

# IPSOS POLITICAL MONITOR

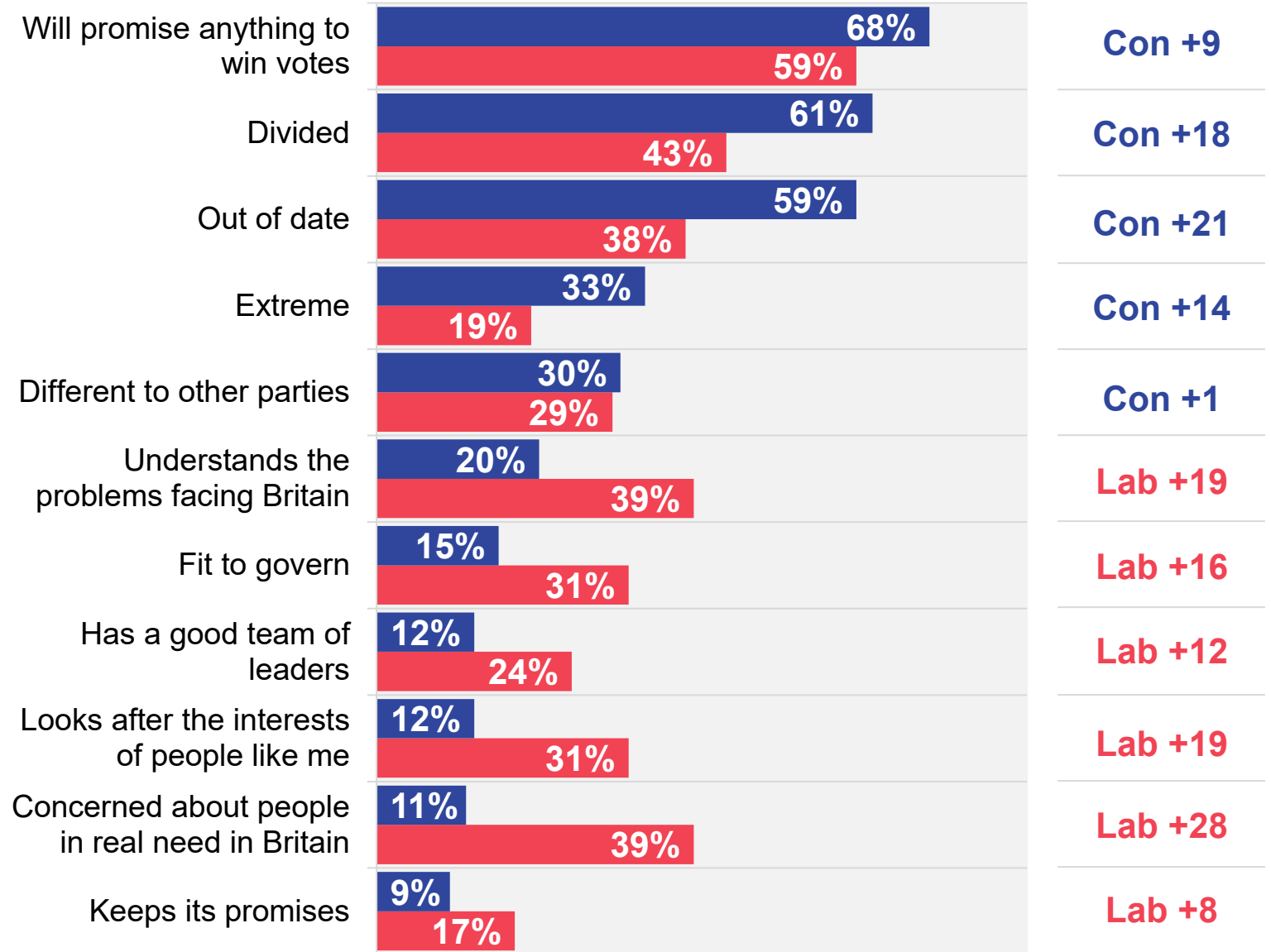
April 2024

# Party image: Conservatives vs Labour

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

■ The Conservative party

■ The Labour party



