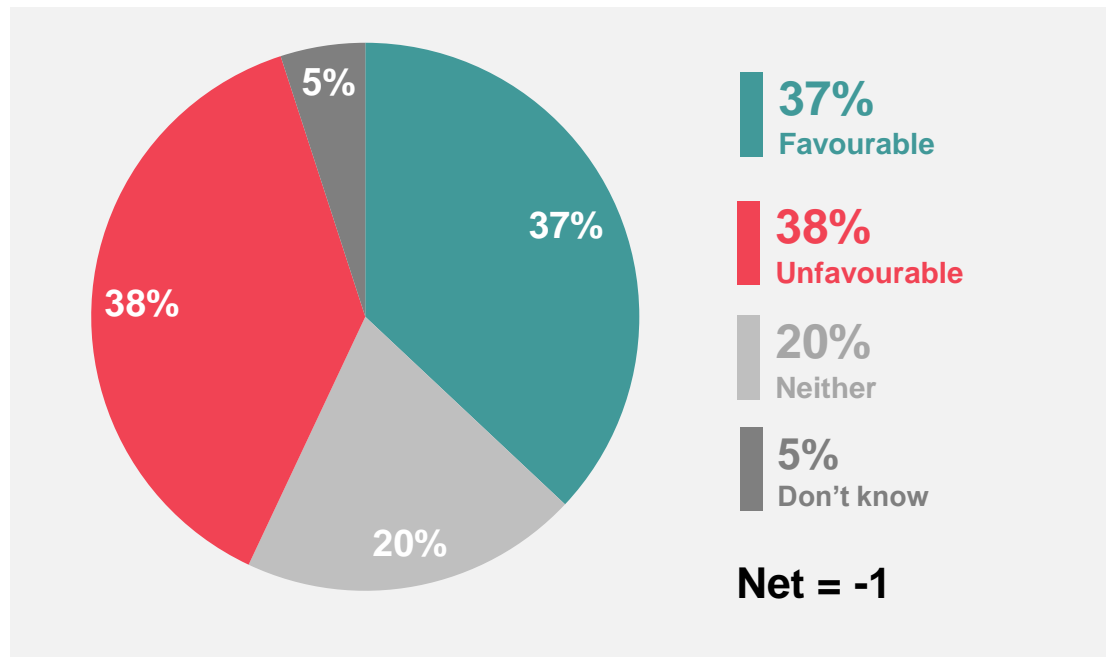


Base: 1,105 Online British adults aged 18+, 16-19 February 2024

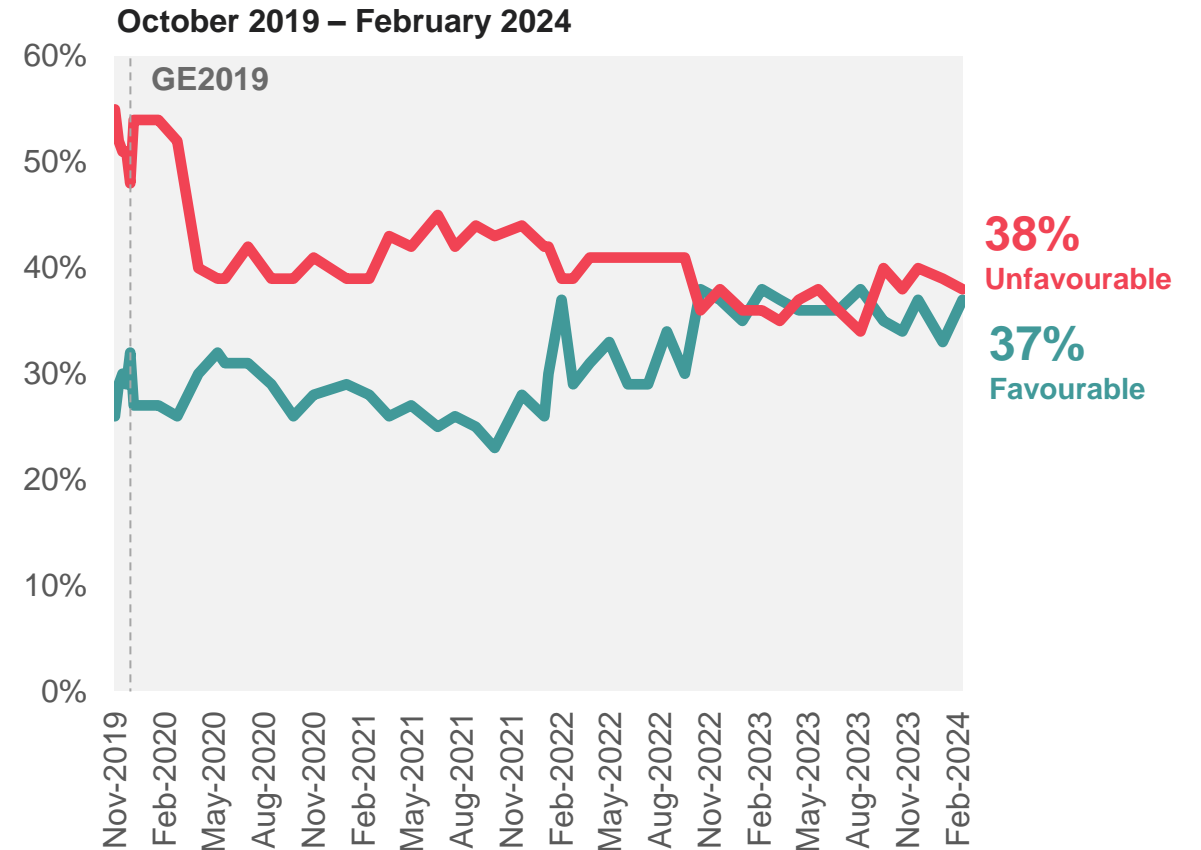
The Labour party: Favourability

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

February 2024



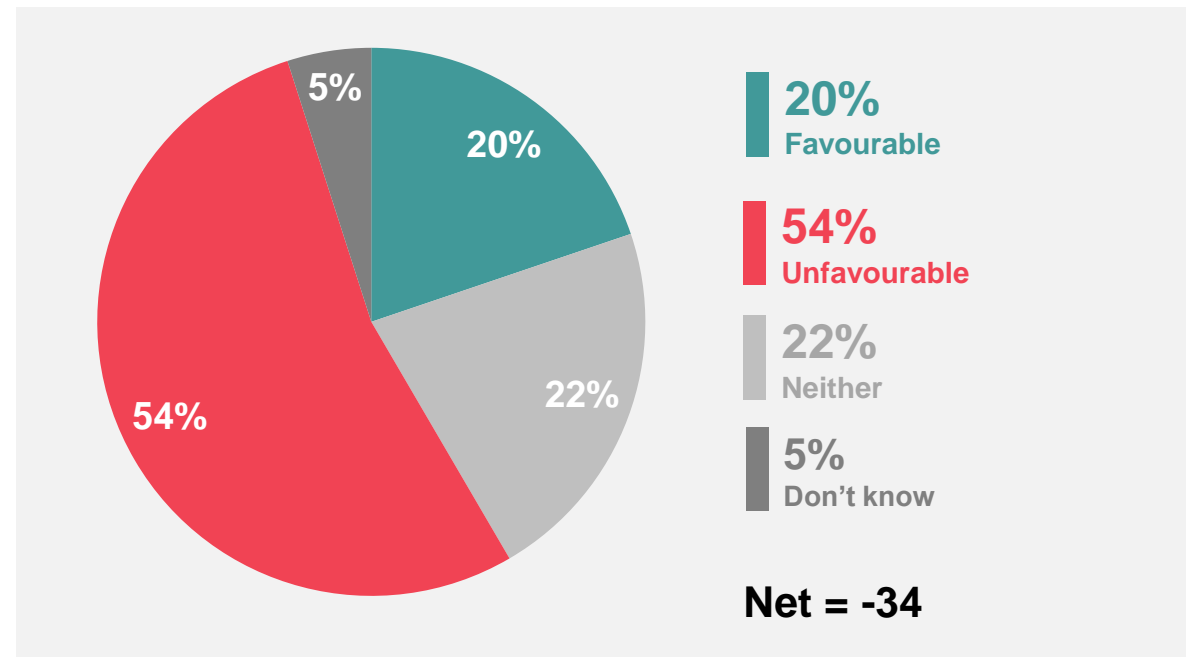
Base: 1,105 Online British adults aged 18+, 16-19 February 2024



