

# IPSOS UK POLITICAL PULSE

April 2024

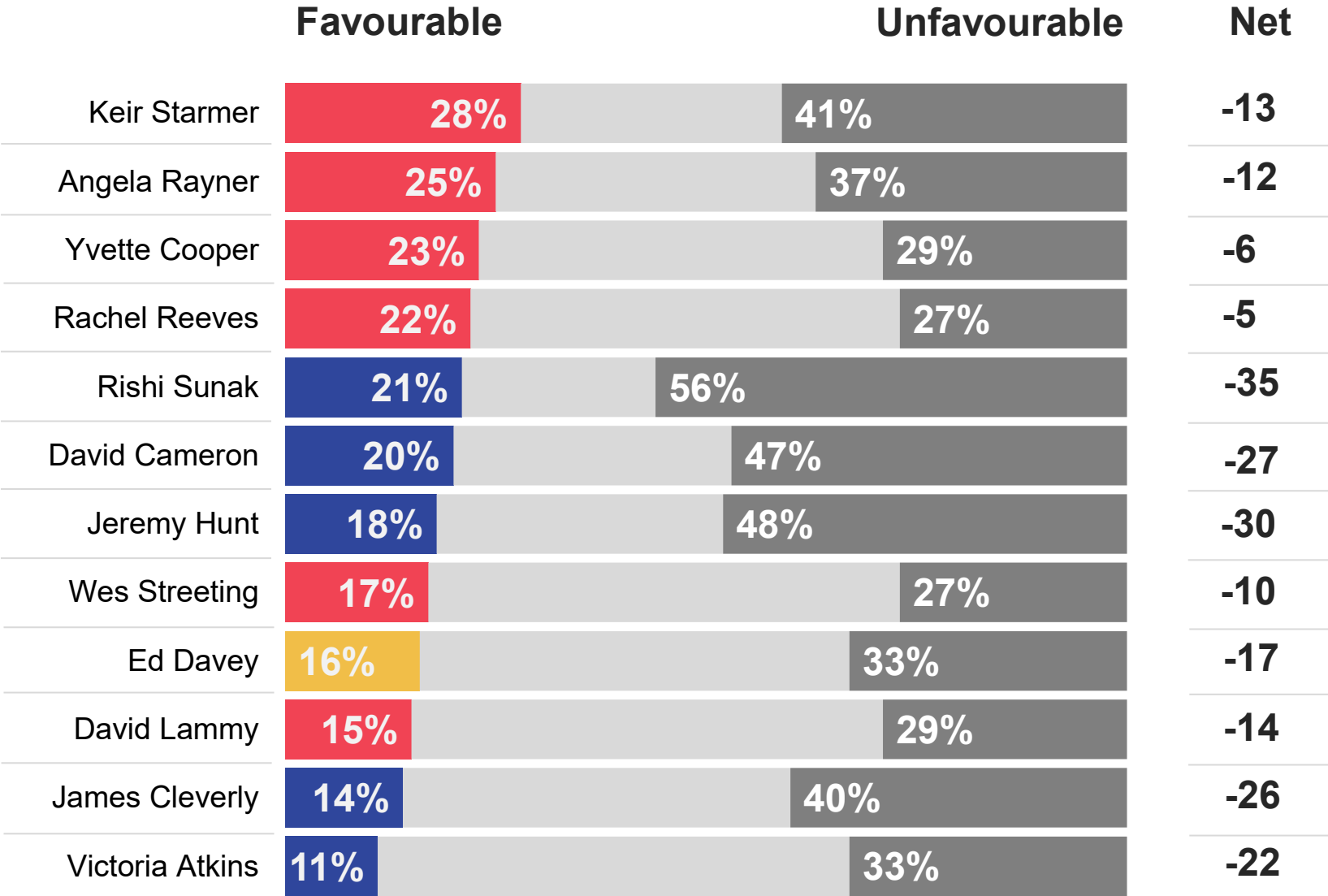


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

April 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?



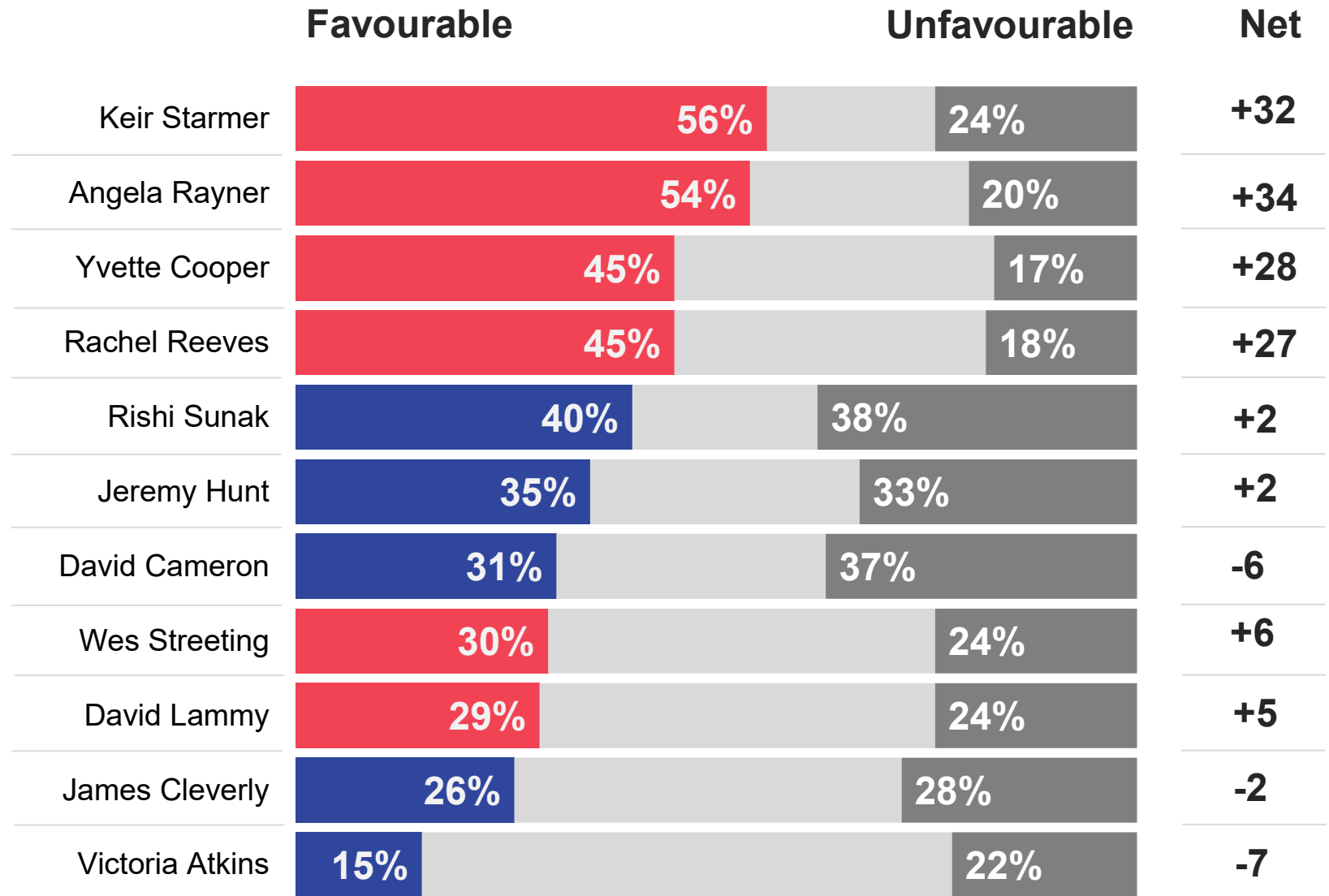
Base: 1,050 Online British adults aged 18+, 19-21 April 2024



# 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?

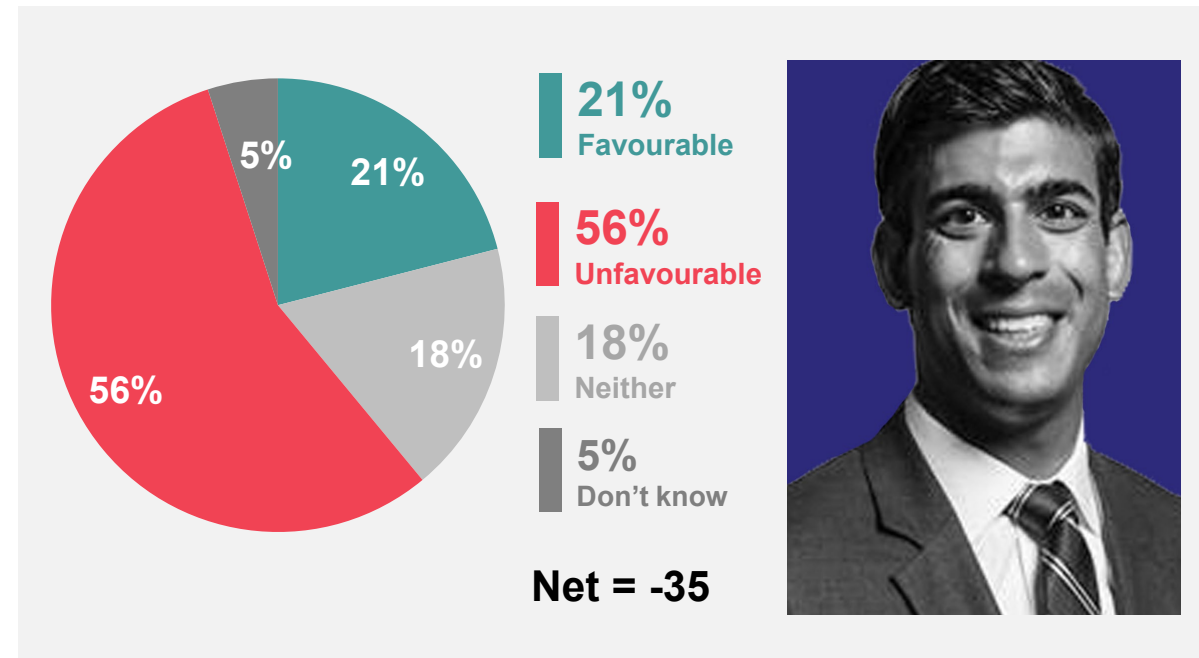


Base: 1,050 Online British adults aged 18+, 19-21 April 2024, including 2019 Conservative voters (310) and 2019 Labour voters (288)

# Rishi Sunak: Favourability

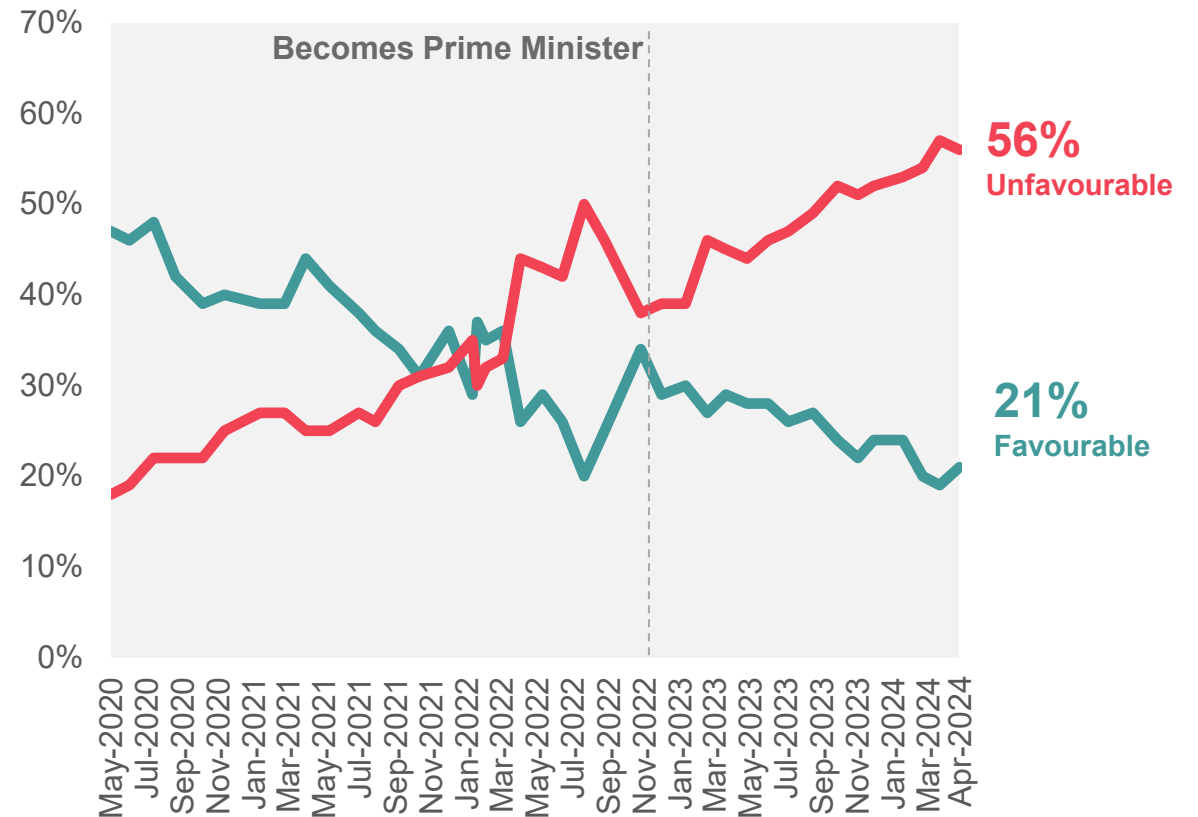
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