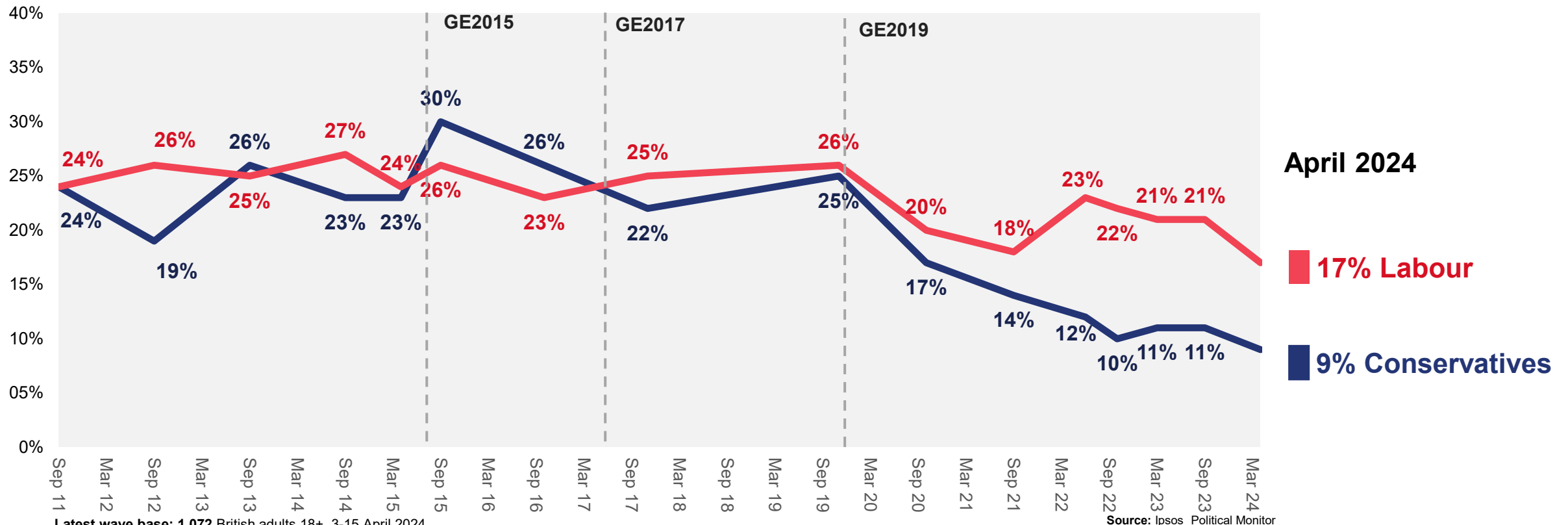
Base: 1,072 British adults 18+, 3-15 April 2024



# Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises

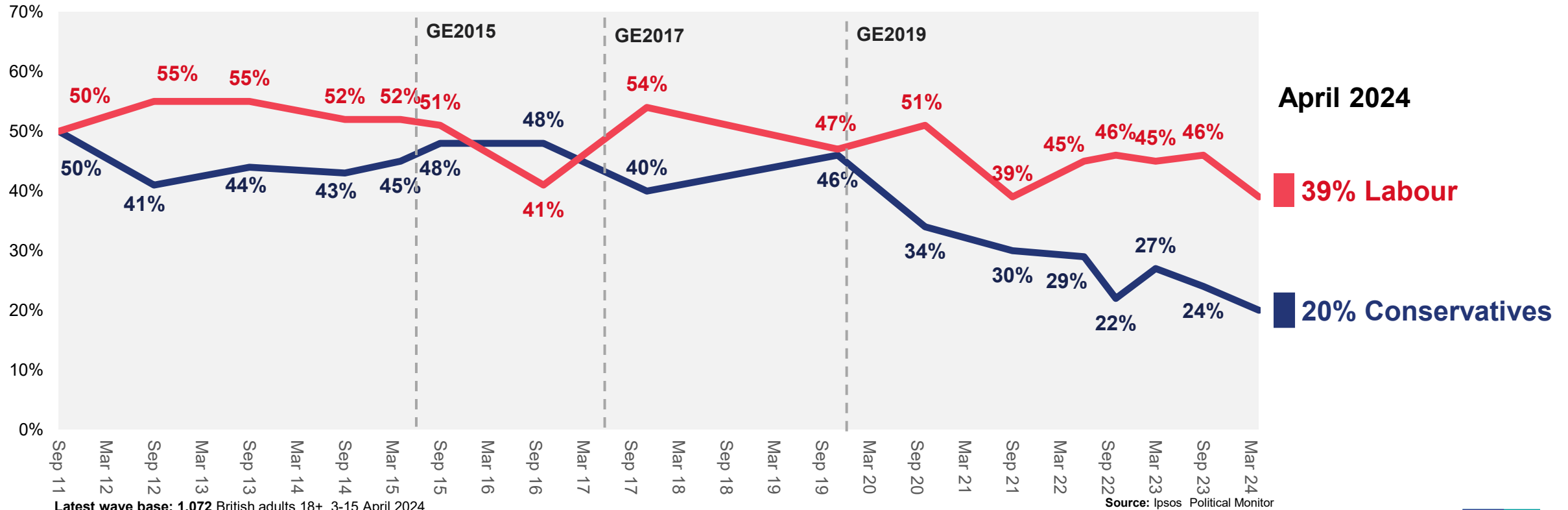
% Describing ... as “it keeps its promises”, 2011-2024