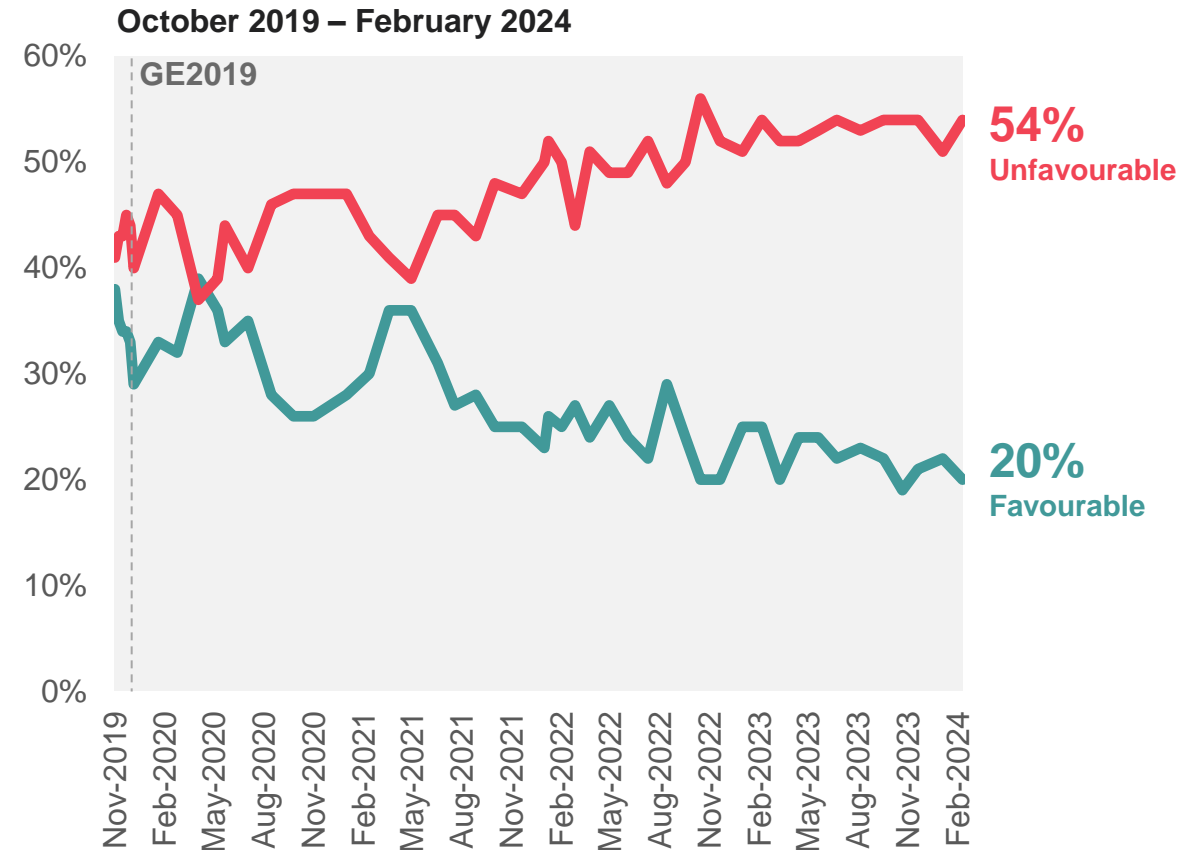
The Conservative party: Favourability

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

February 2024



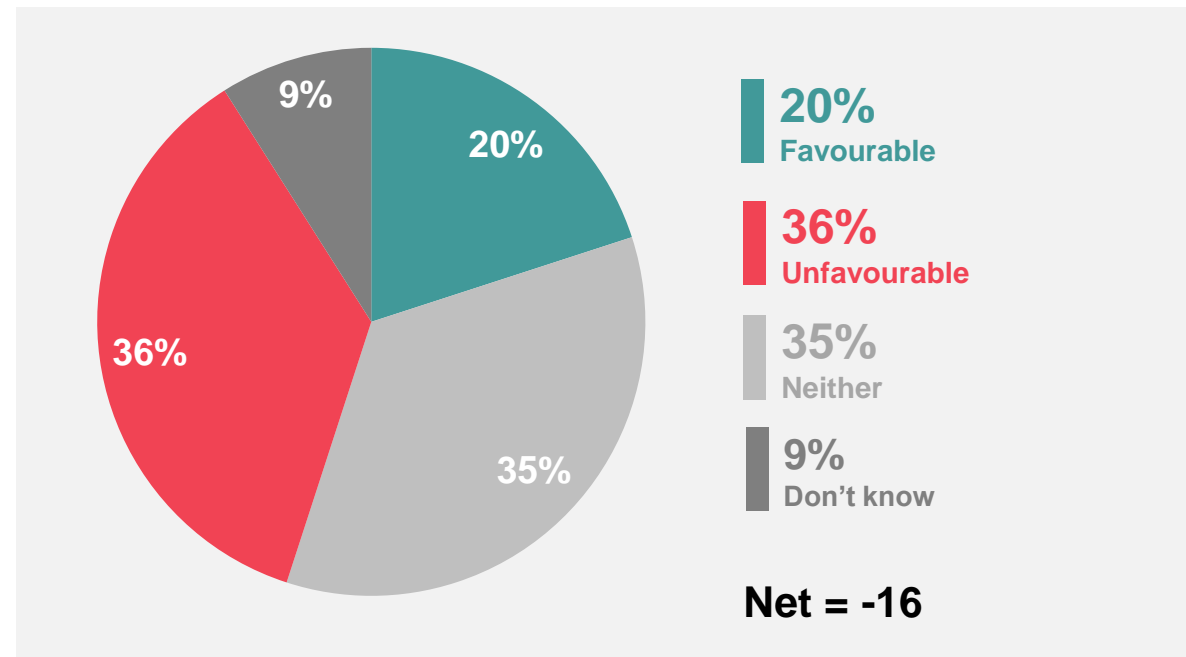
Base: 1,105 Online British adults aged 18+, 16-19 February 2024



The Liberal Democrats: Favourability

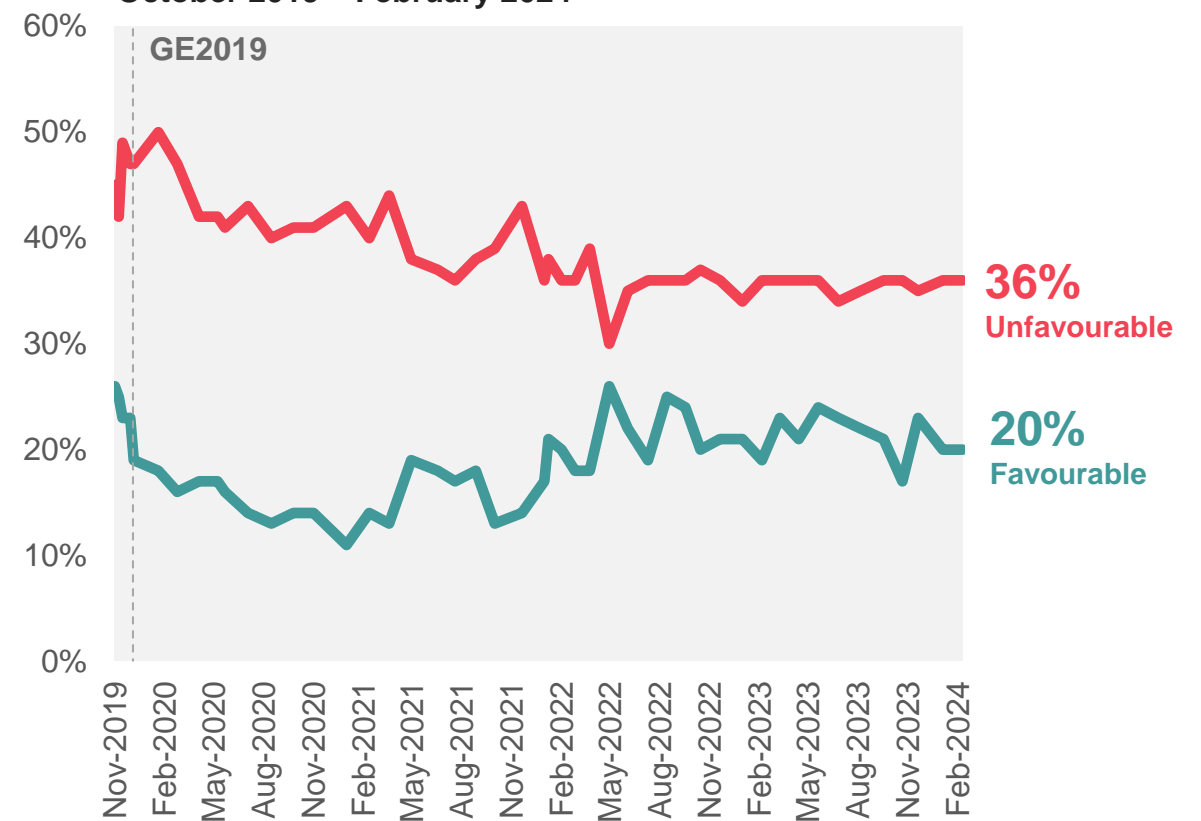
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