April 2024



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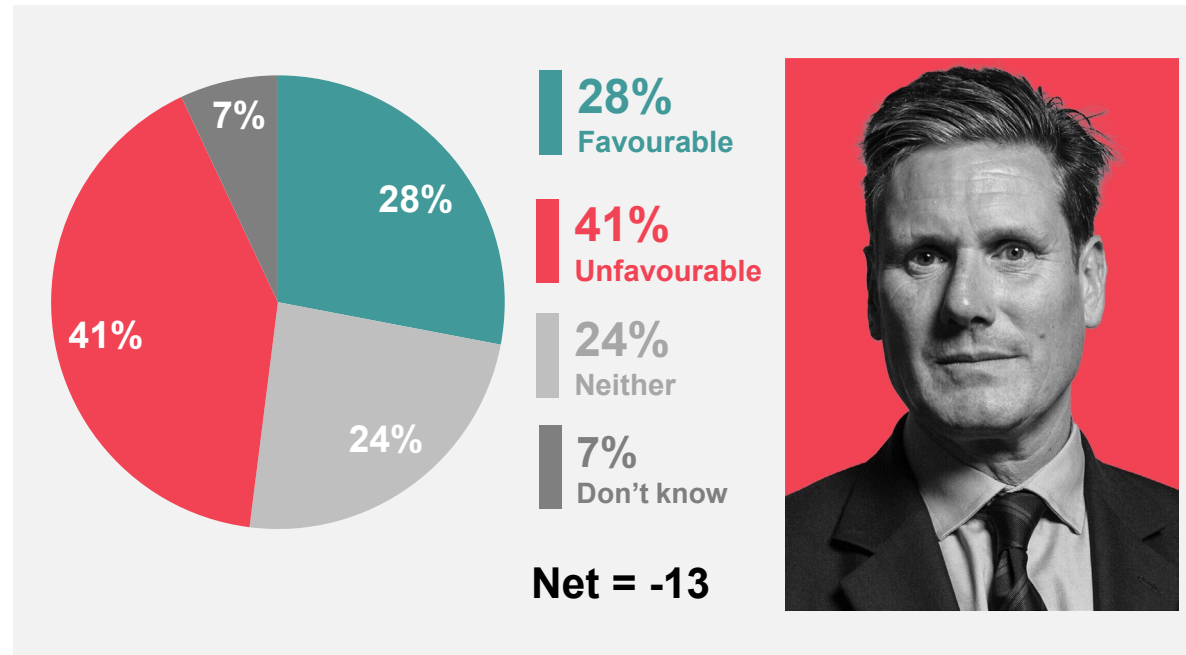
May 2020 – April 2024



# Keir Starmer: Favourability

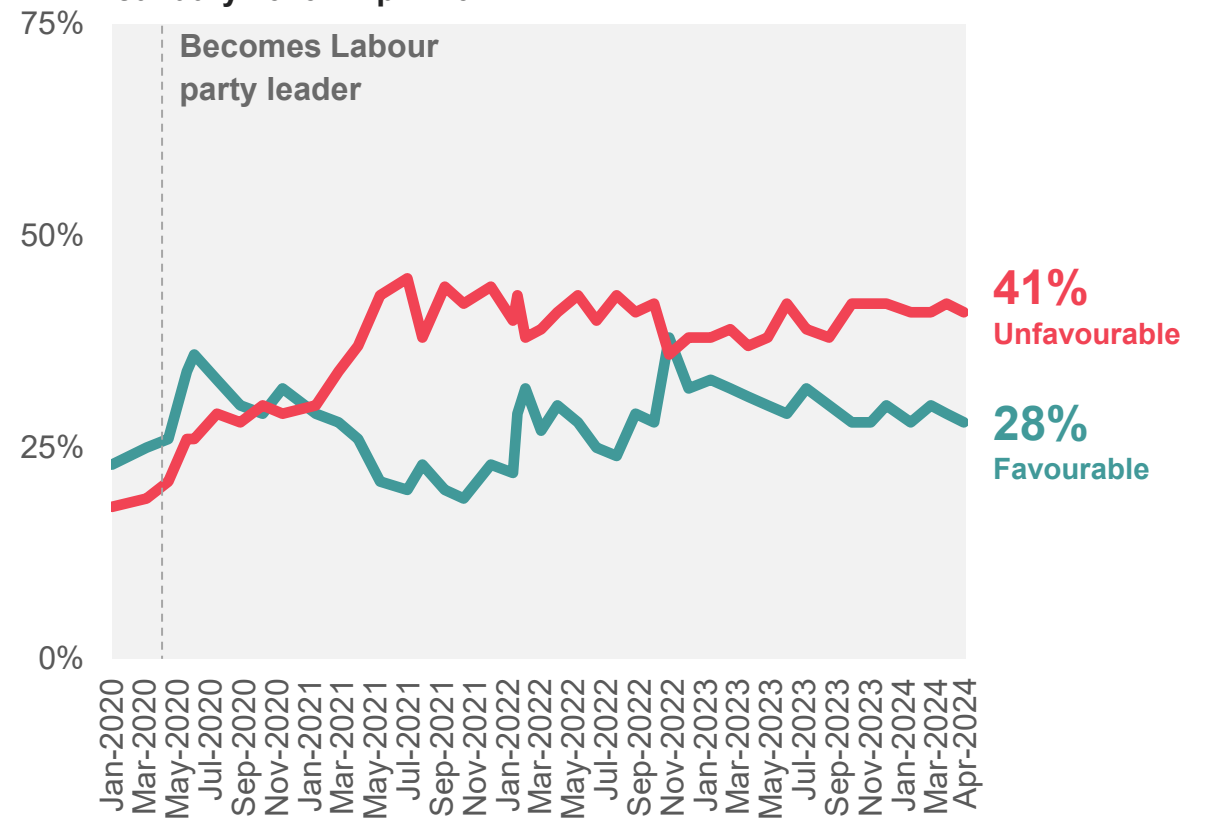
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

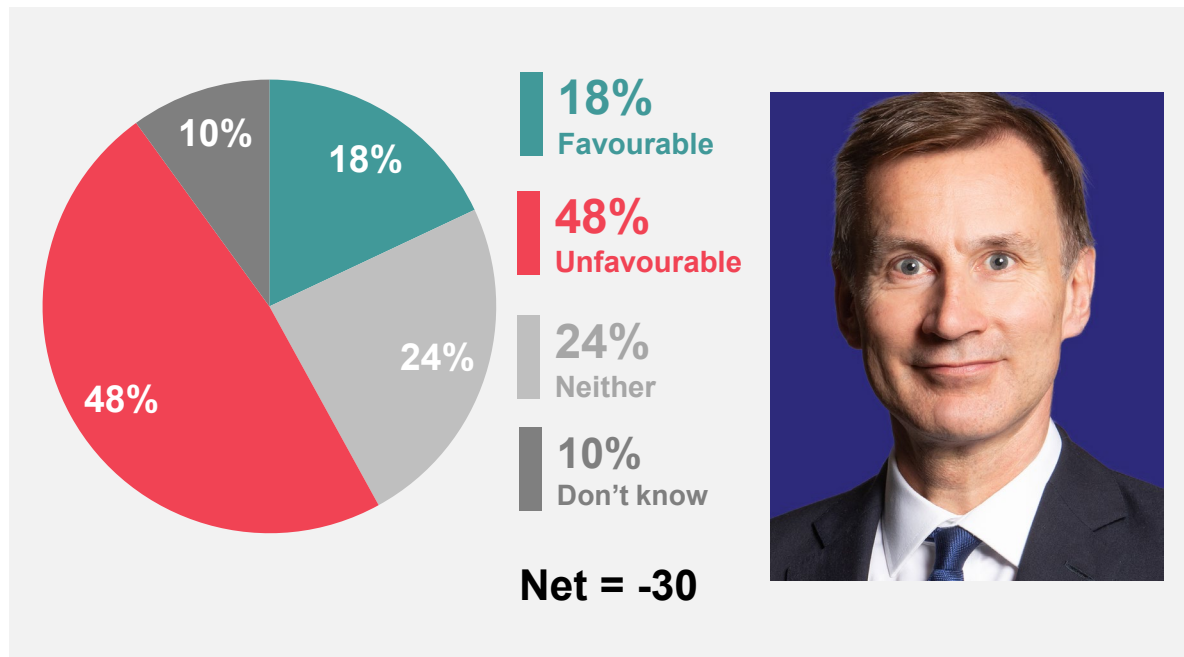
January 2020 – April 2024



# Jeremy Hunt: Favourability

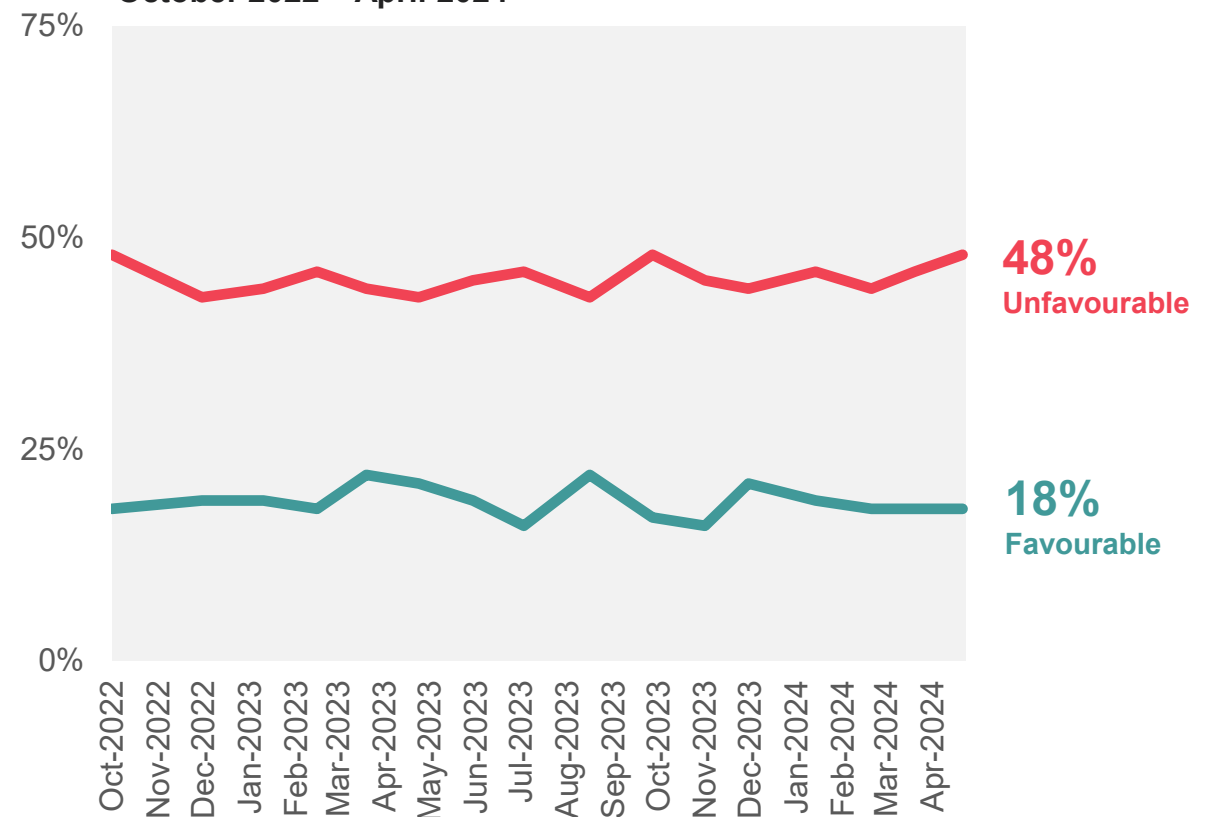
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Hunt

