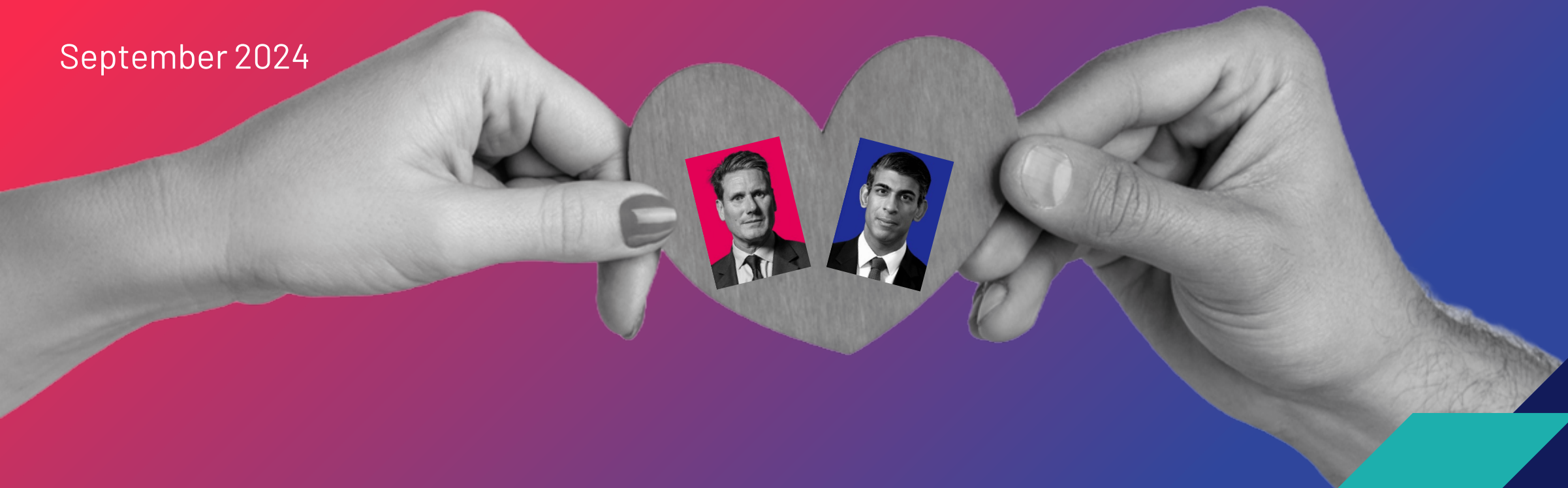


# Ipsos Political Pulse

September 2024

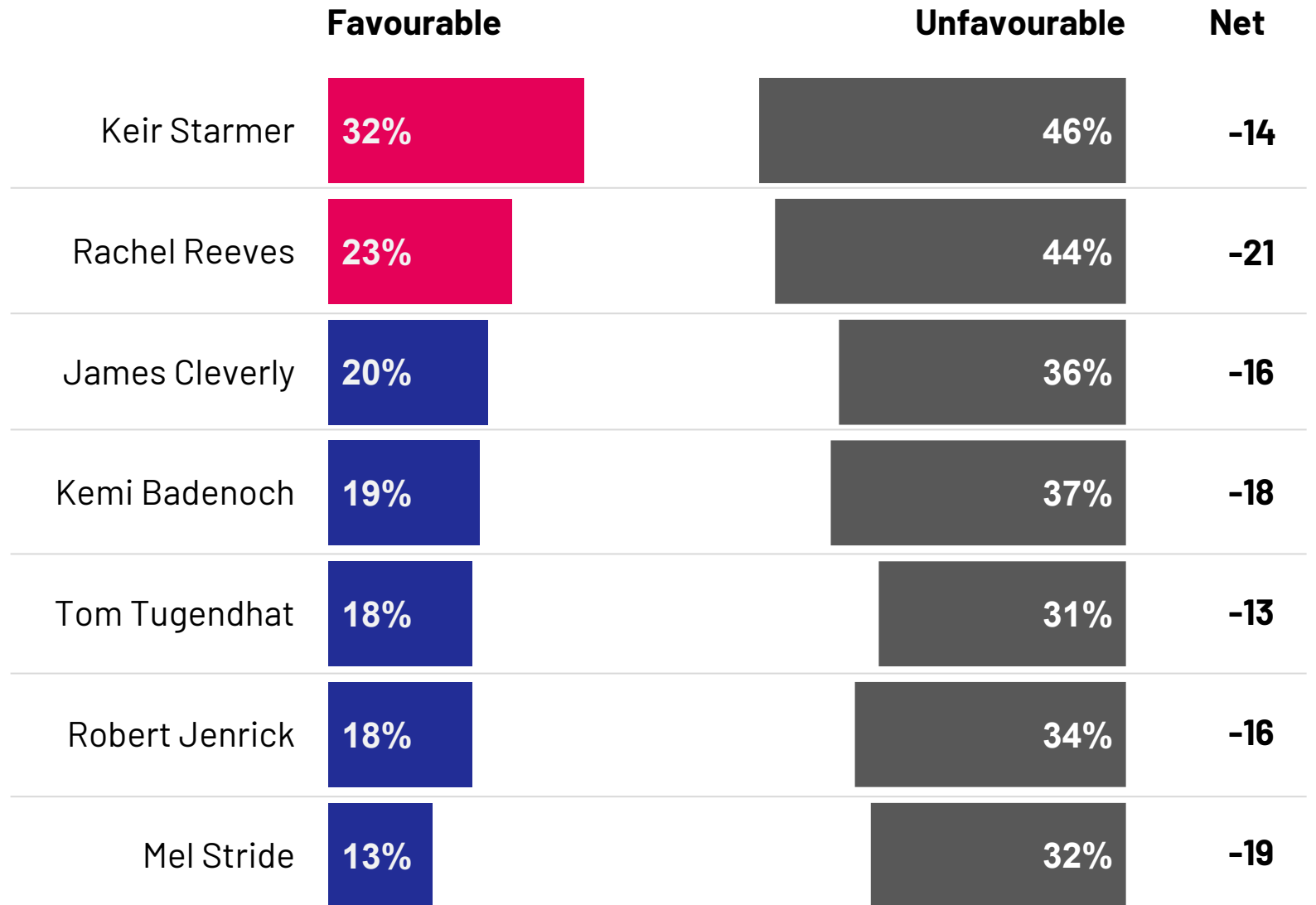
# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

September 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?