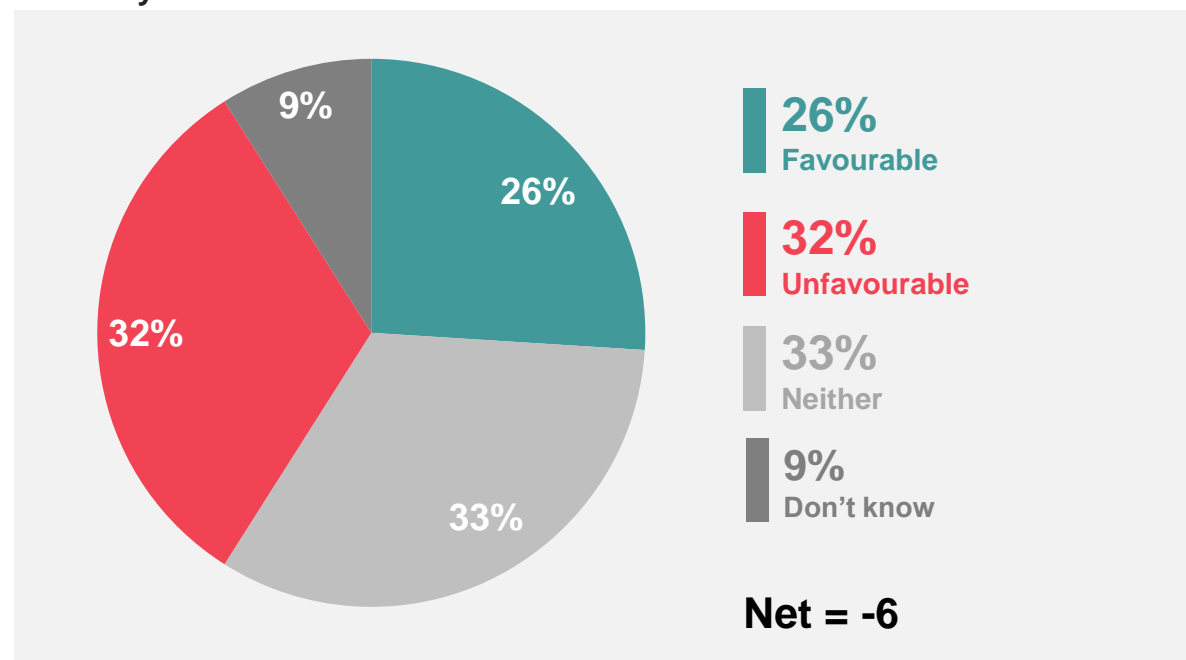
October 2019 – February 2024



The Green Party: Favourability

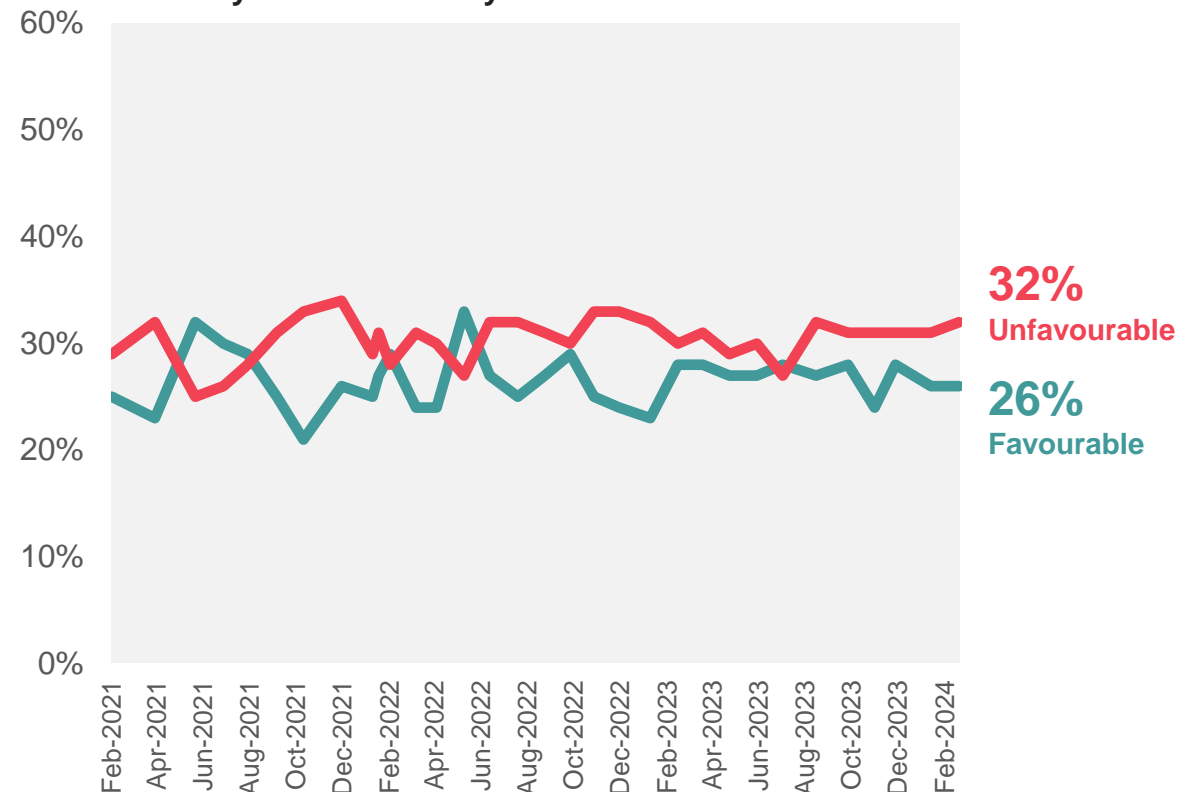
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