# Party image: Understands the problems facing Britain

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing GB

% Describing ... as “Understands the problems facing Britain”, 2011-2024

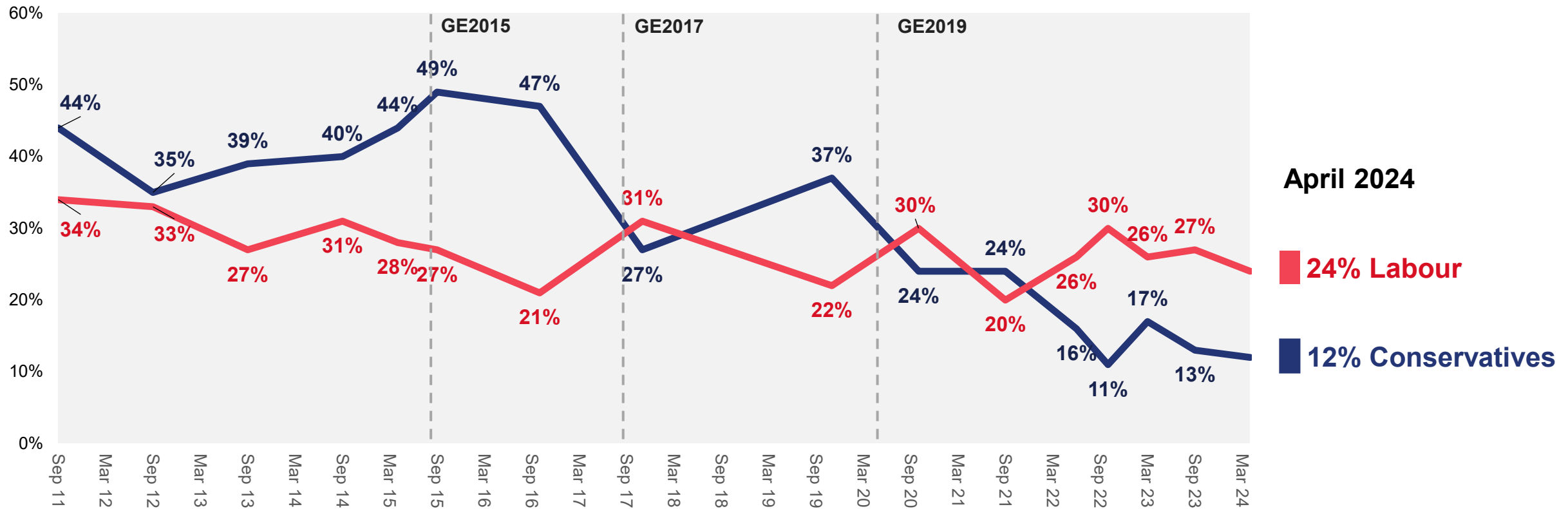


Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

# Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders

% Describing ... as “has a good team of leaders”, 2011-2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