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

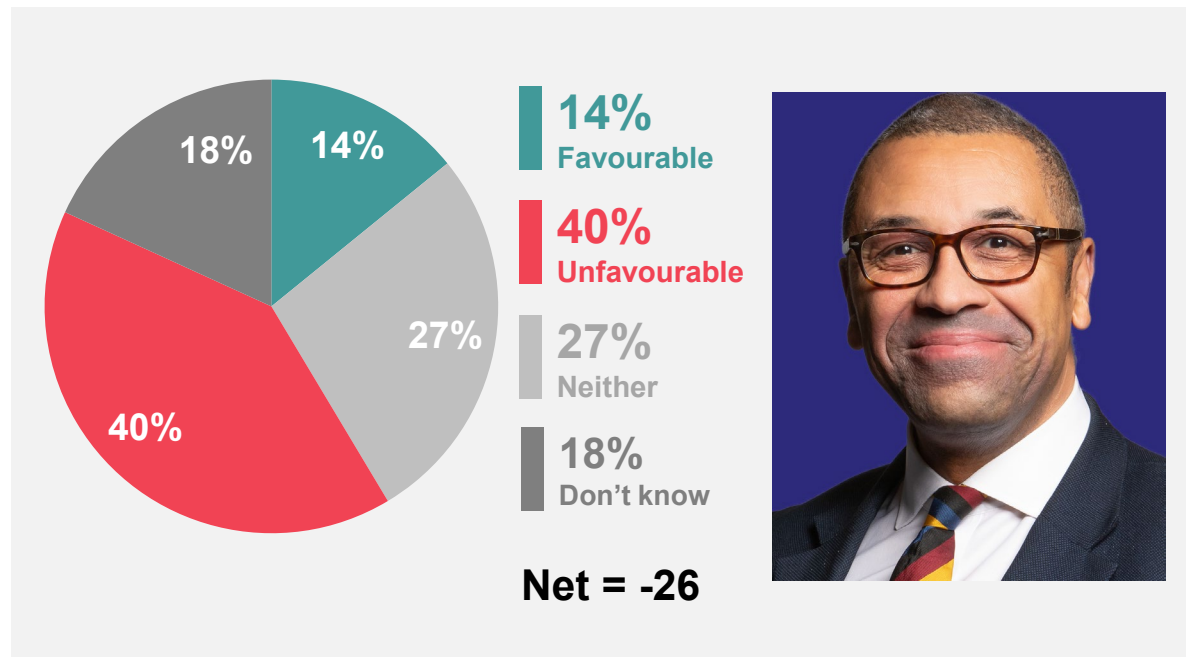
October 2022 – April 2024



# James Cleverly: Favourability

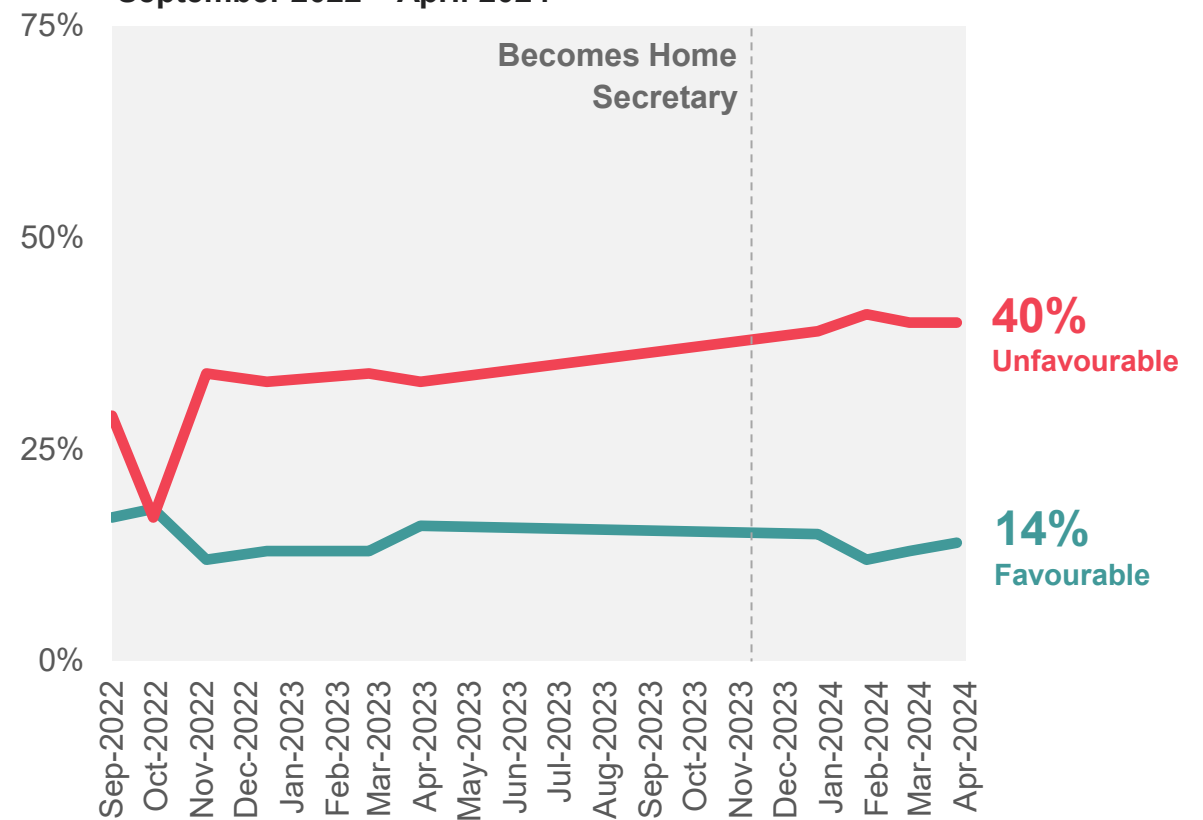
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? James Cleverly

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

September 2022 – April 2024

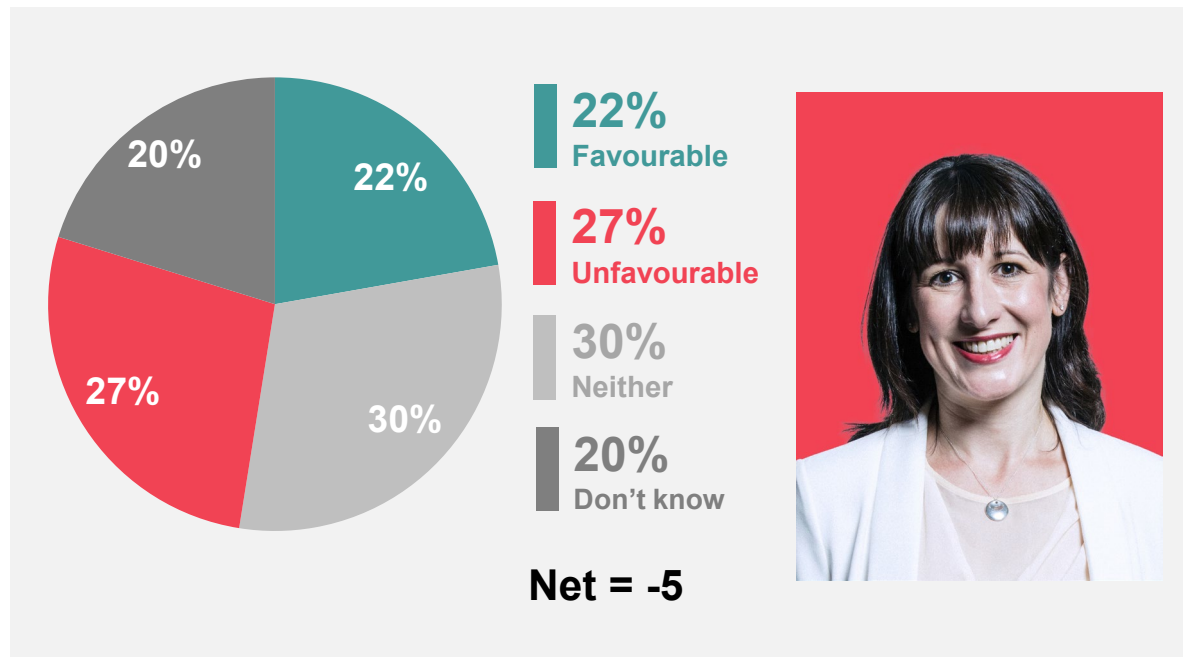




# Rachel Reeves: Favourability

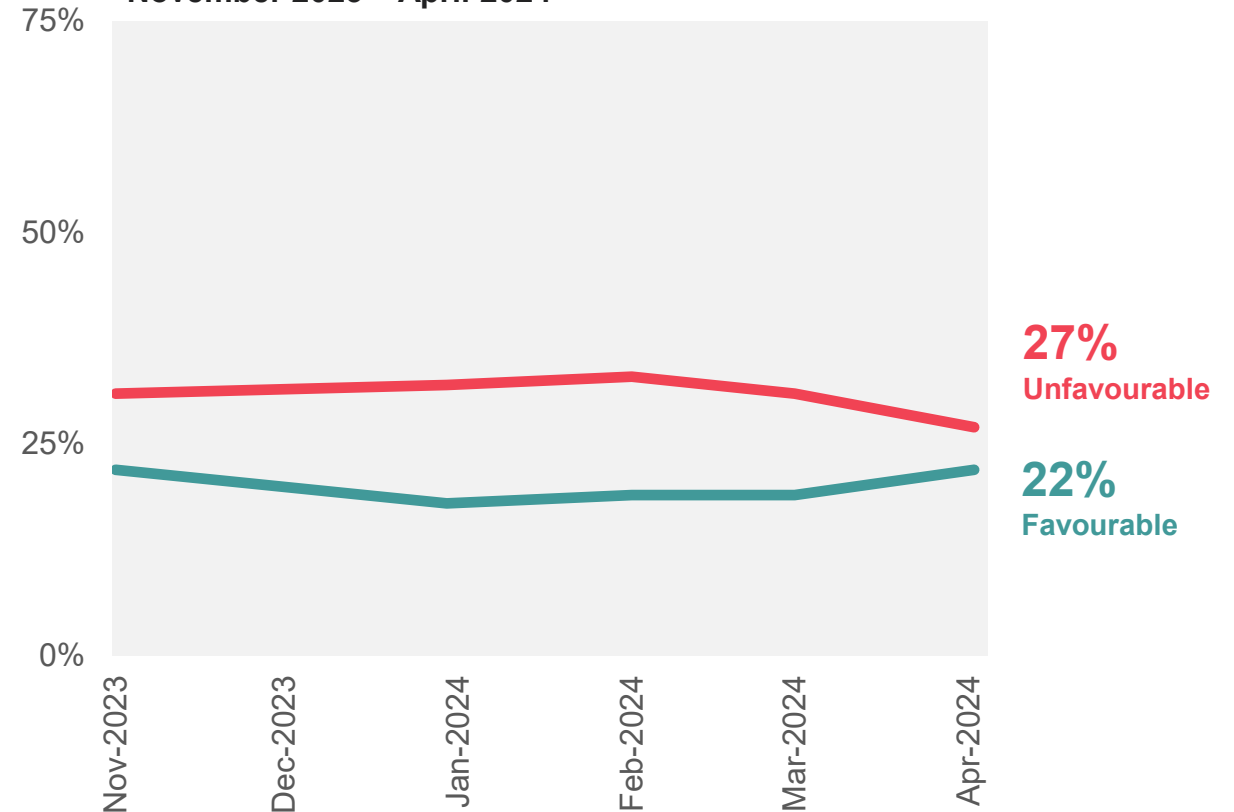
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rachel Reeves

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

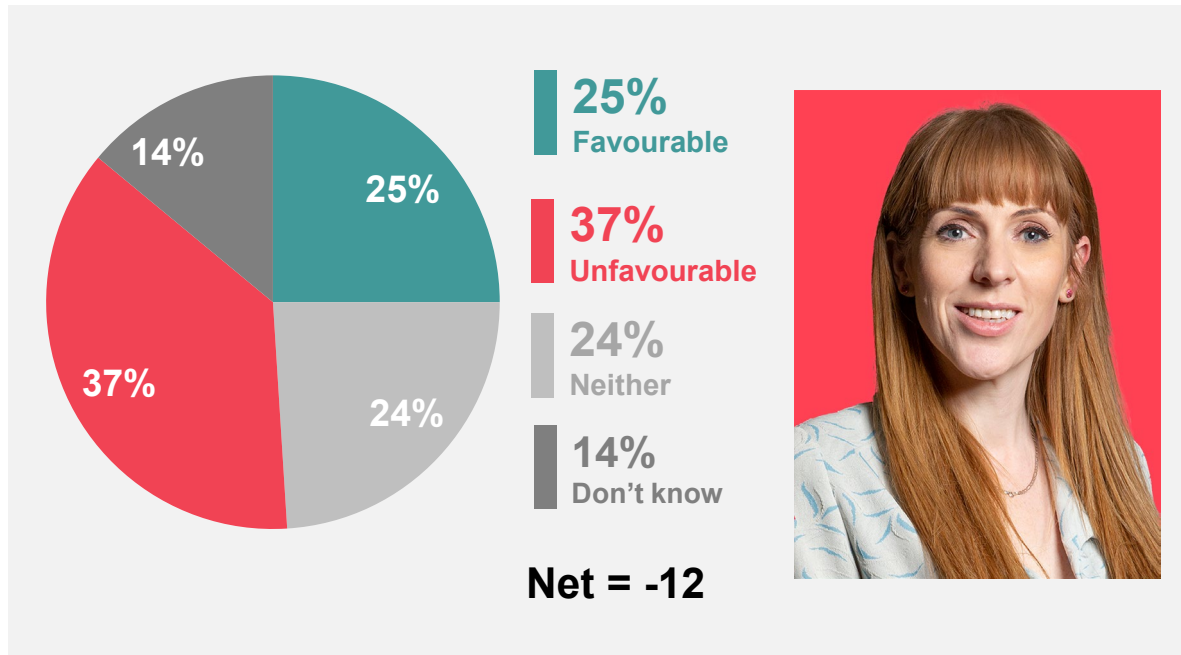
November 2023 – April 2024



# Angela Rayner: Favourability

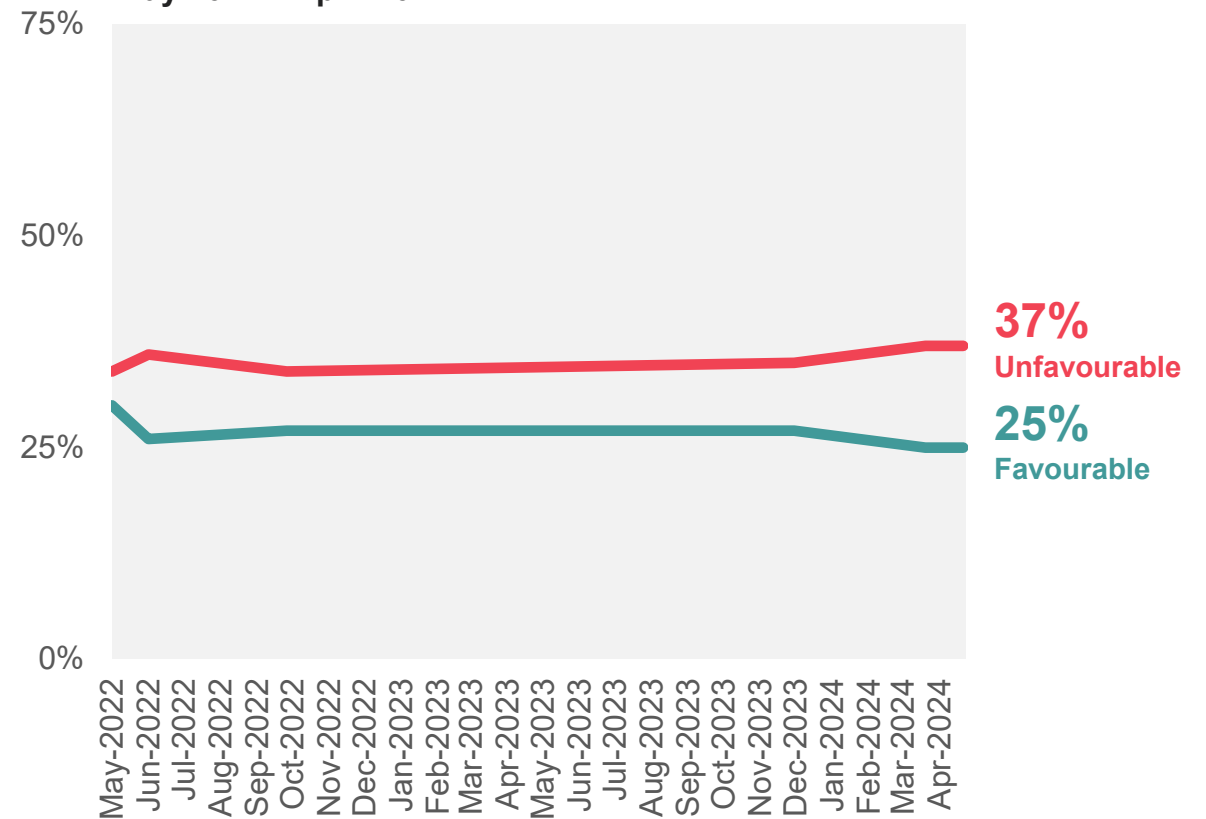
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Angela Rayner