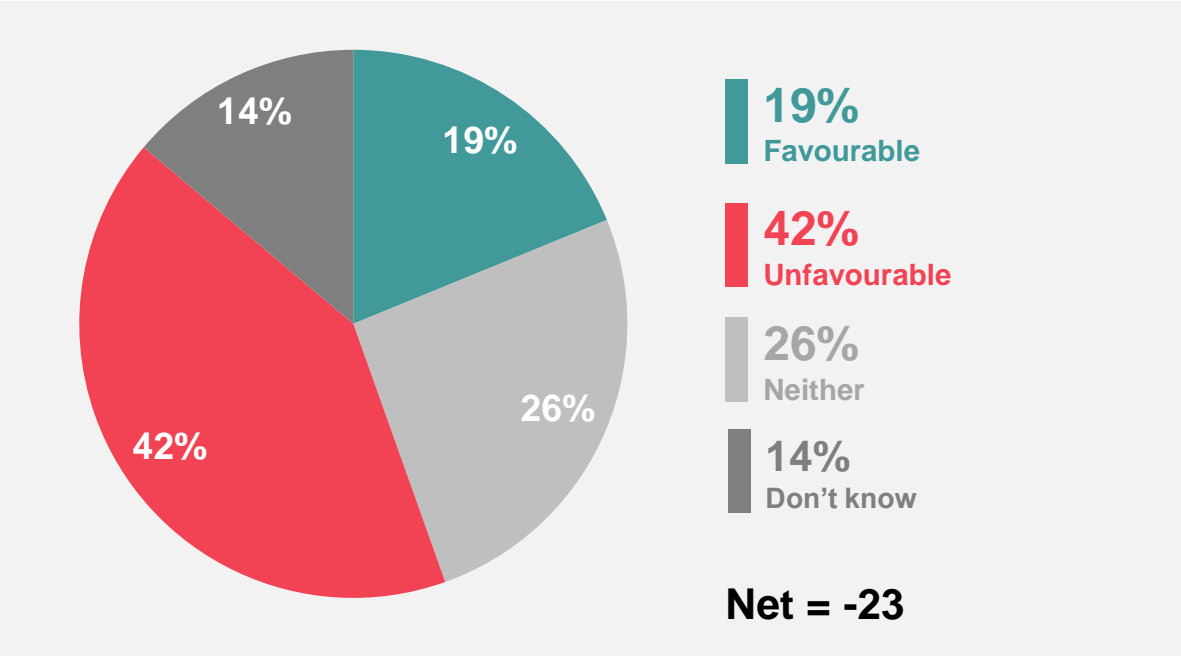
February 2021 – February 2024



Reform UK: Favourability

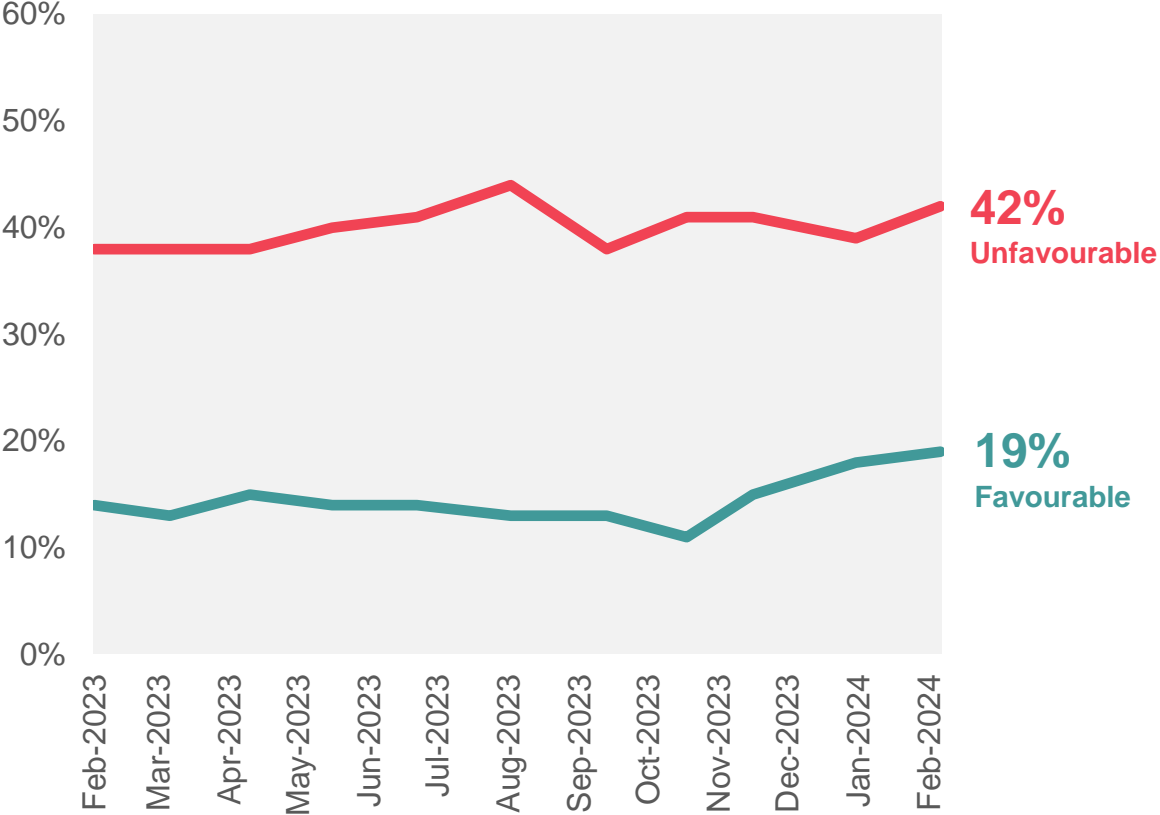
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

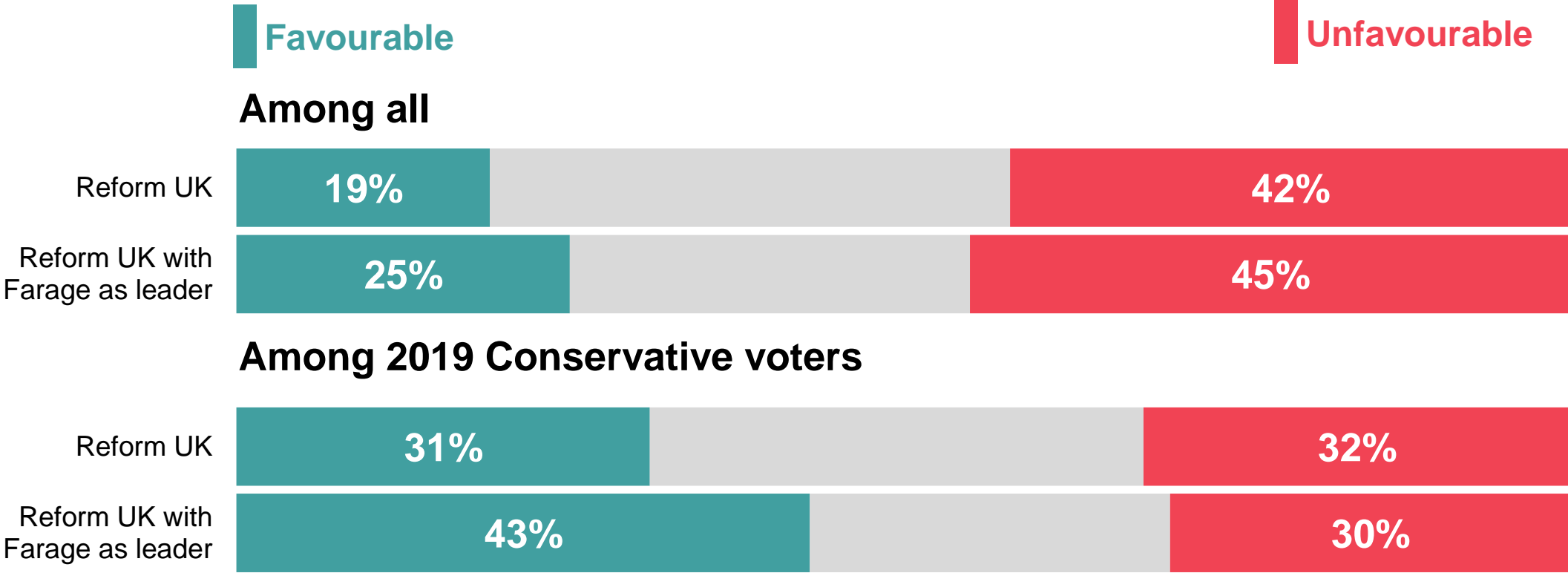
February 2023 – February 2024



Reform UK: Favourability

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

Imagine Nigel Farage (the former leader of the Brexit Party) were to become leader of Reform UK instead. To what extent, if at all, would you have a favourable or unfavourable opinion of Reform UK then?

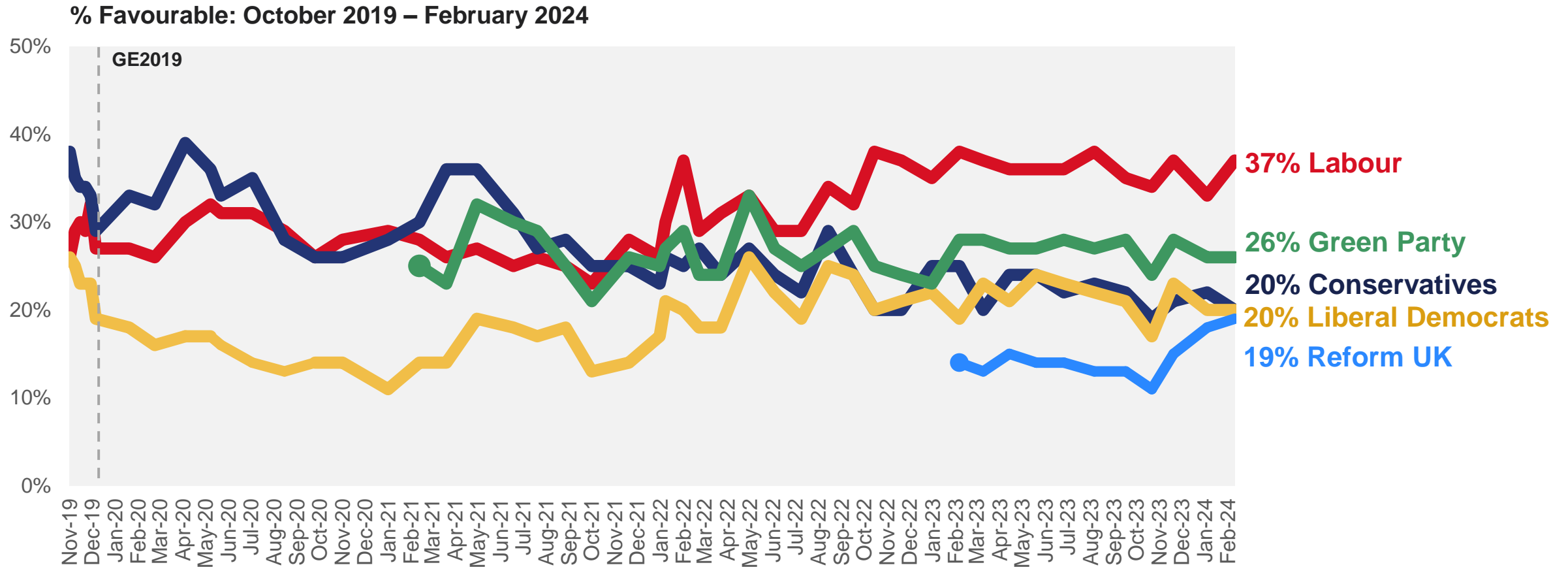


Base: 1,105 Online British adults aged 18+, 16-19 February 2024, including 2019 Conservative voters (338).