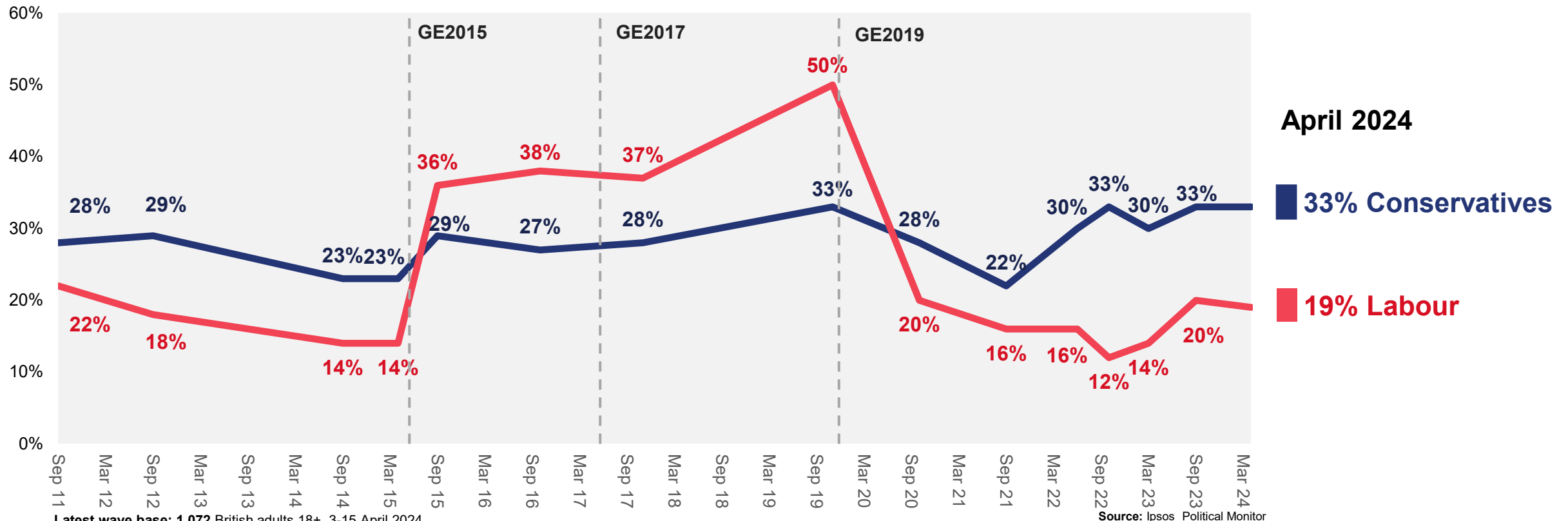
Source: Ipsos Political Monitor



# Party image: Extreme

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Extreme

% Describing ... as "extreme", 2011-2024

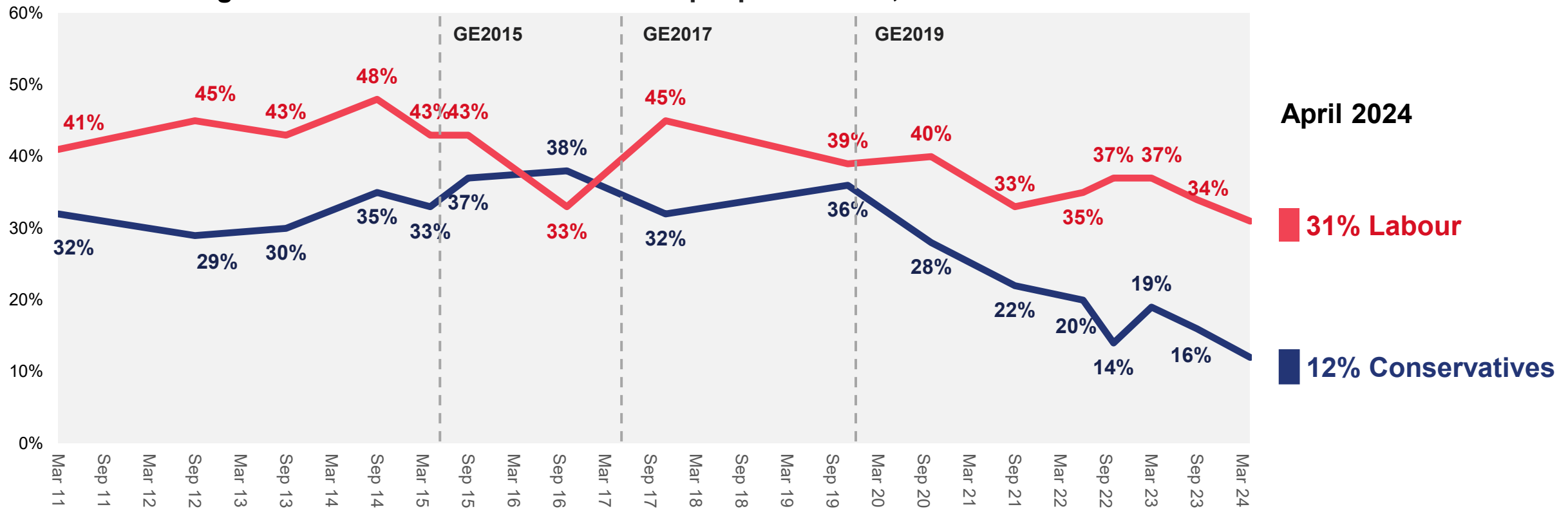


# Party image: Looks after the interests of people like me

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

Looks after the interests of people like me

% Describing ... as “Looks after the interests of people like me”, 2011-2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