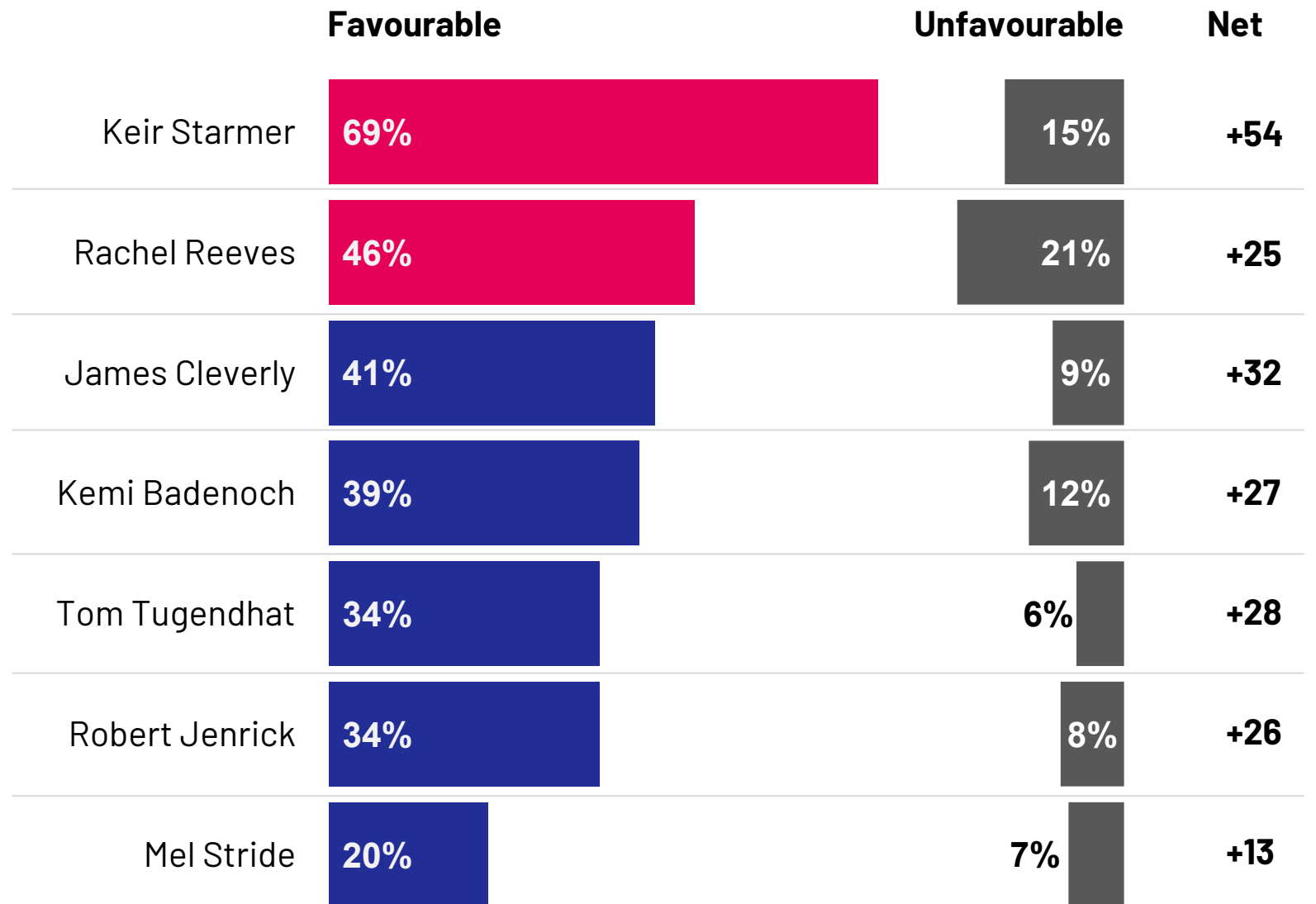


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# 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?

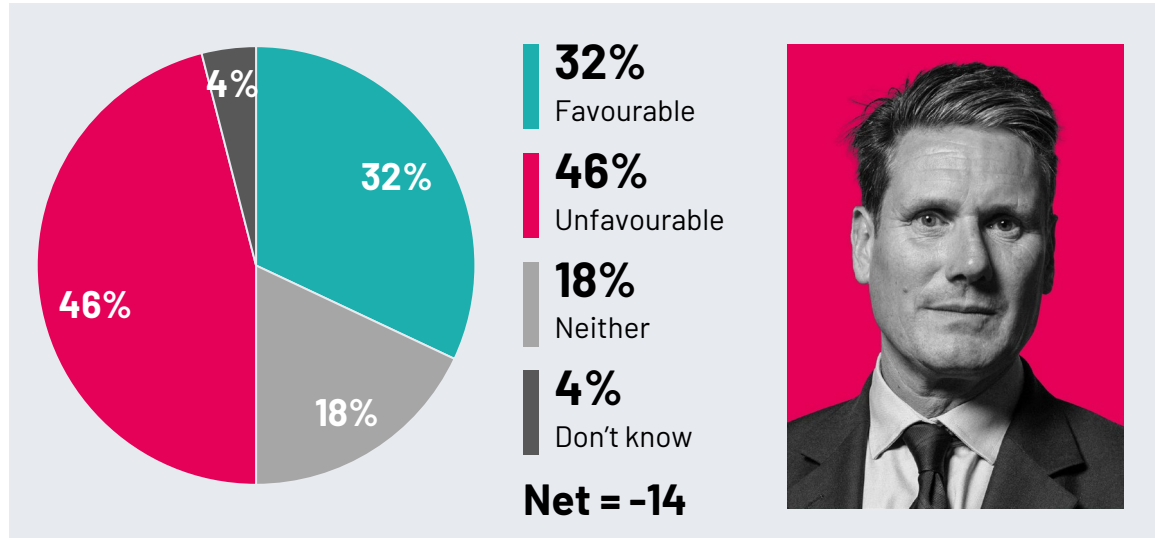


Base: 1,147 Online British adults aged 18+, including (193) 2024 Conservative voters and (356) 2024 Labour voters, 6 – 9 September 2024