Political parties: Favourability

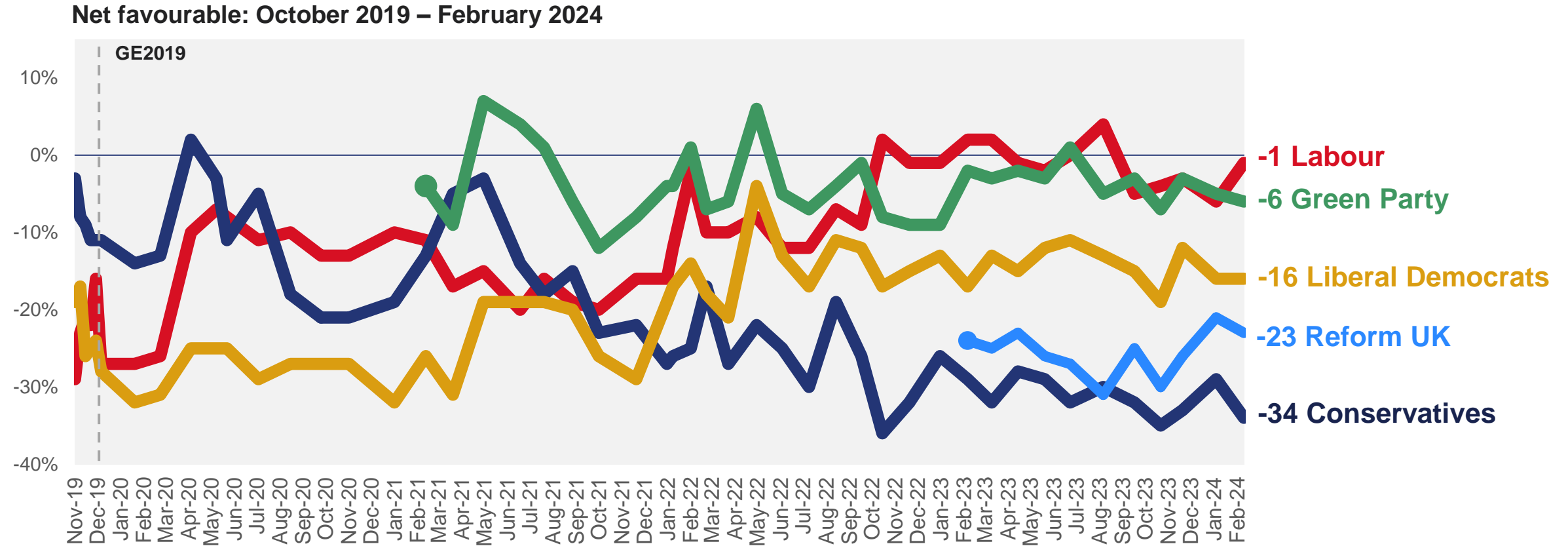
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,105 Online British adults aged 18+, 16-19 February 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: 1,105 Online British adults aged 18+, 16-19 February 2024



DIRECTION OF THE COUNTRY

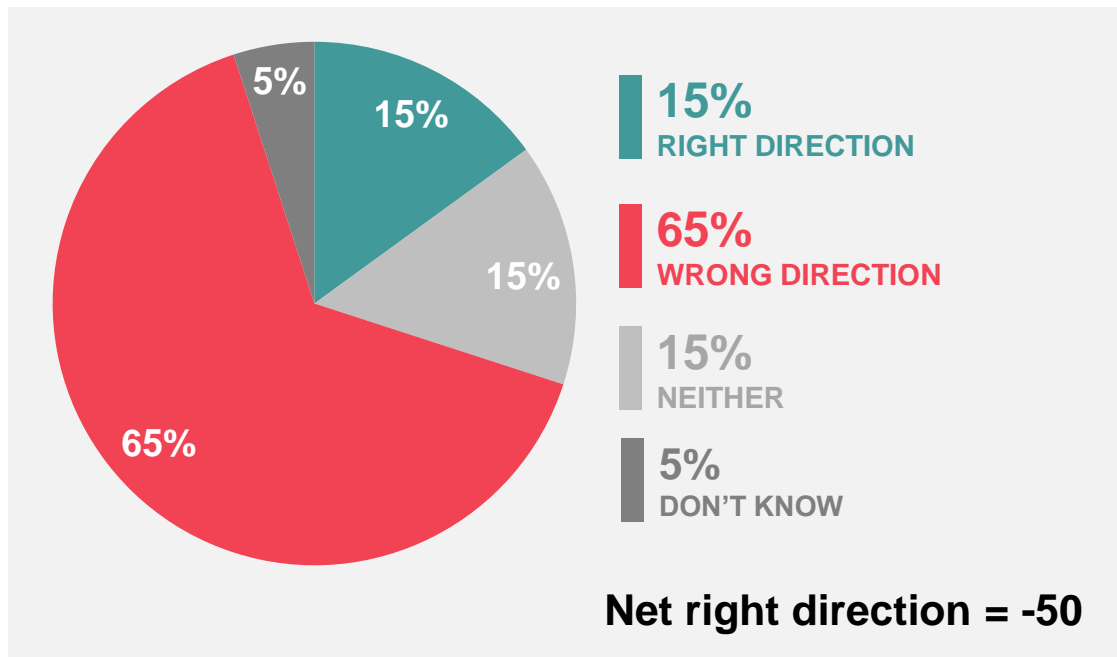
February 2024



Direction of the country

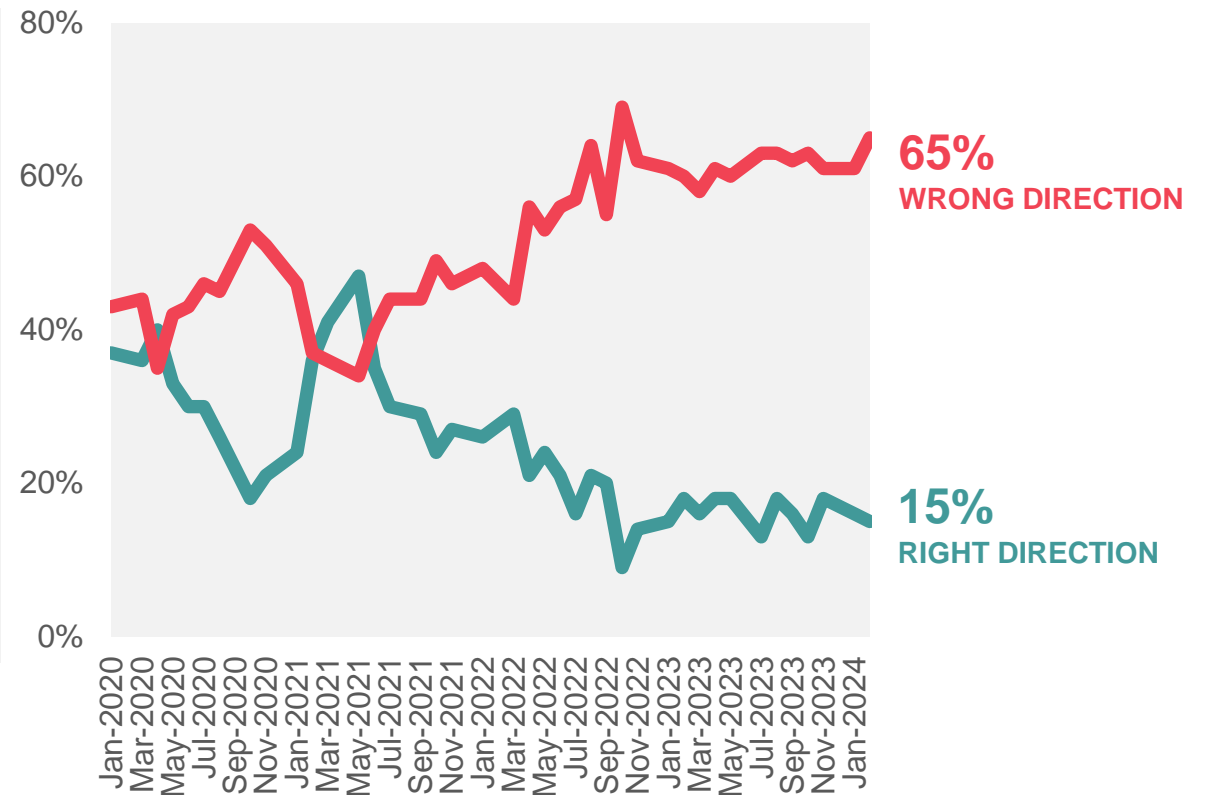
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