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

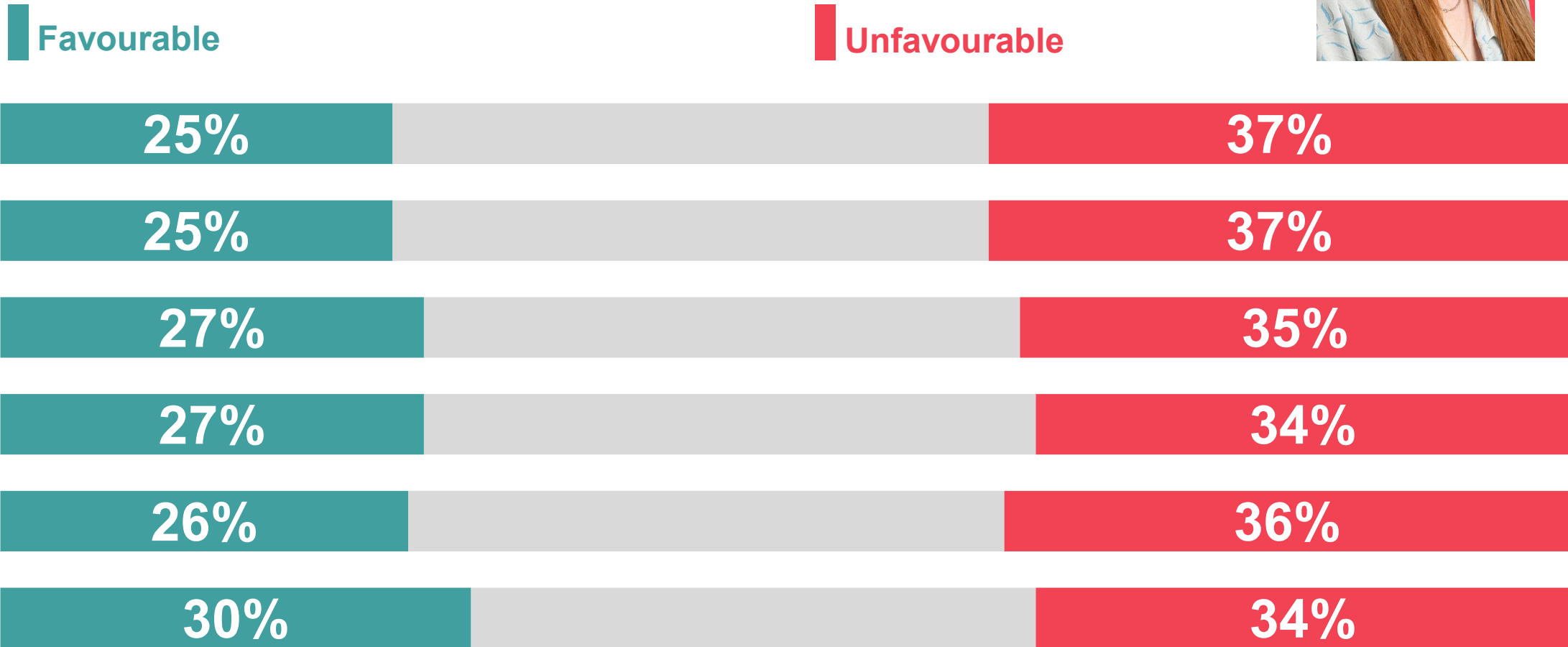
May 2022 – April 2024



# 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

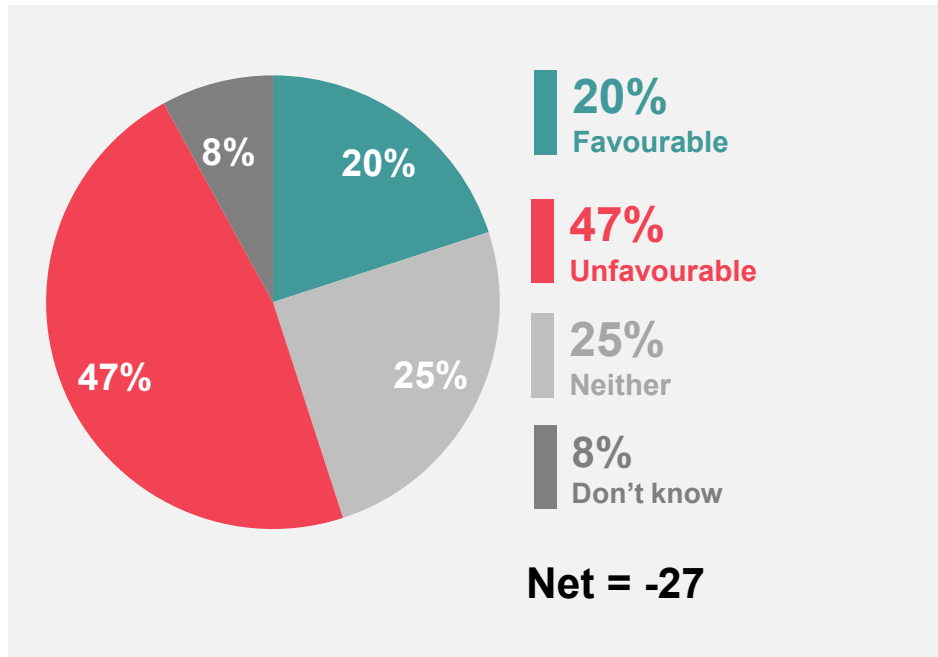


Base: 1,050 Online British adults aged 18+, 19-21 April 2024

# David Cameron: Favourability

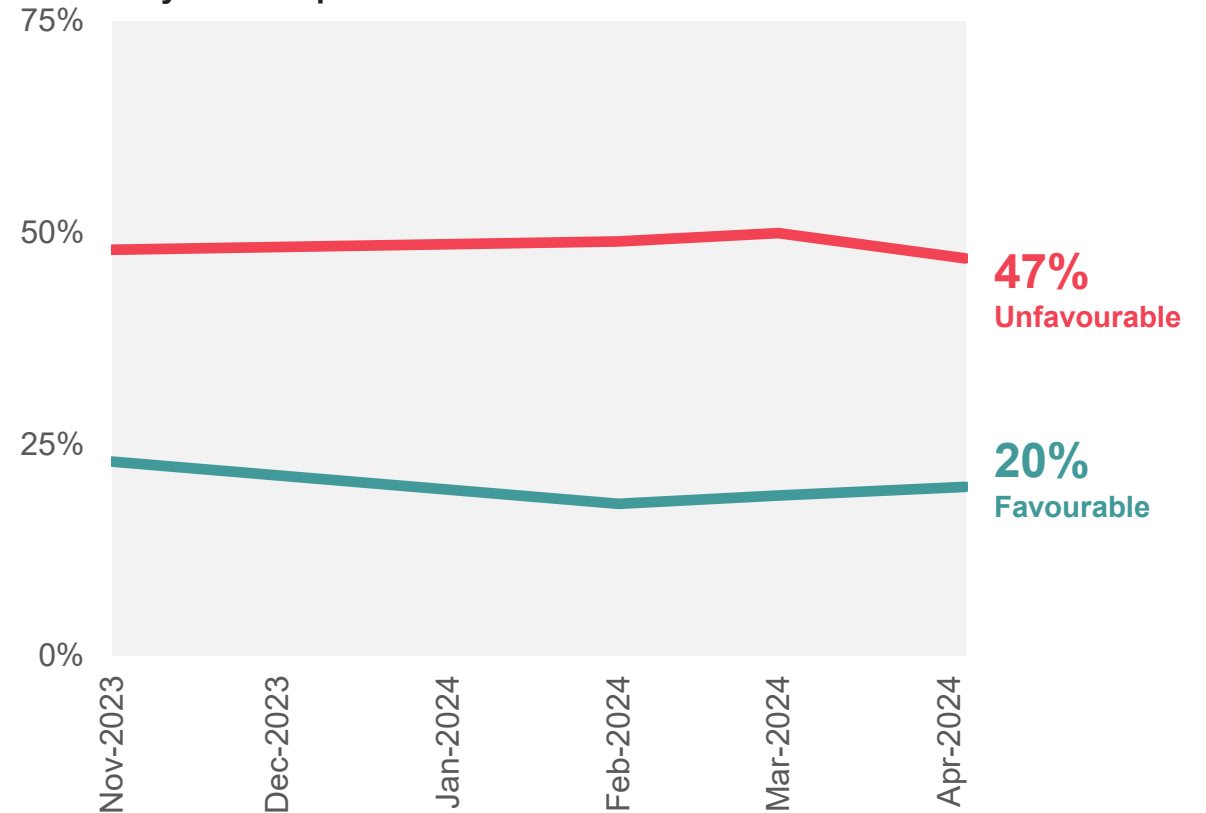
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? David Cameron

April 2024



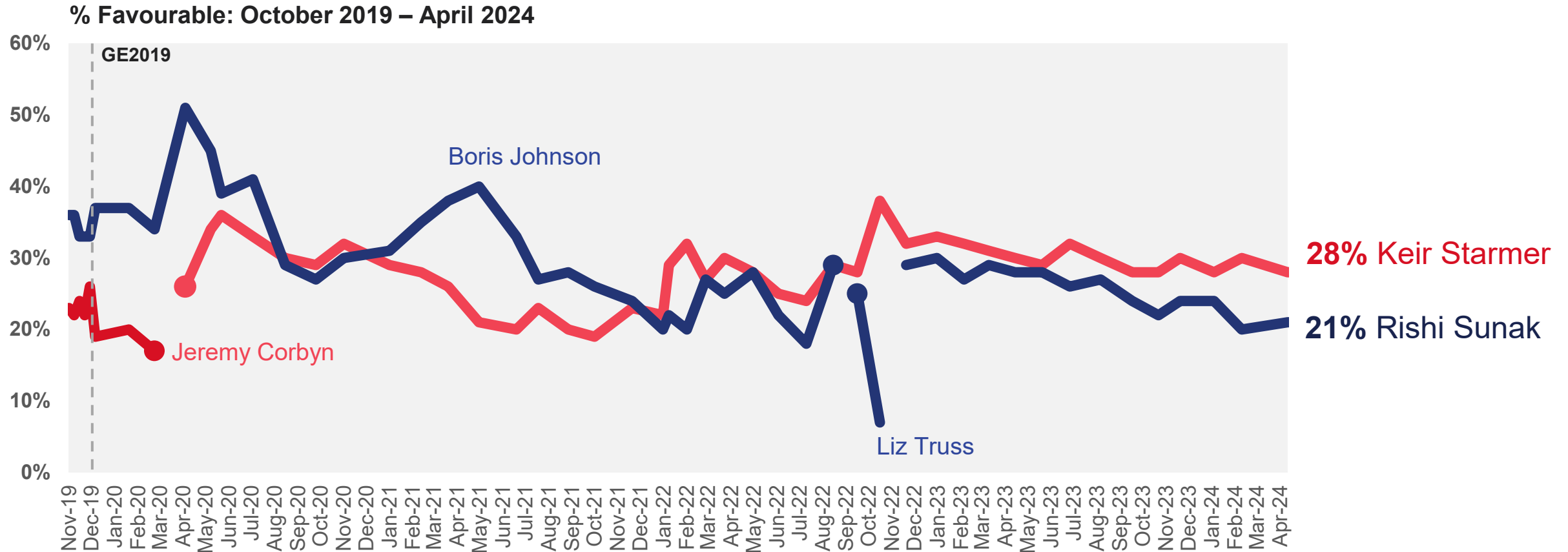
Base: 1,050 Online British adults aged 18+, 19-21 April 2024

May 2022 – April 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?