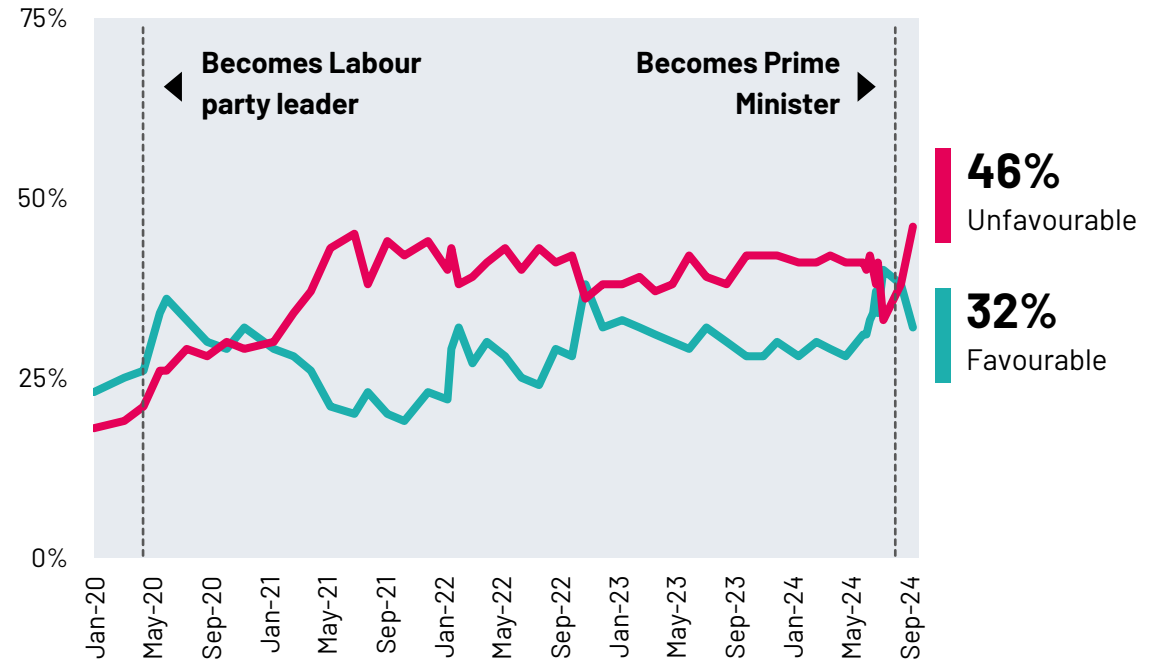
# Keir Starmer: Favourability

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

September 2024



January 2020 – September 2024

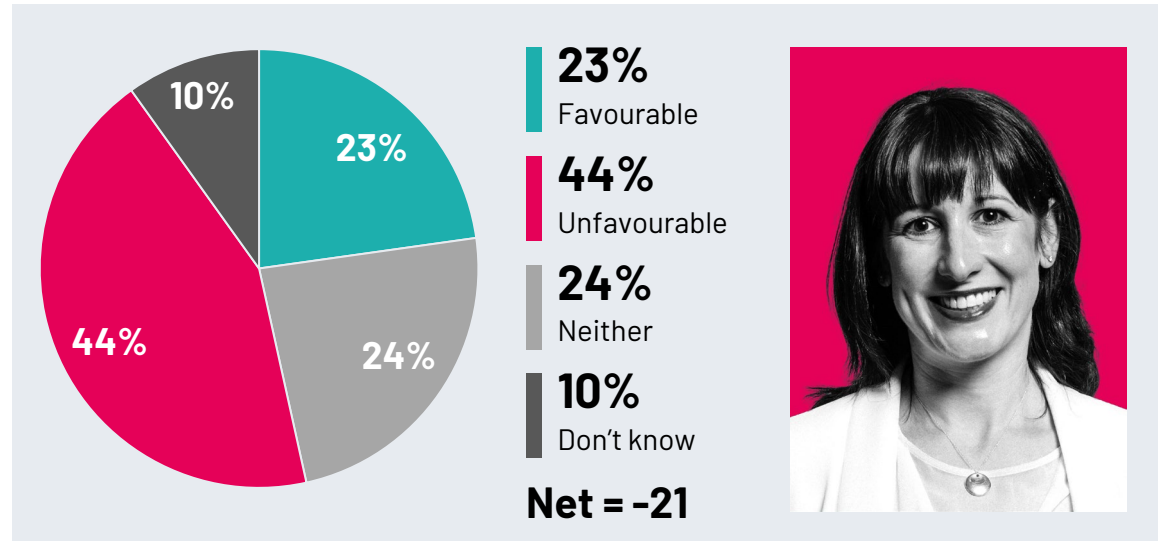


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024.