February 2024



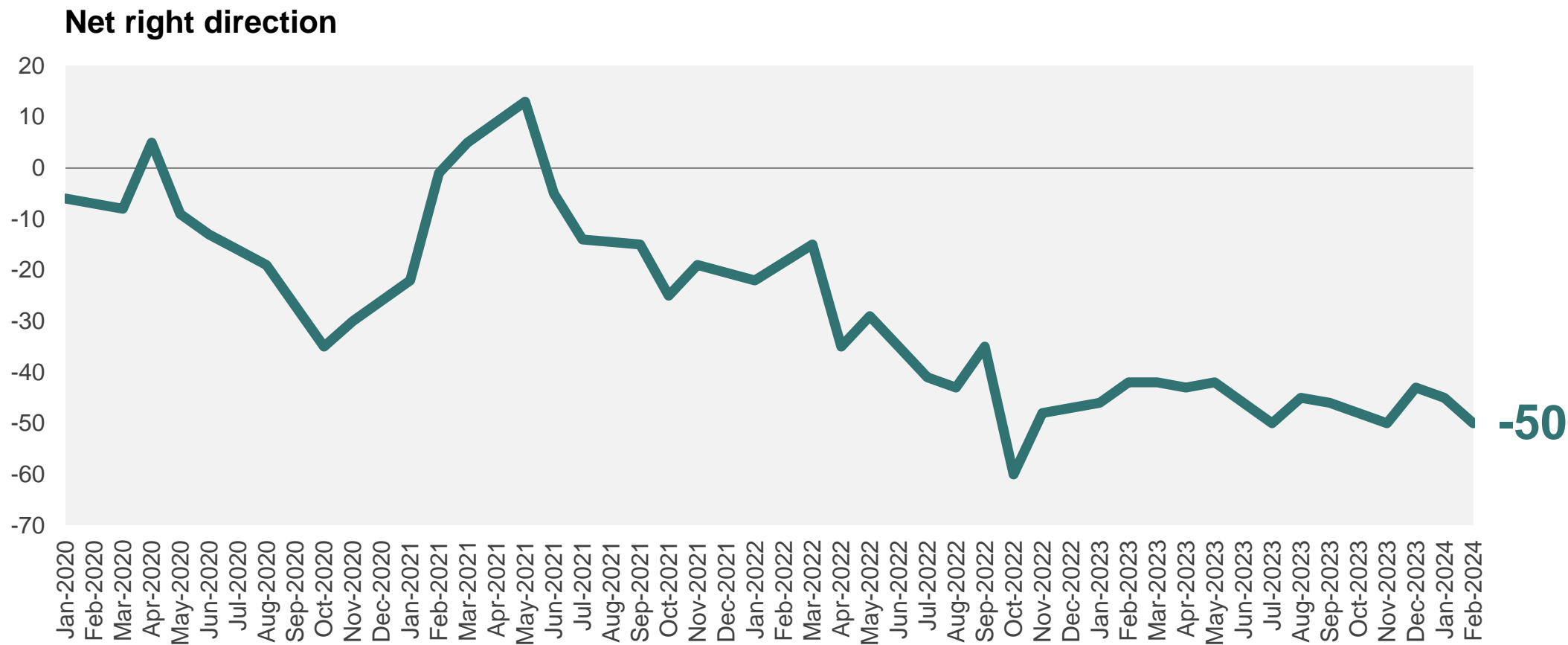
Base: 1,105 Online British adults aged 18+, 16-19 February 2024

January 2020 - February 2024



Direction of the country: January 2020 - February 2024

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



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

IMPACT OF BREXIT

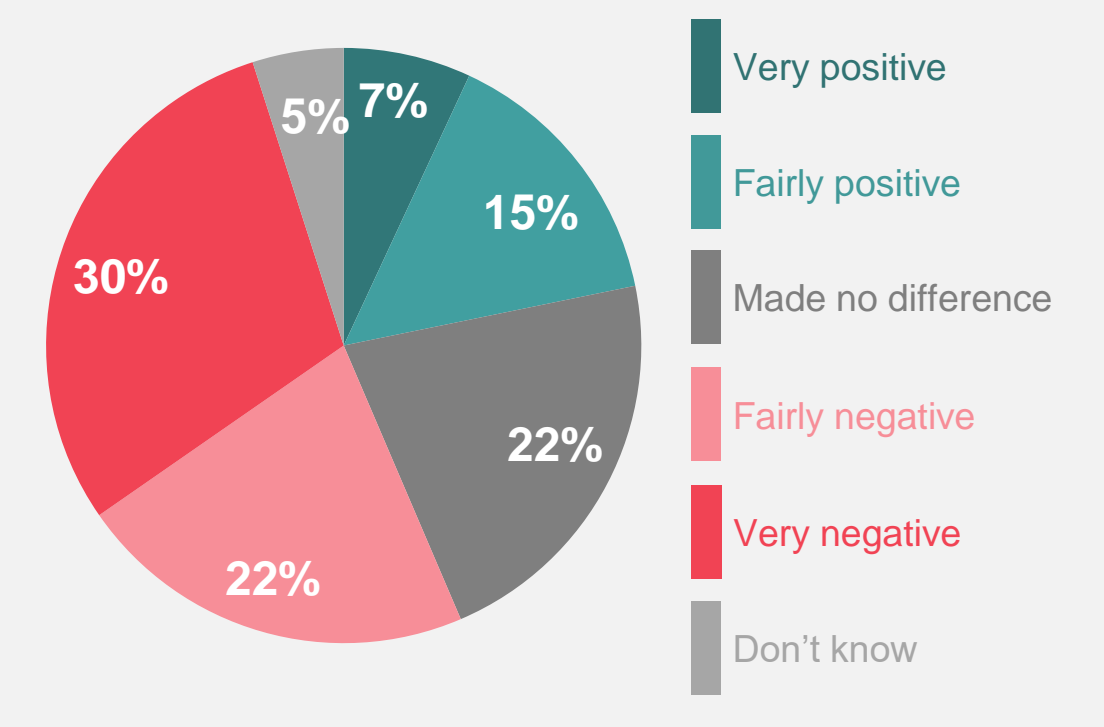
February 2024



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

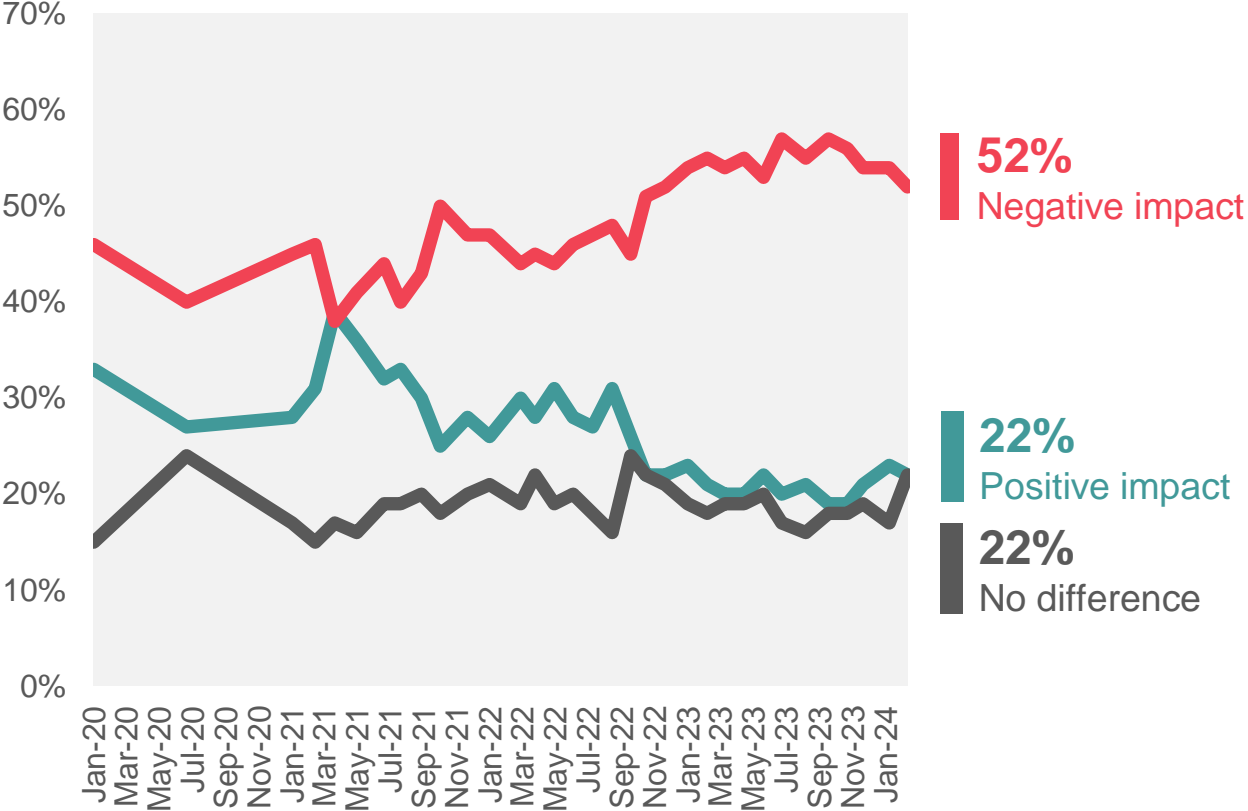
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