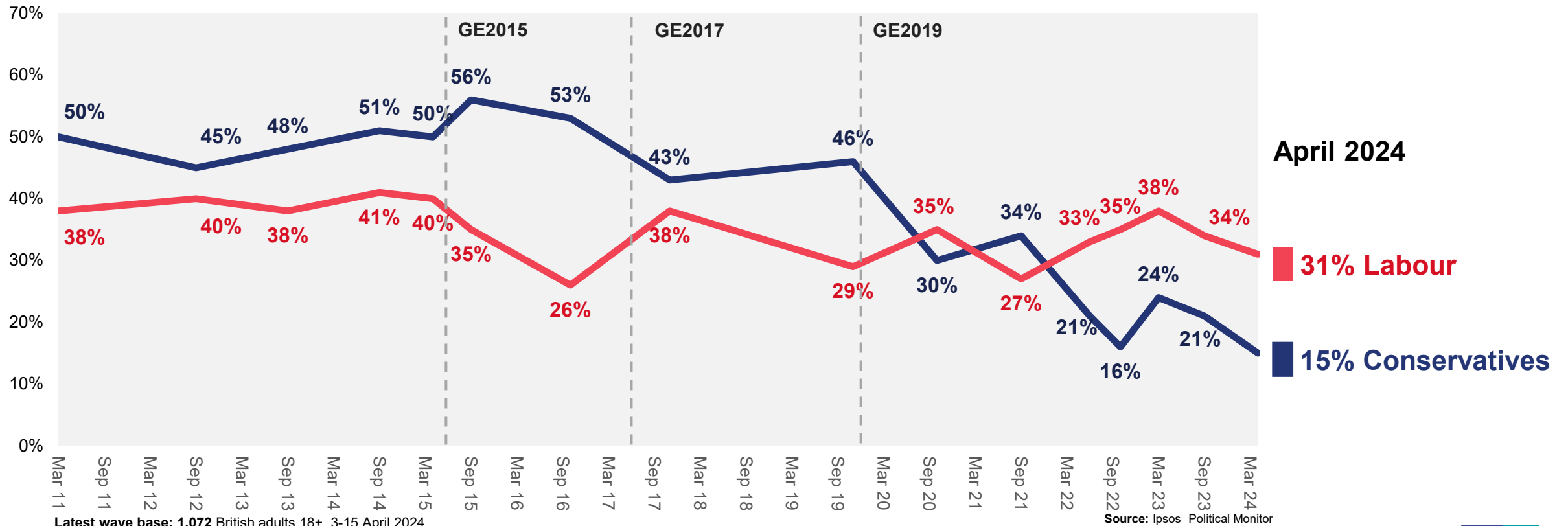
Source: Ipsos Political Monitor



# Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

% Describing ... as “fit to govern”, 2011-2024

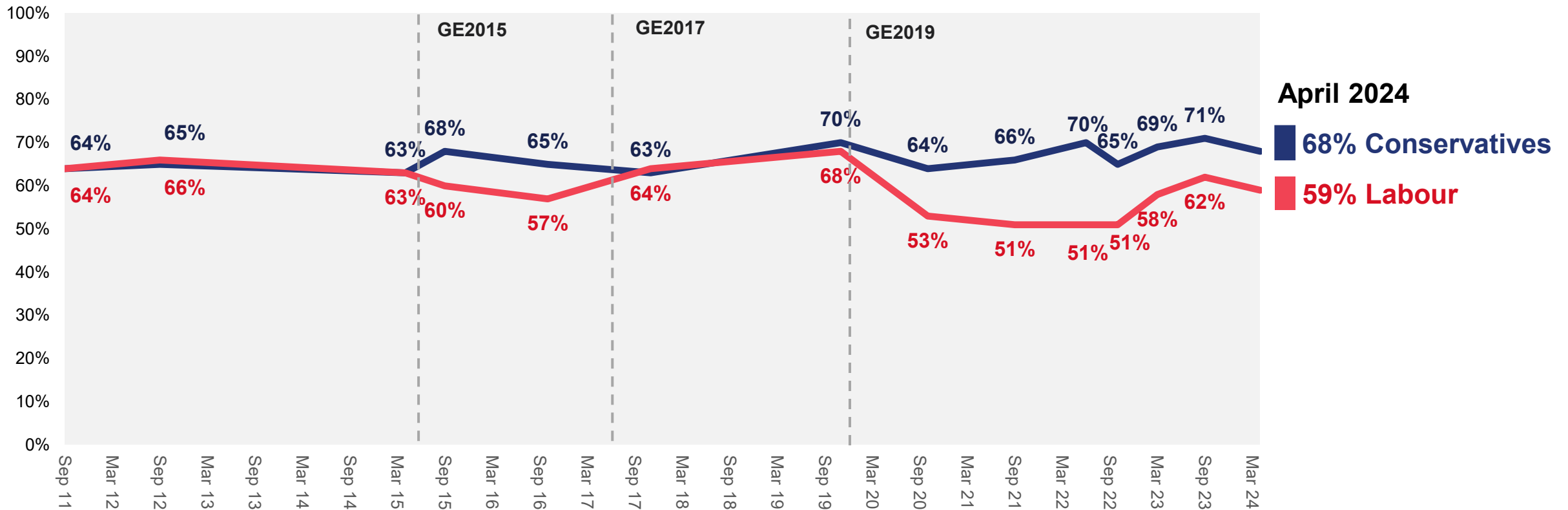




# Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes

% Describing ... as “will promise anything to win votes”, 2011-2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