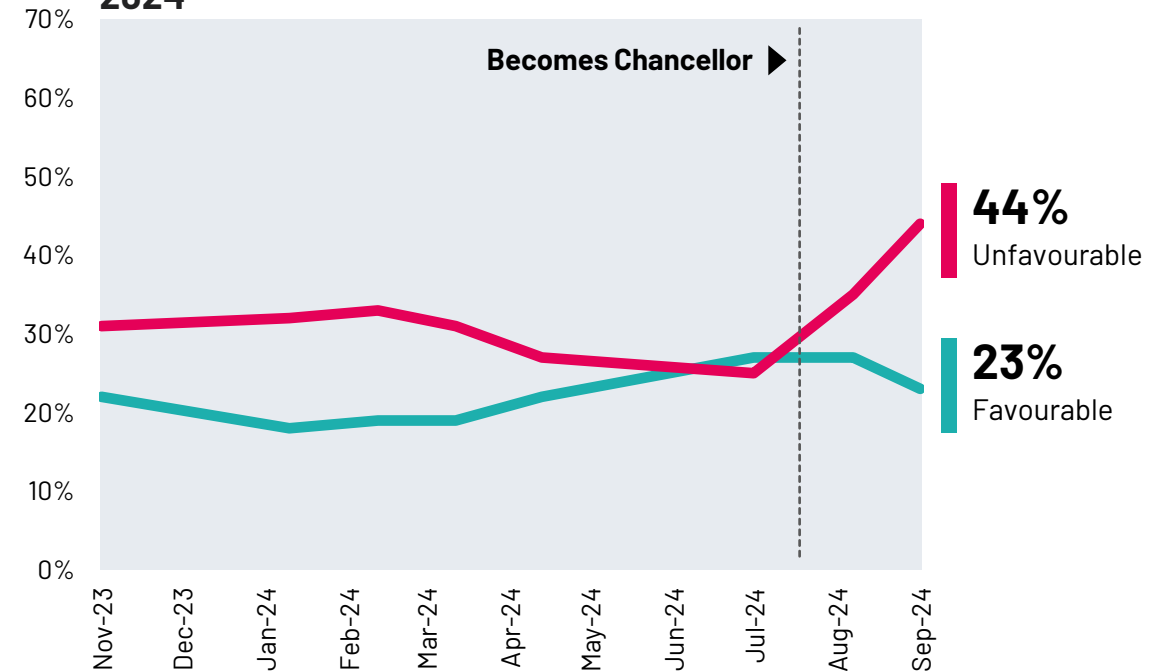
# Rachel Reeves: Favourability

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

September 2024



November 2023 – September 2024

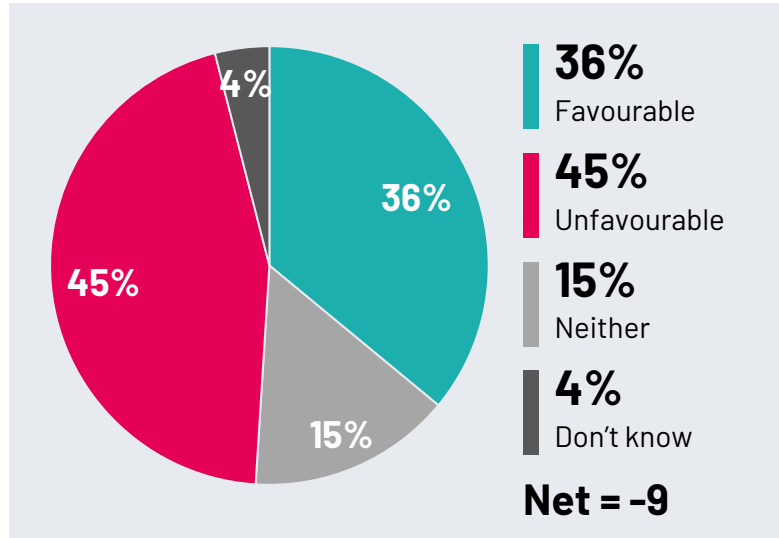


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