February 2024



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

January 2020 – February 2024





LEADER IMAGE

February 2024

Image of party leaders

Rishi Sunak versus Keir Starmer

Do you think each of the following statements does or does not apply to...?

The Prime Minister,
Rishi Sunak

Leader of the Labour Party,
Keir Starmer

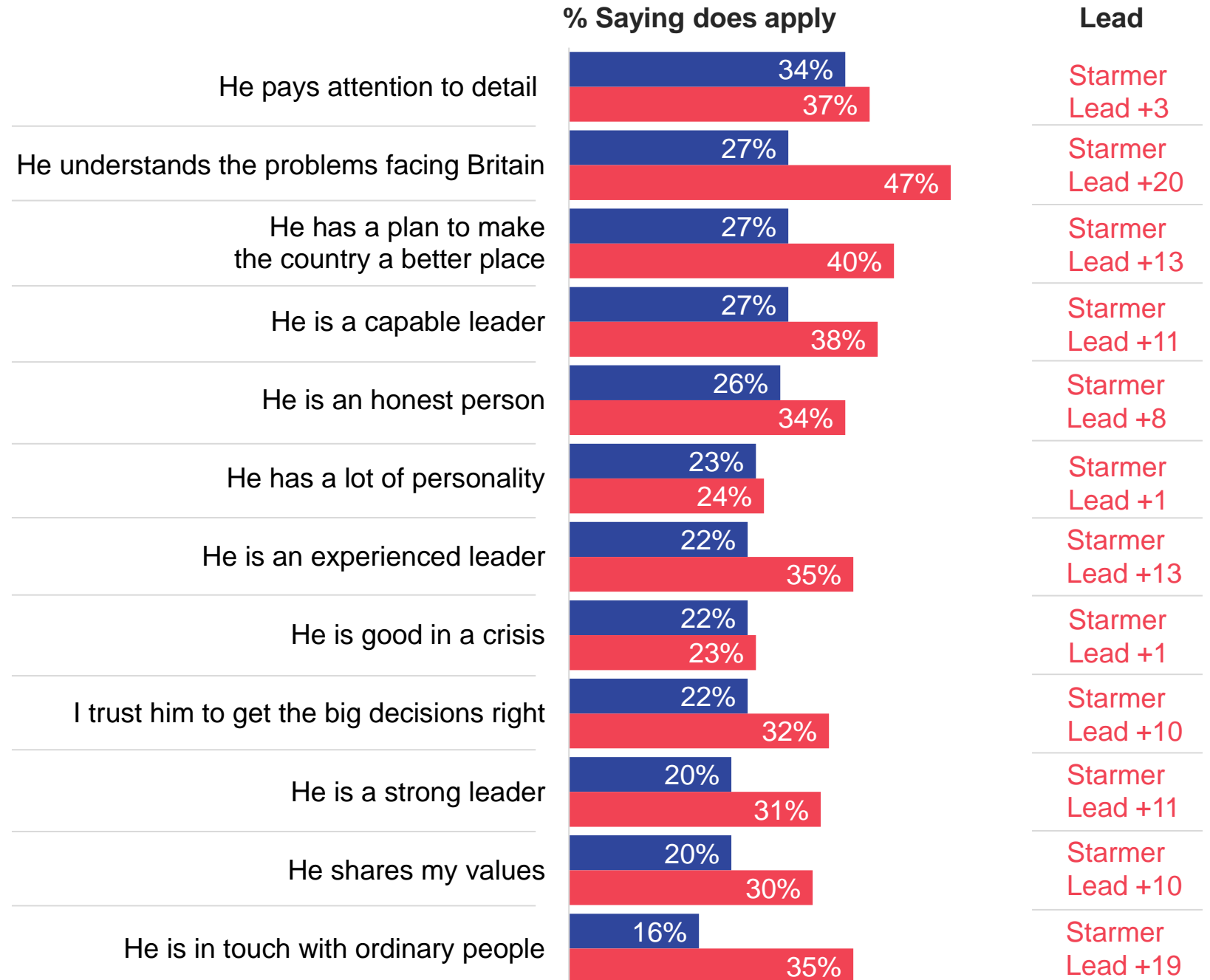


Image of the Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to...? Keir Starmer

■ November 2022
 ■ February 2023
 ■ April 2023
 ■ August 2023
 ■ February 2024

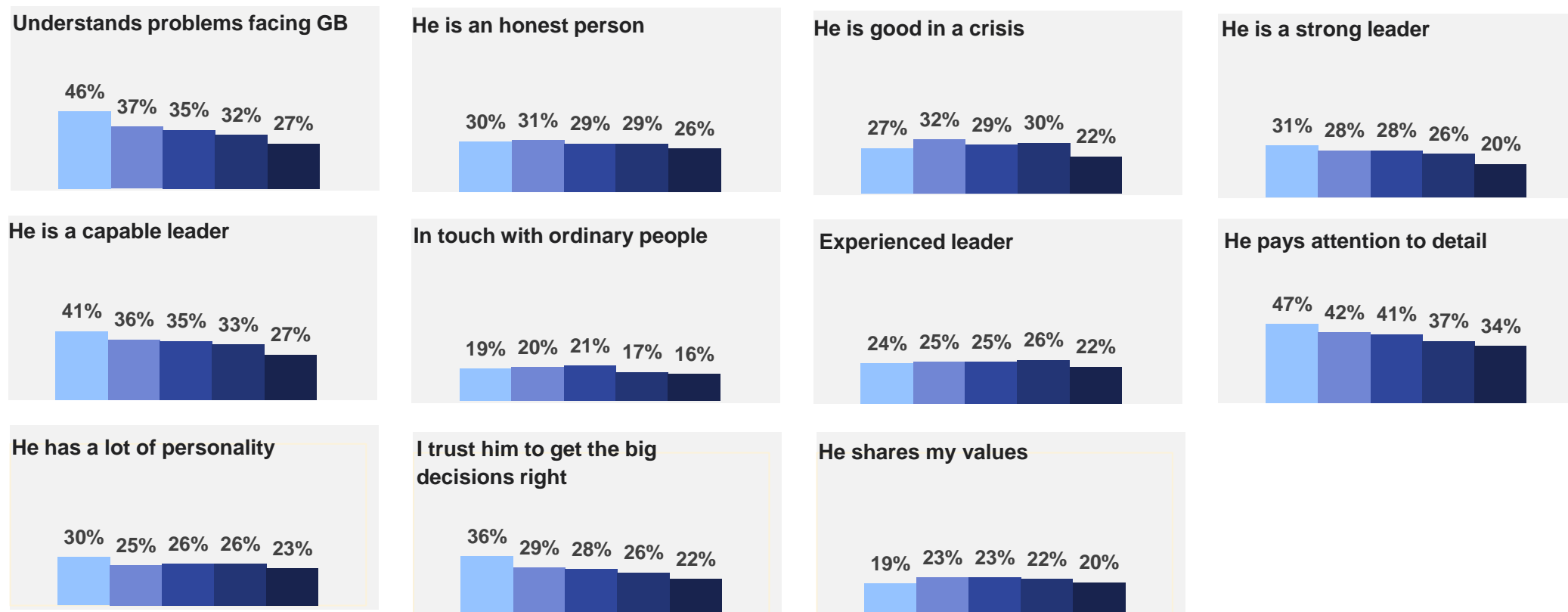


Base: 1,055 Online British adults aged 18-75, 16-19 February 2024

Image of the Rishi Sunak: Trend data

Do you think each of the following statements does or does not apply to...? Rishi Sunak