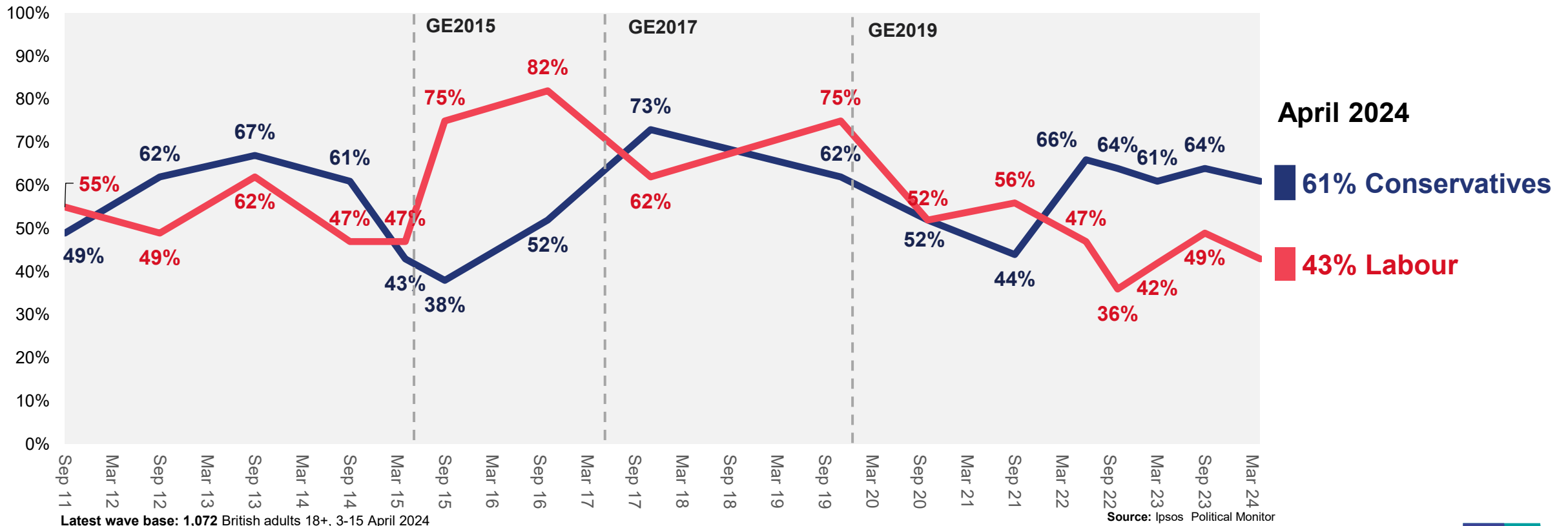
Source: Ipsos Political Monitor



# Party image: Divided

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Divided

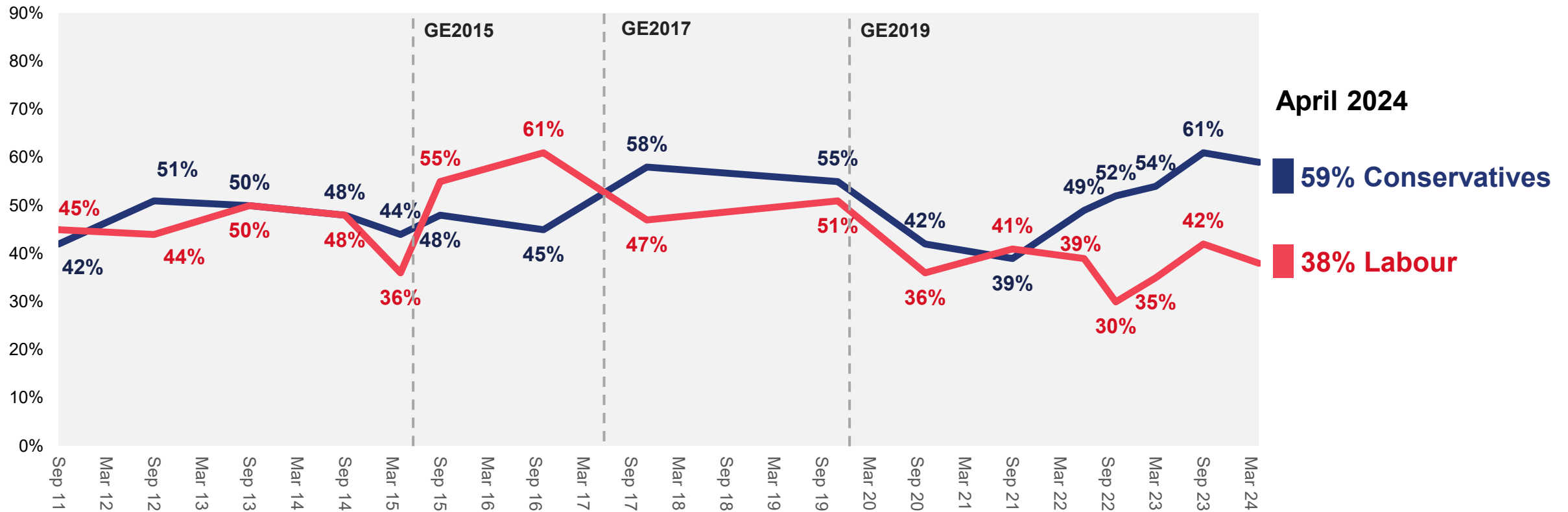
% Describing ... as “divided”, 2011-2024



# Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date

% Describing ... as “Out of date”, 2011-2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