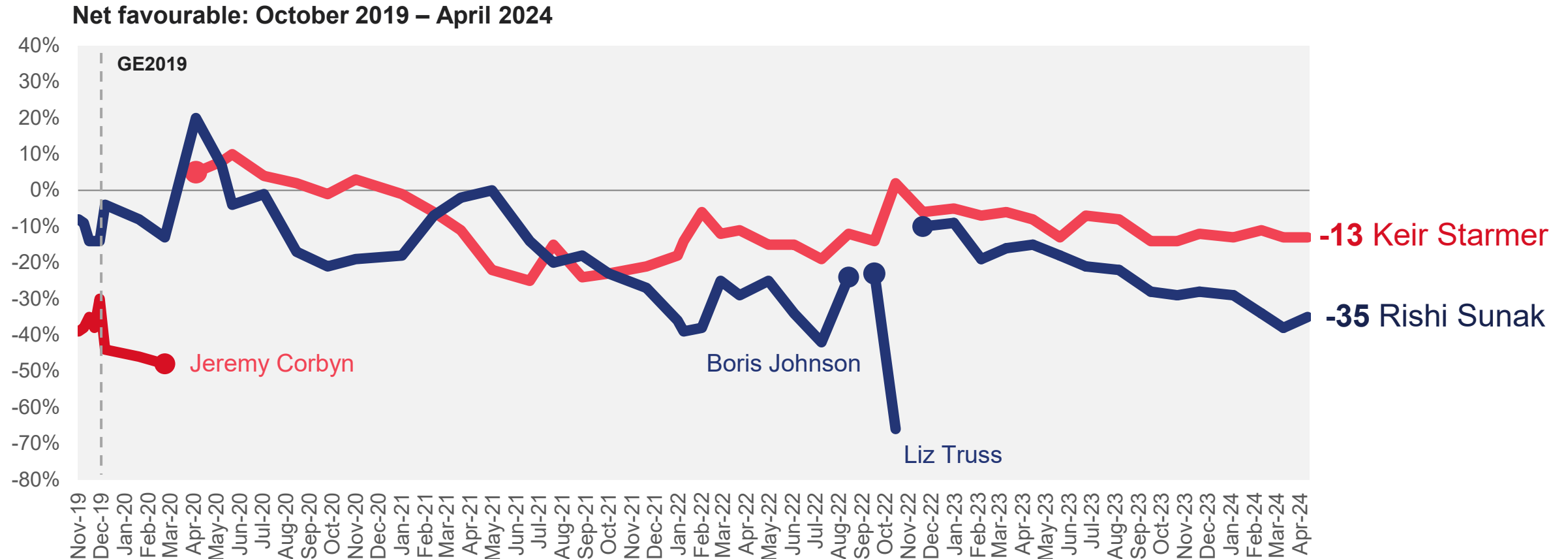


Base: 1,050 Online British adults aged 18+, 19-21 April 2024



# 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?

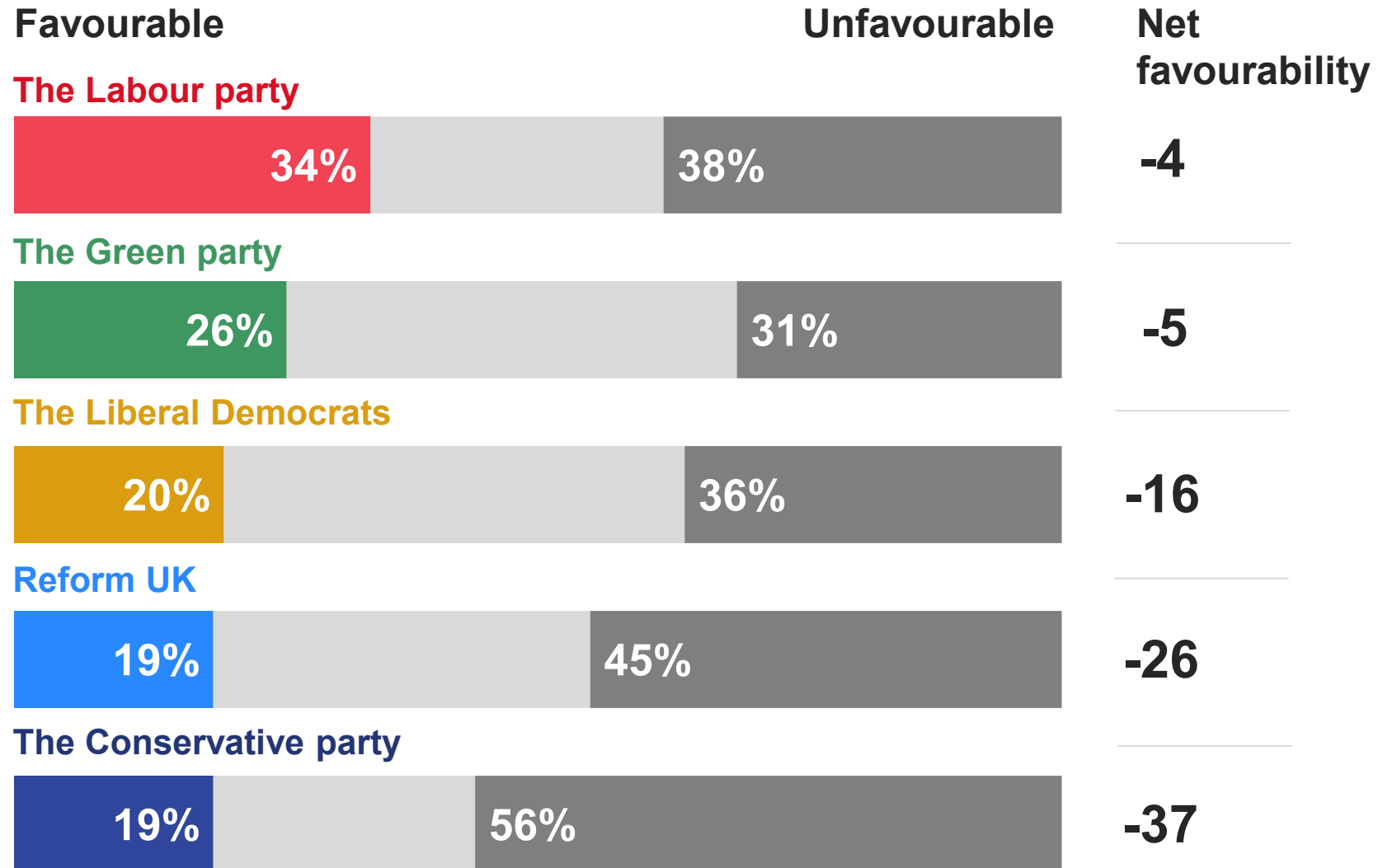


Base: 1,050 Online British adults aged 18+, 19-21 April 2024



# 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?

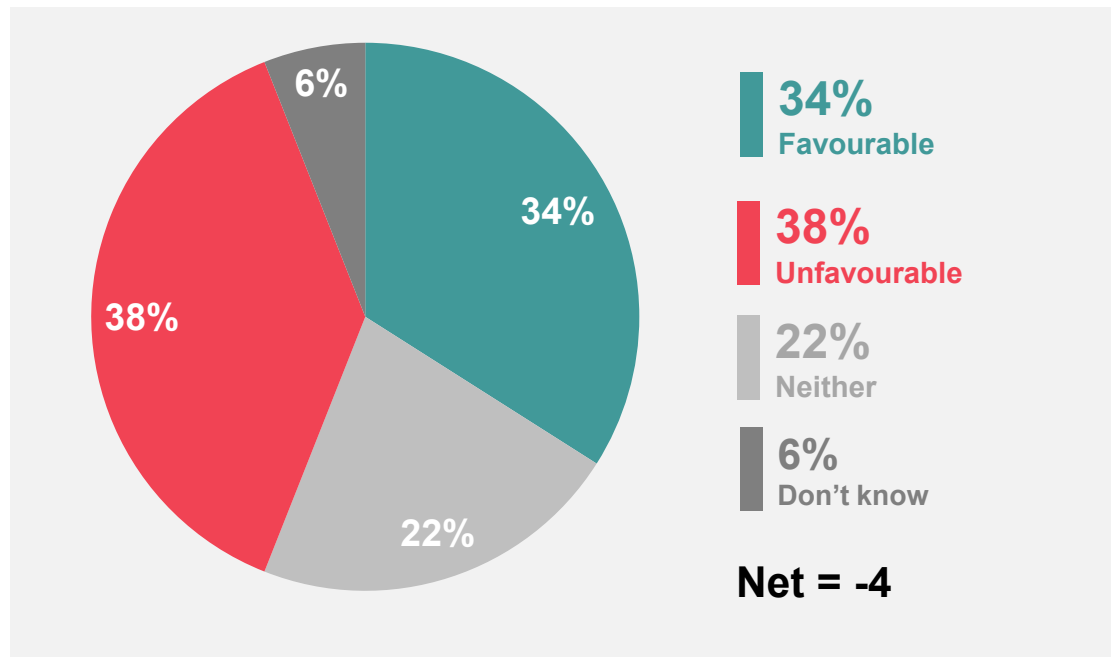


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# The Labour party: Favourability

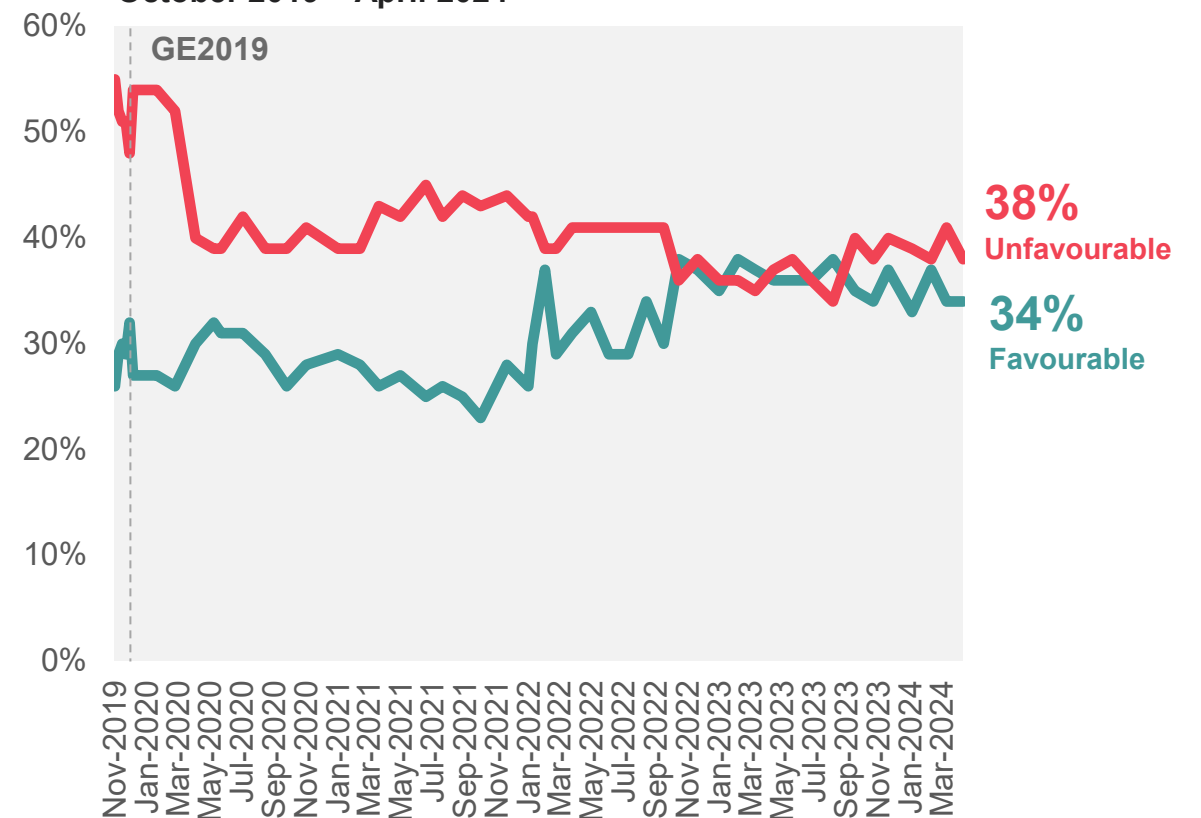
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