■ November 2022
 ■ February 2023
 ■ April 2023
 ■ August 2023
 ■ February 2023



Base: 1,055 Online British adults aged 18-75, 16-19 February 2024

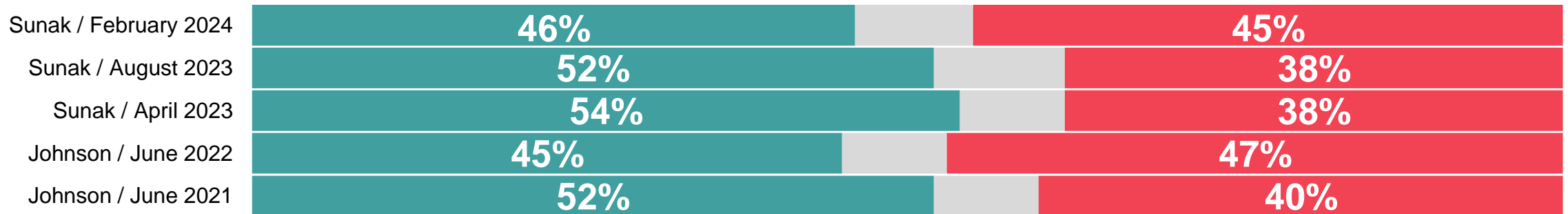
Is it clear what Sunak and Starmer stand for?

Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?

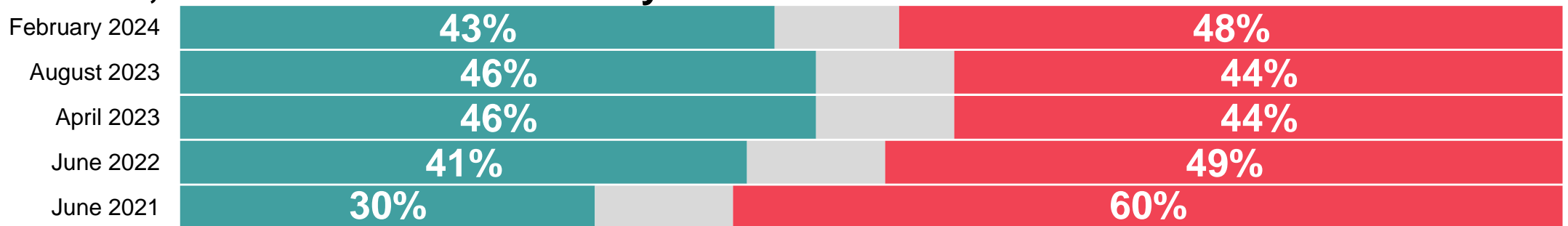
Very/ fairly clear

Not very clear/ not clear at all

Rishi Sunak, Leader of the Conservative Party and Prime Minister



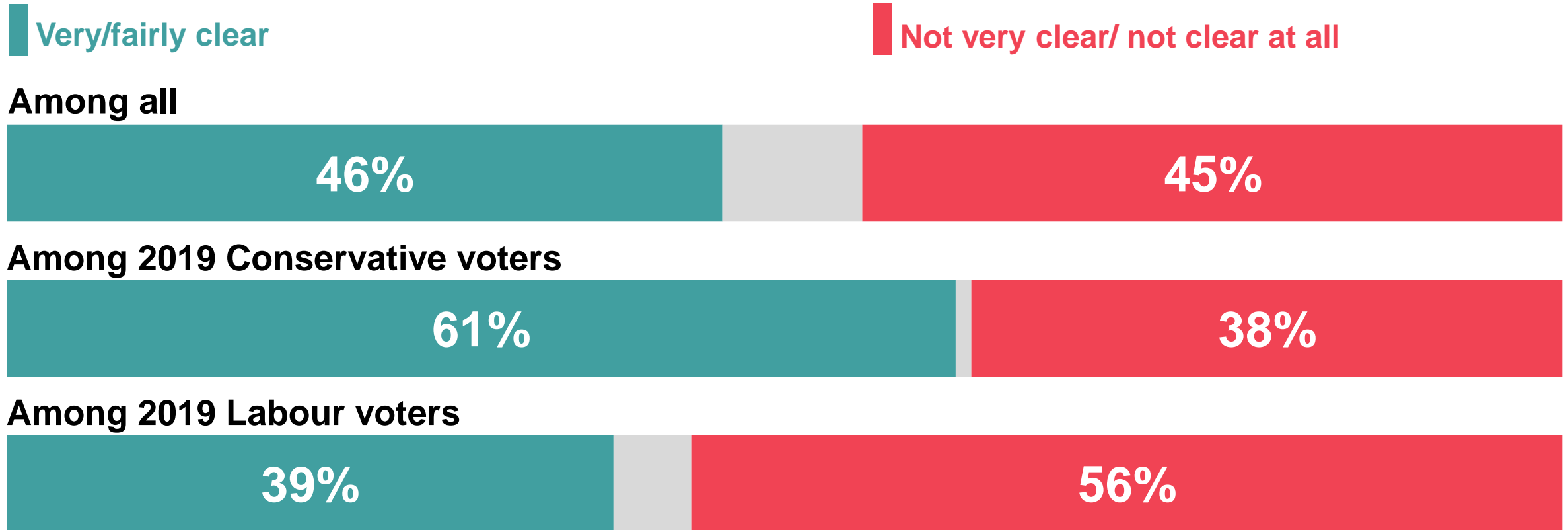
Keir Starmer, Leader of the Labour Party



Base: 1,105 Online British adults aged 18+, 16-19 February 2024

Is it clear what Rishi Sunak stands for?

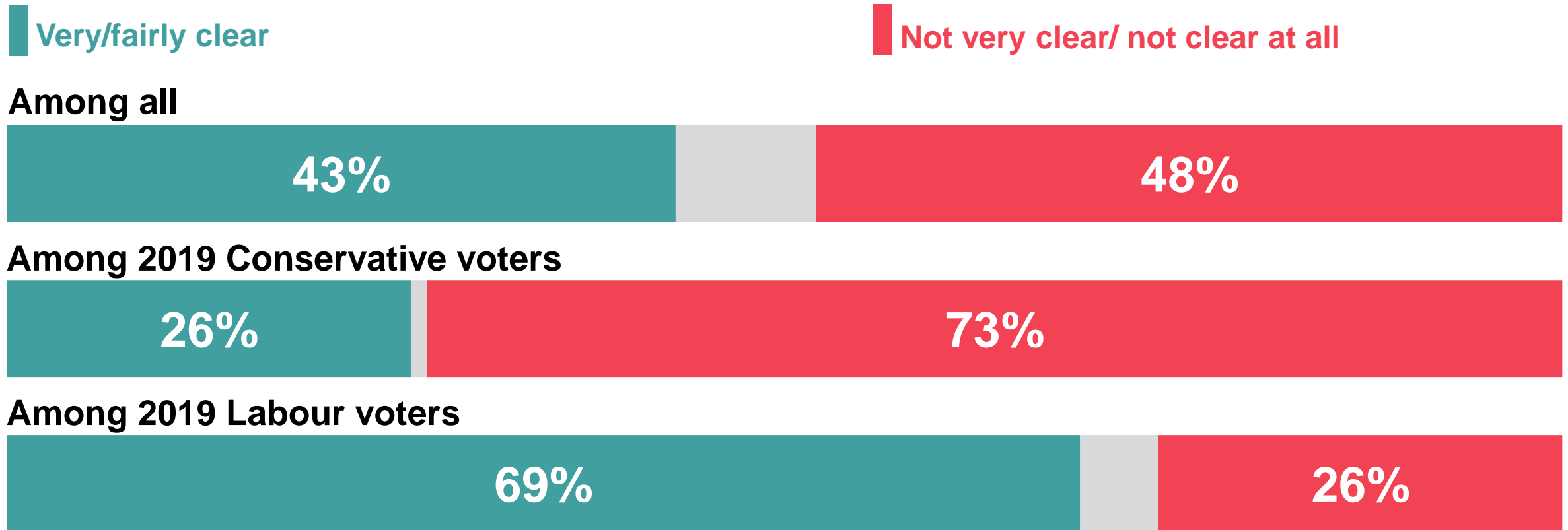
Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?



Base: 1,105 Online British adults aged 18+, 16-19 February 2024, including 2019 Conservative voters (338) and 2019 Labour voters (294)

Is it clear what Keir Starmer stands for?

Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?



Base: 1,105 Online British adults aged 18+, 16-19 February 2024, including 2019 Conservative voters (338) and 2019 Labour voters (294)



Political Pulse February 2024

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com