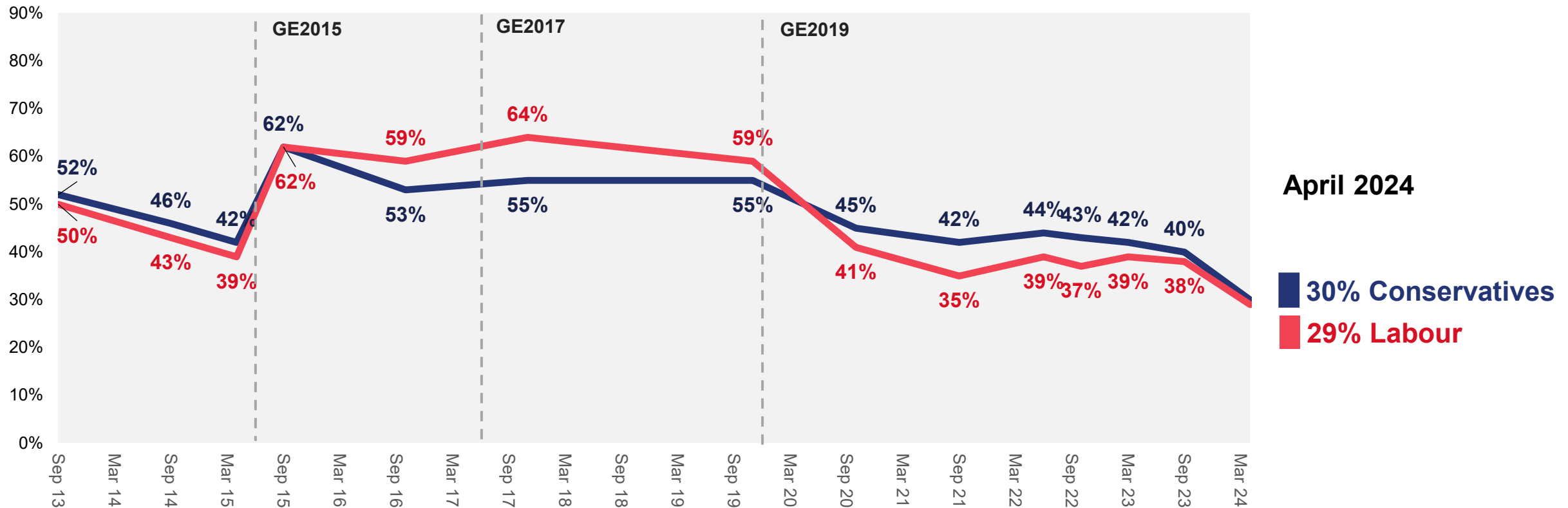
Source: Ipsos Political Monitor



# Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

% Describing ... as “Different to other parties”, 2013-2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024  
c.1000 people asked each wave.

Source: Ipsos Political Monitor