October 2019 – April 2024

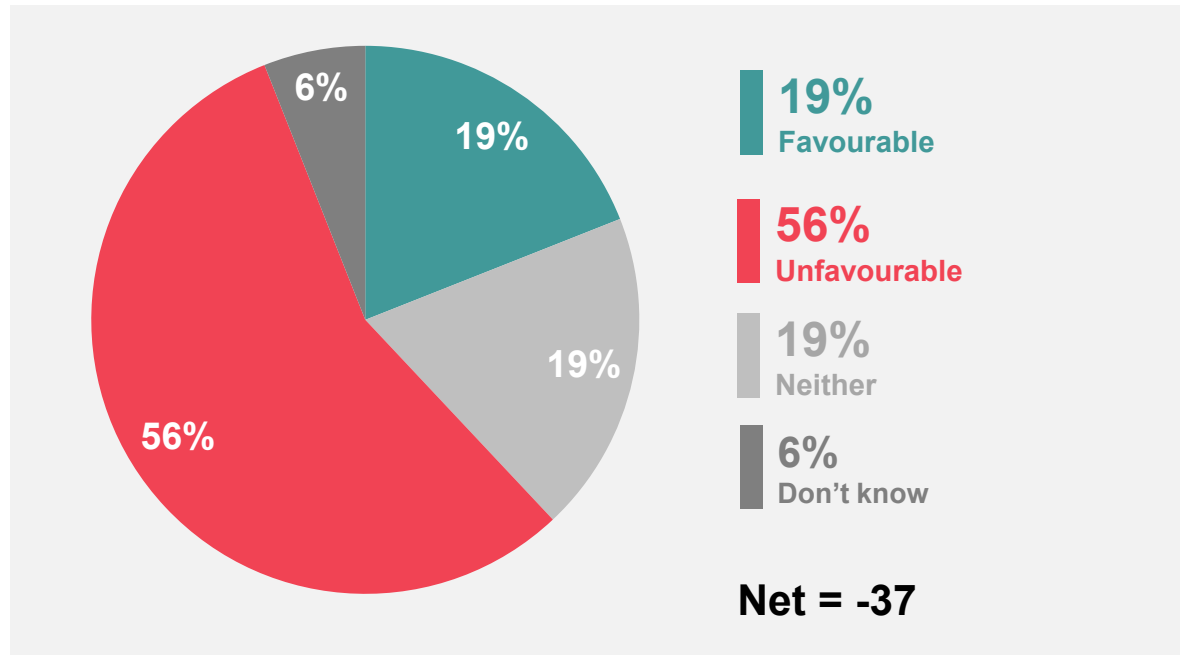




# The Conservative party: Favourability

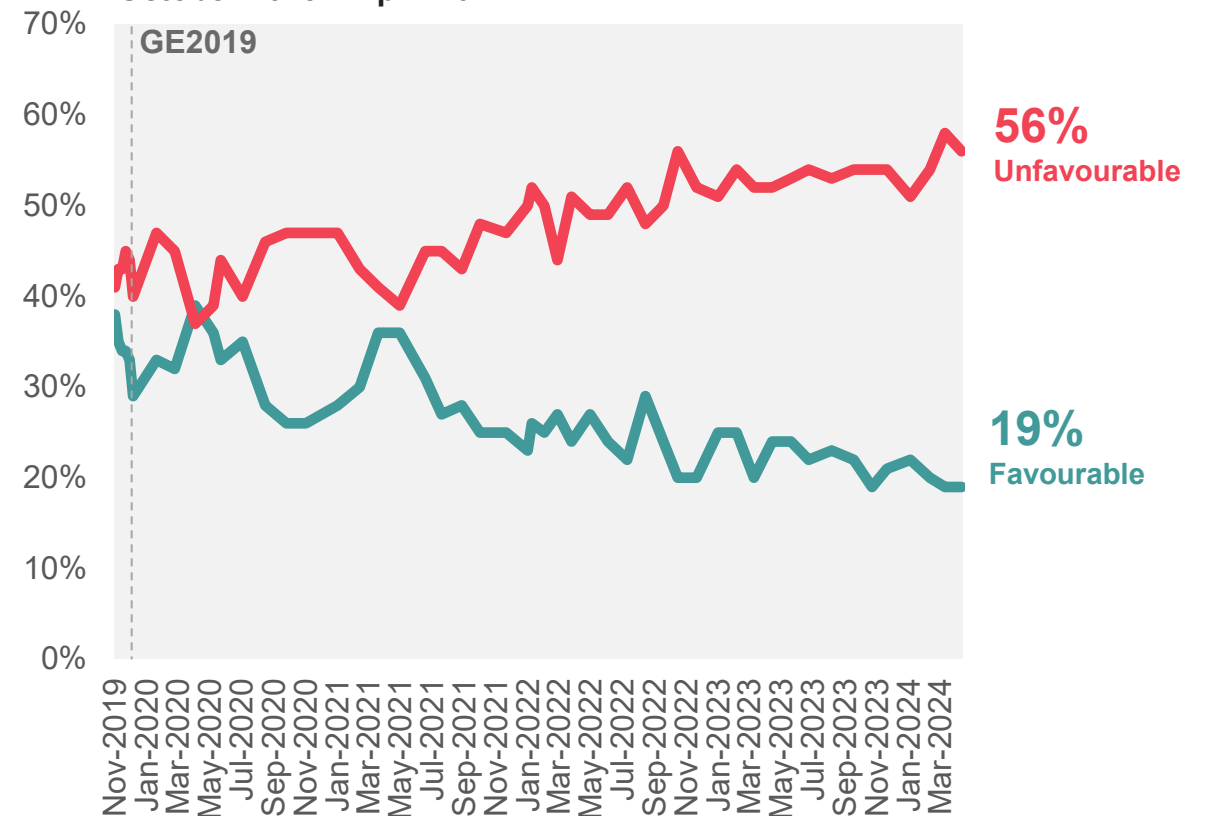
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

April 2024



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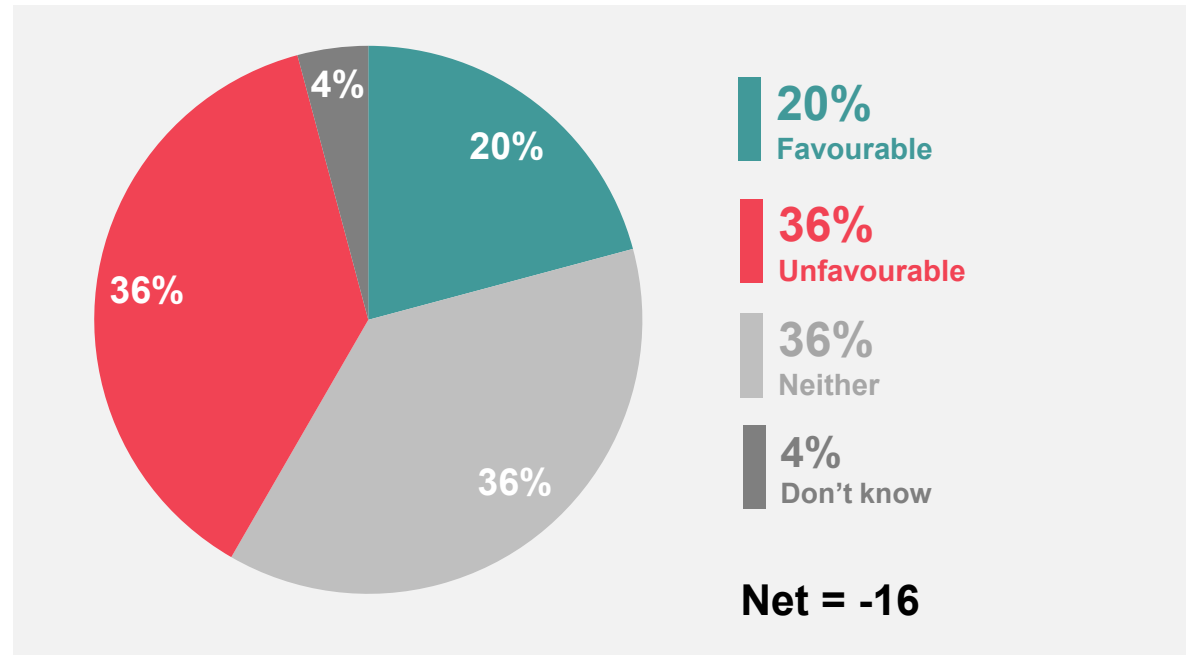
October 2019 – April 2024



# The Liberal Democrats: Favourability

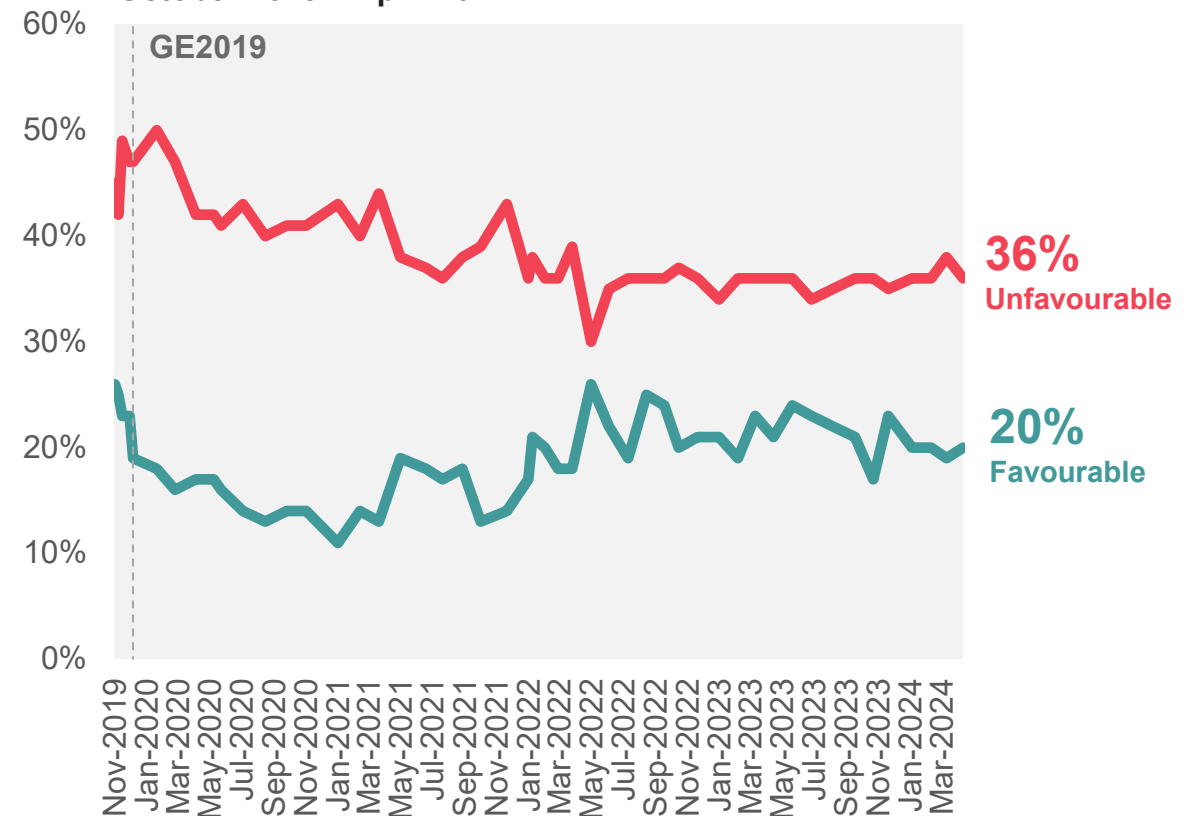
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

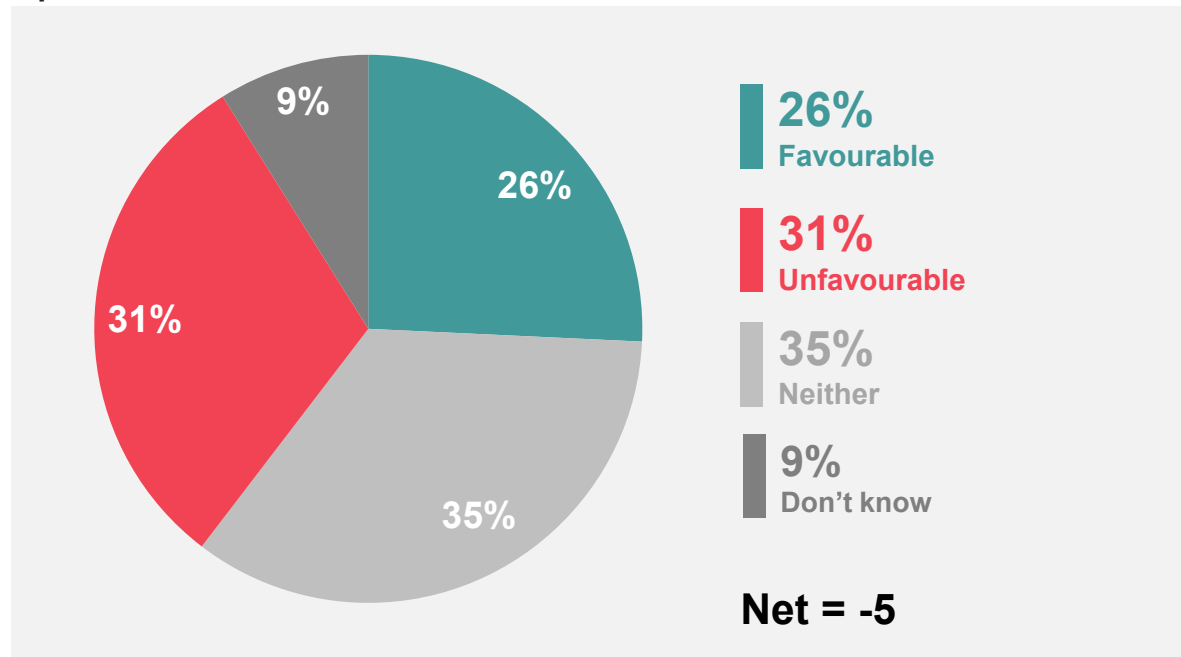
October 2019 – April 2024



# The Green Party: Favourability

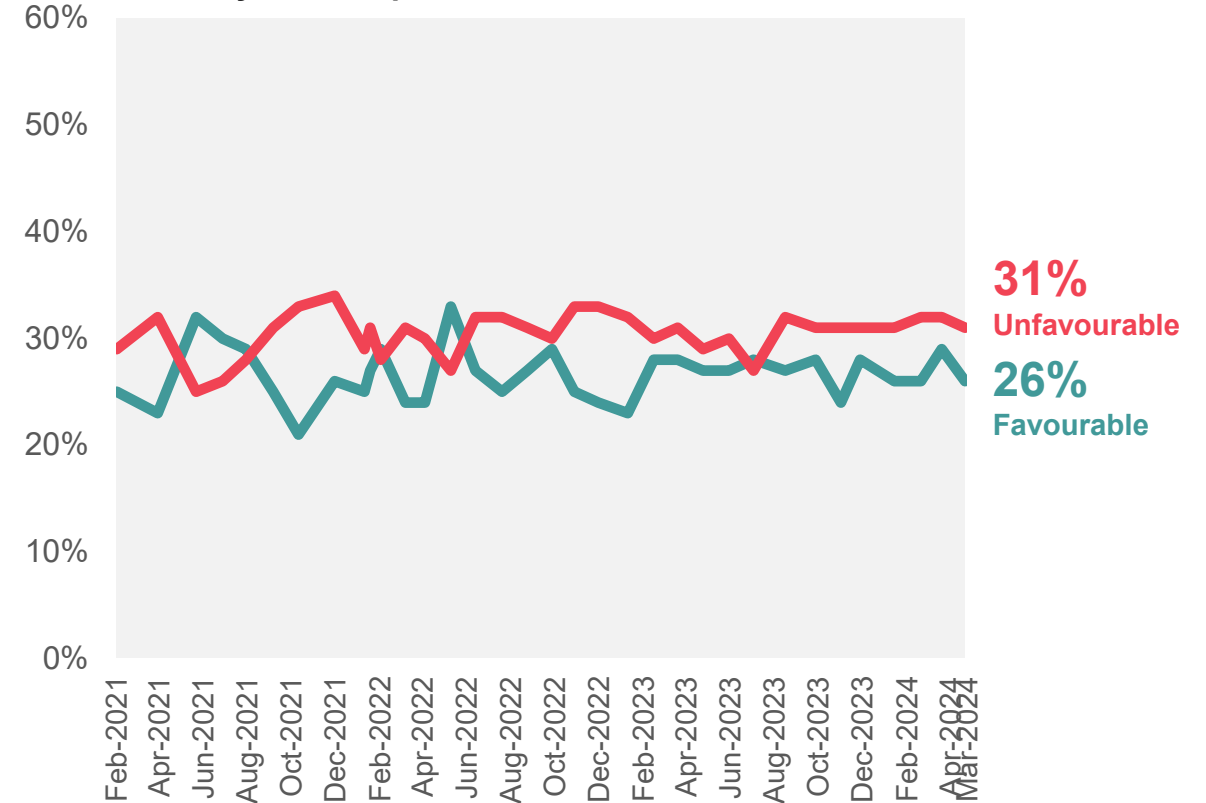
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