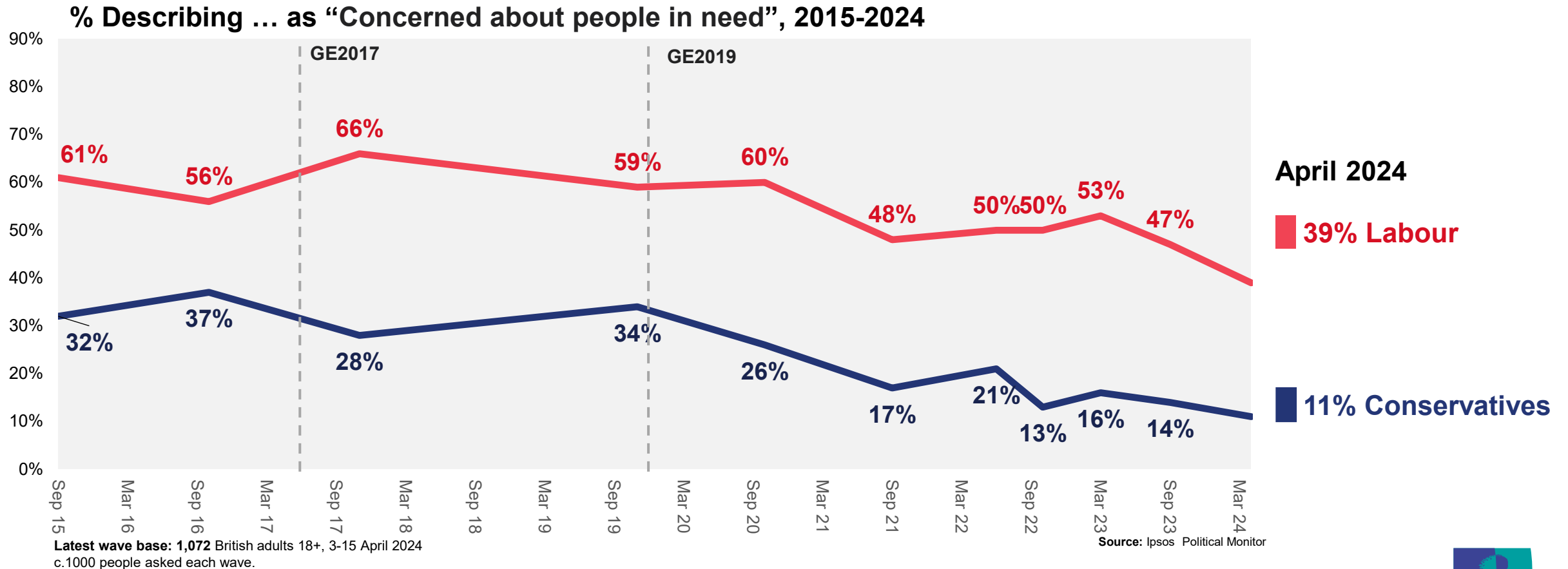
April 2024

■ 30% Conservatives  
■ 29% Labour



# Party image: Concerned about people in need

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



# Ipsos

## April 2024 Political Monitor

### For more information

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