April 2024



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

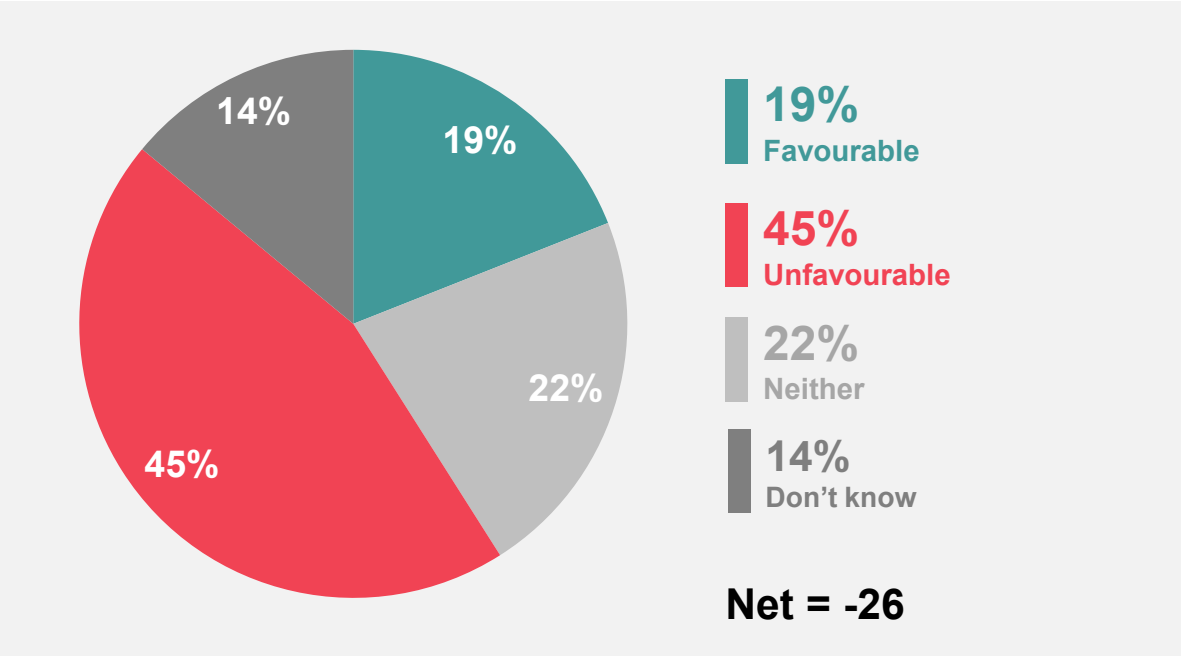
February 2021 – April 2024



# Reform UK: Favourability

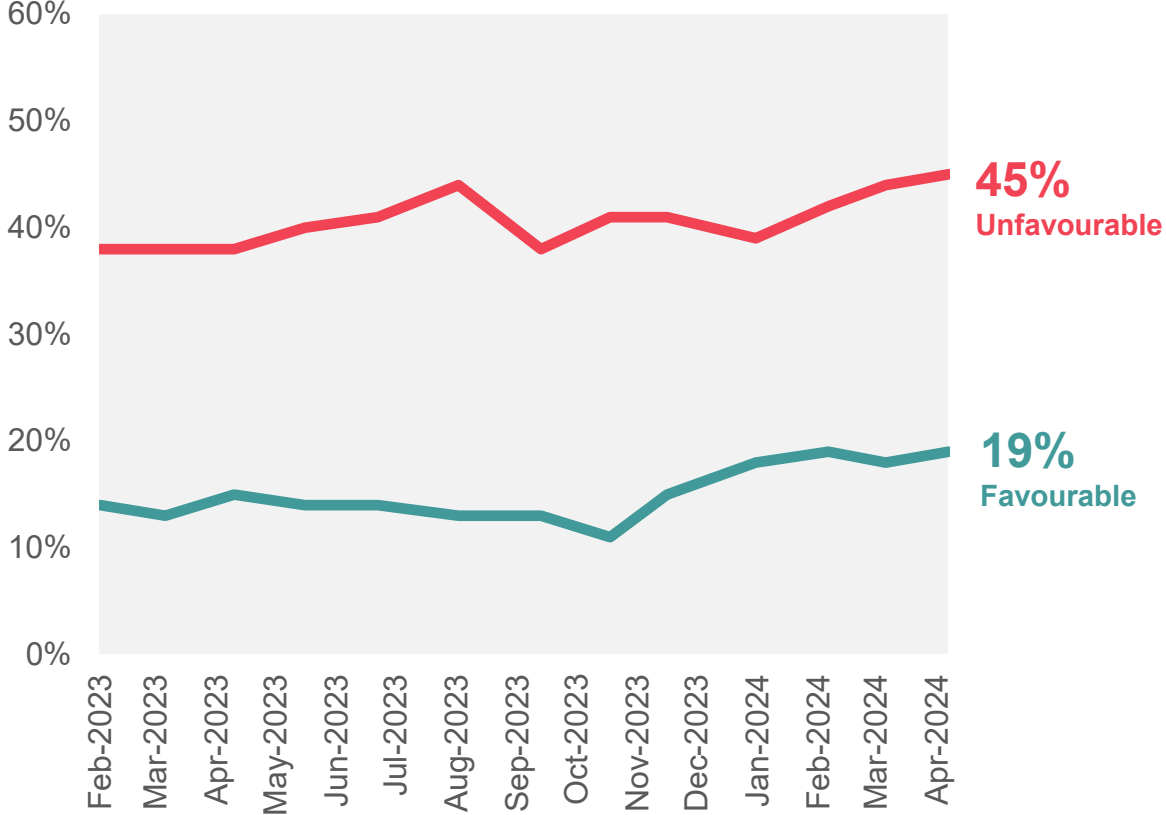
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

April 2024



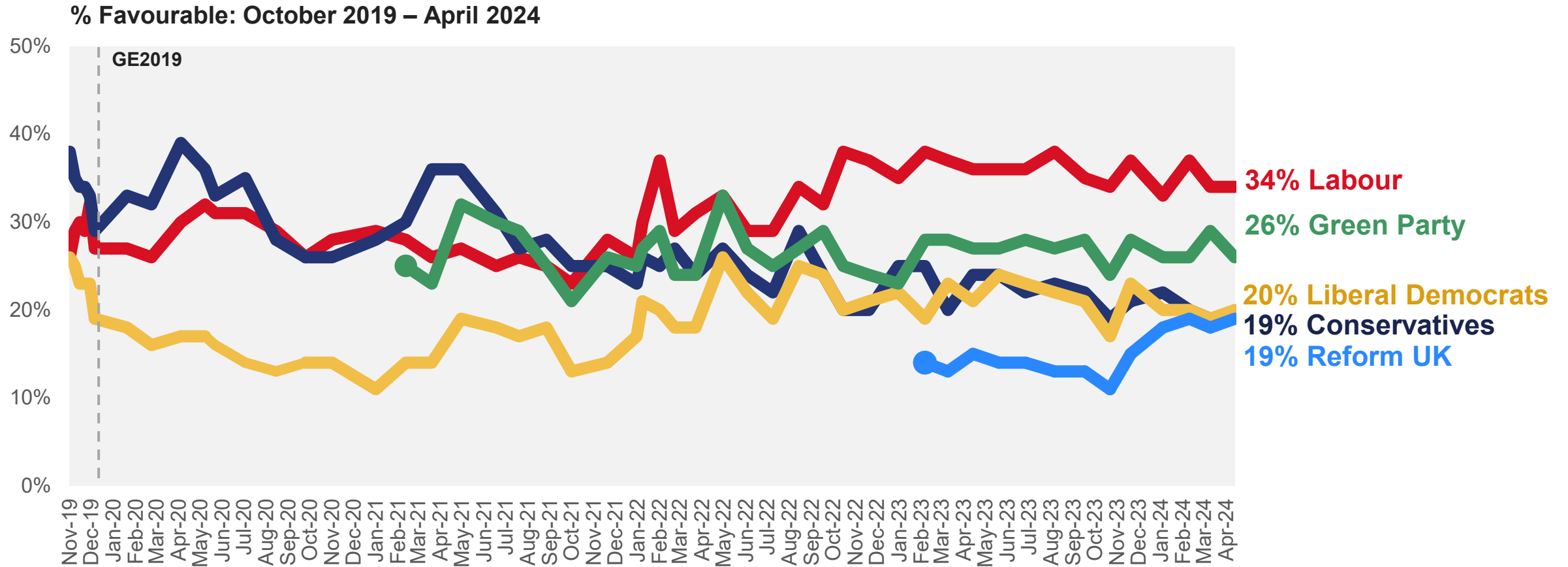
Base: 1,050 Online British adults aged 18+, 19-21 April 2024

February 2023 – April 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?

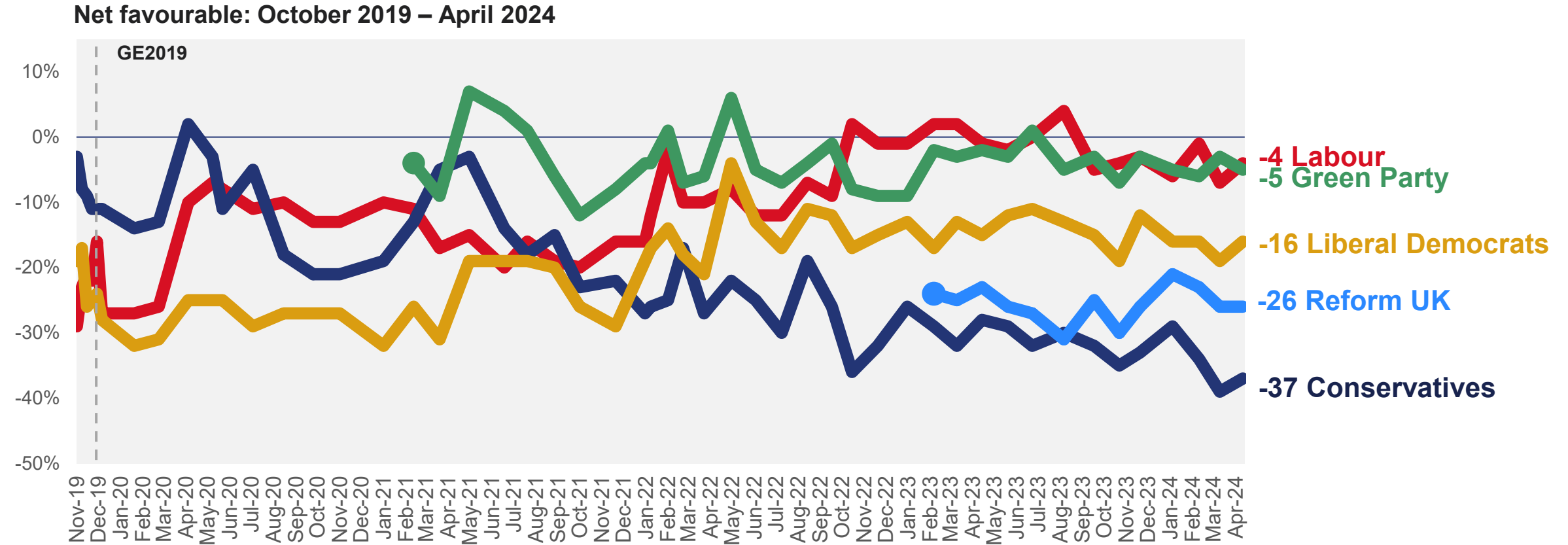


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# Political parties: Net favourability

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



Base: 1,050 Online British adults aged 18+, 19-21 April 2024

# DIRECTION OF THE COUNTRY

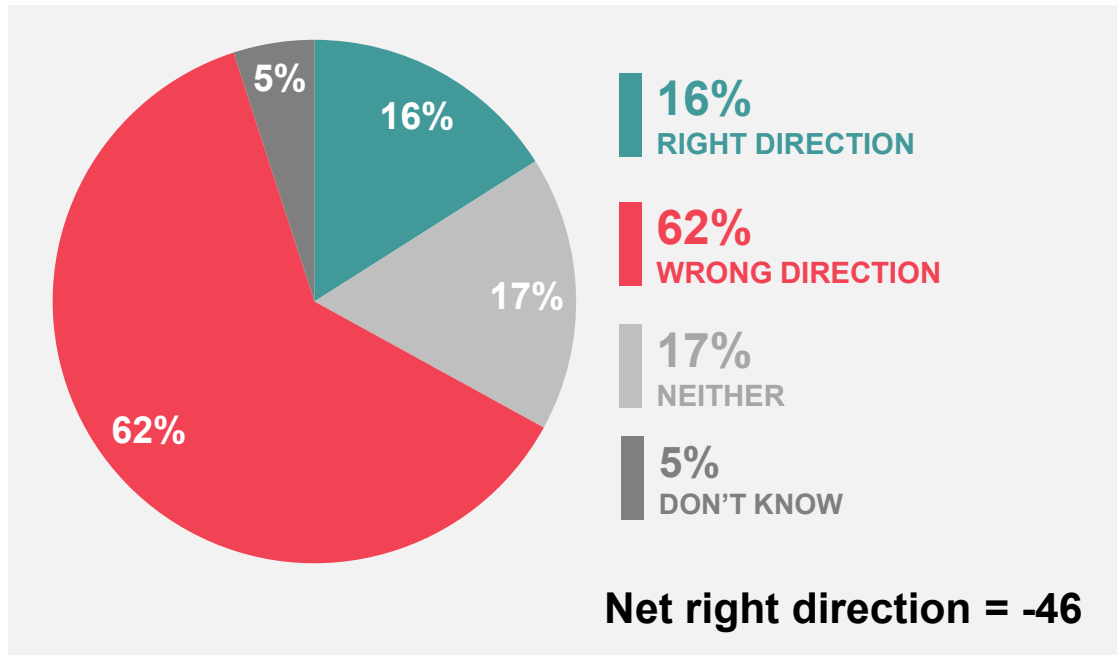
April 2024



# Direction of the country

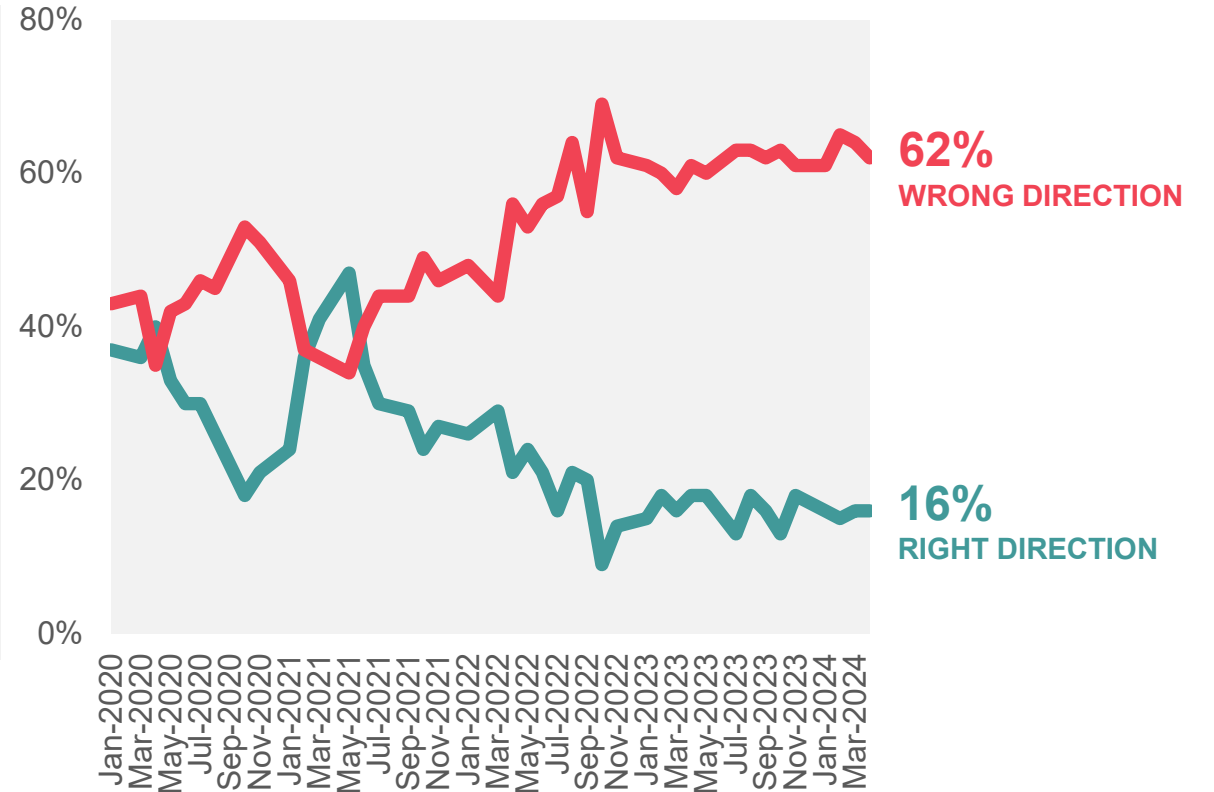
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

April 2024



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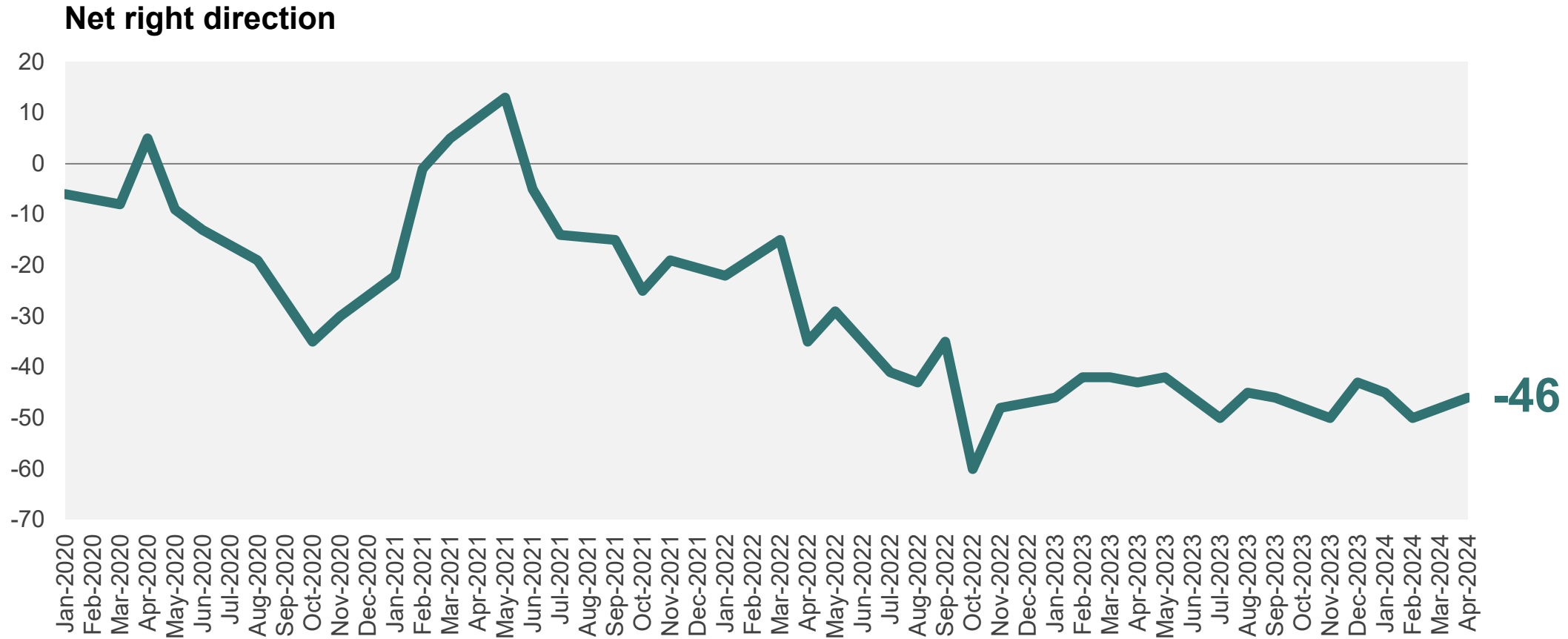
January 2020 – April 2024





# Direction of the country: January 2020 - April 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

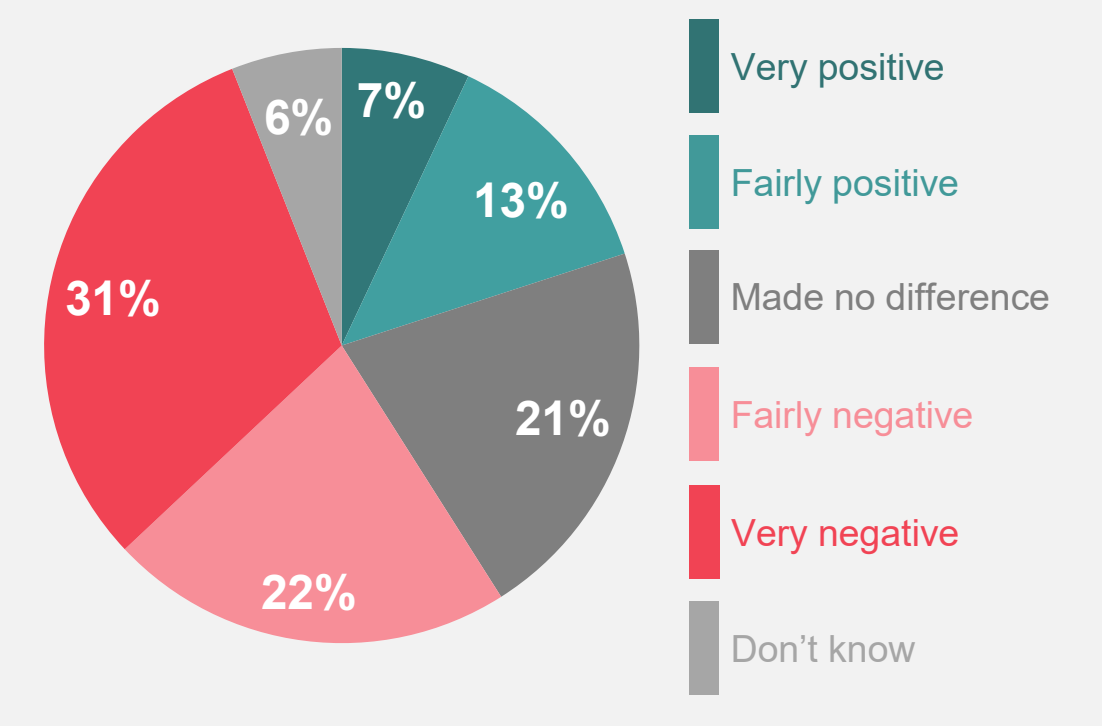
April 2024



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

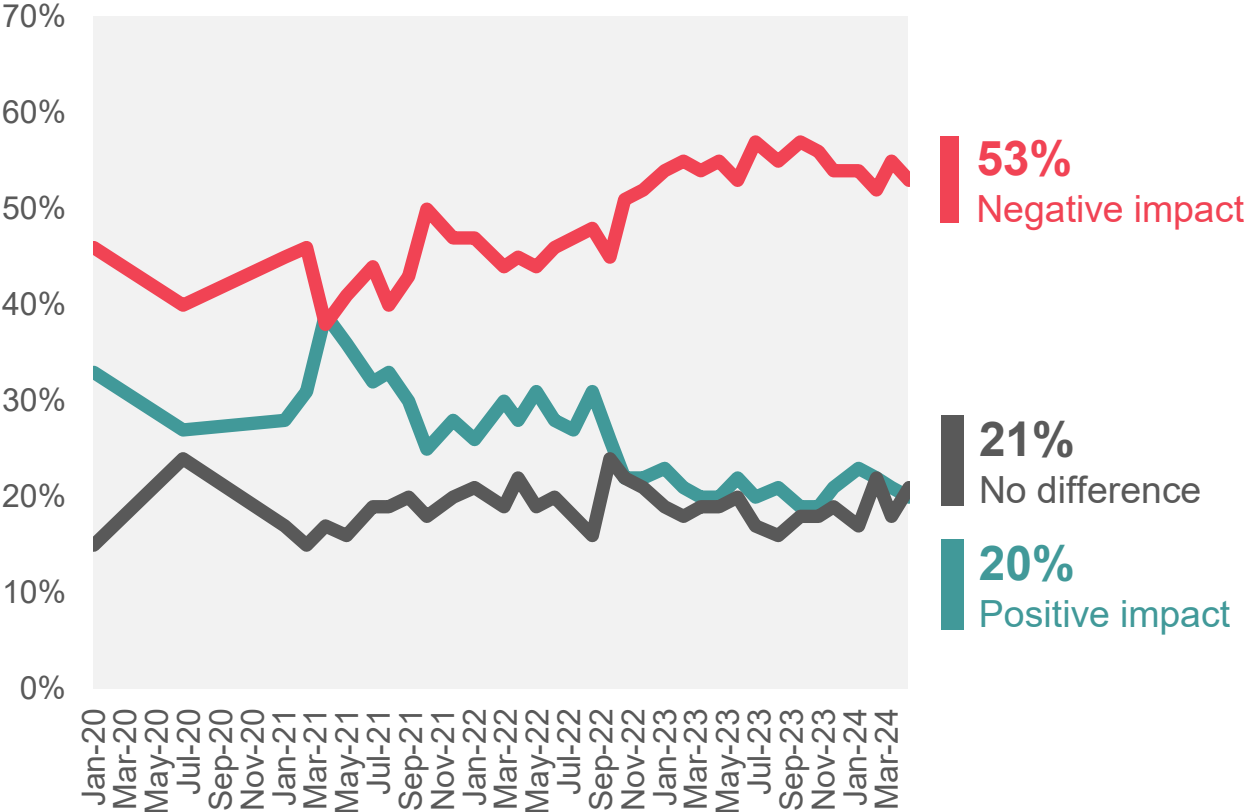
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

April 2024



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January 2020 – April 2024



# Ipsos

## Political Pulse April 2024

### For more information

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