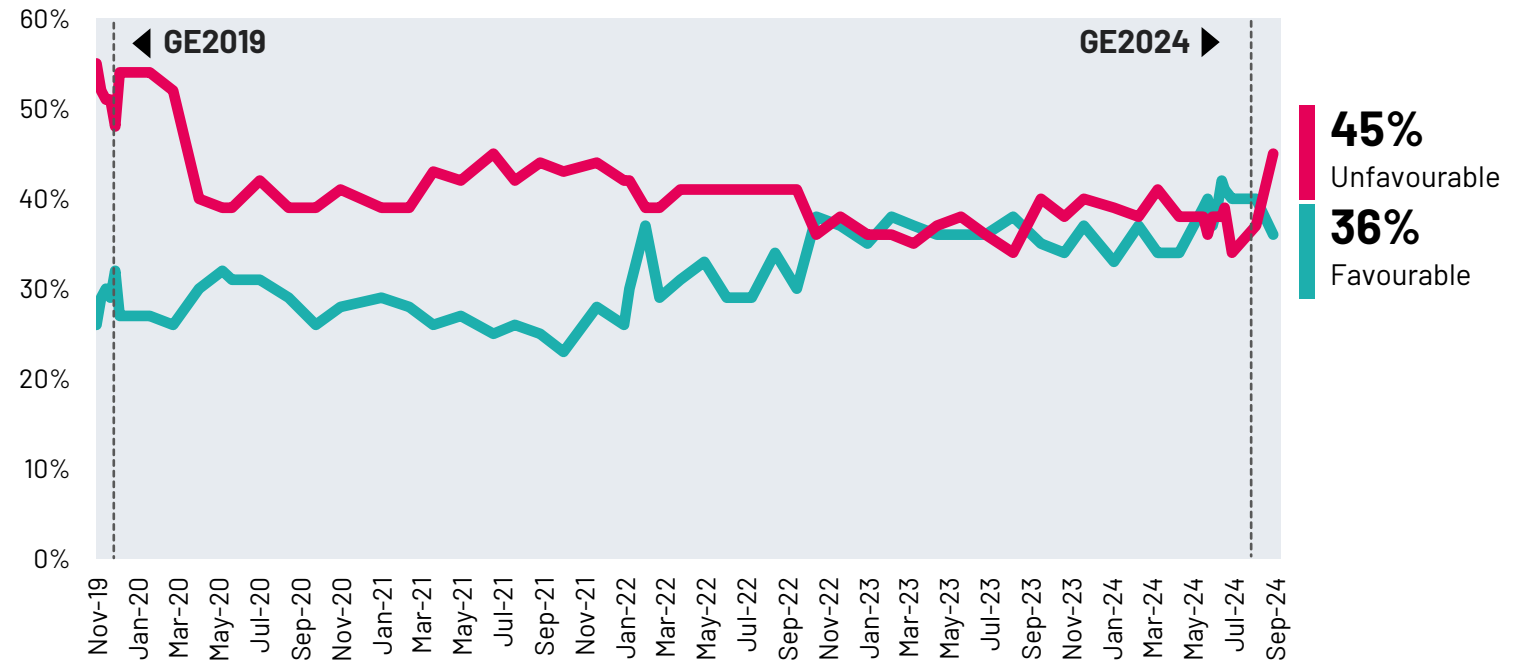
# The Labour party: Favourability

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

September 2024



October 2019 – September 2024

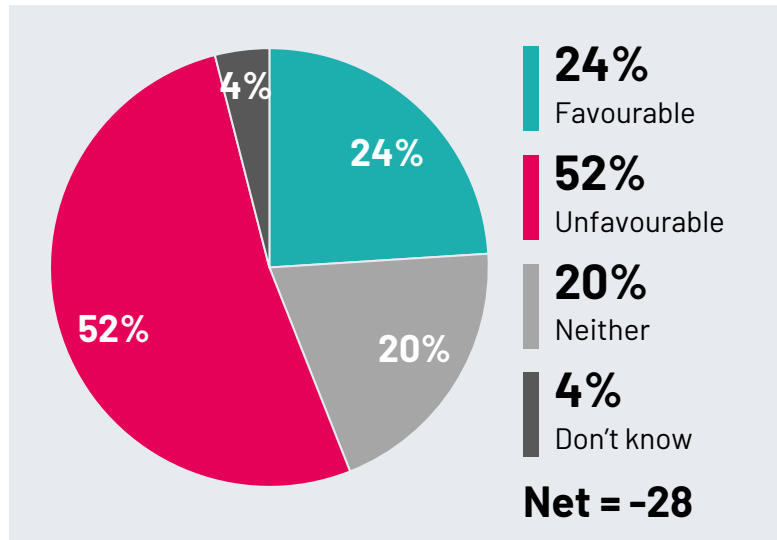


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

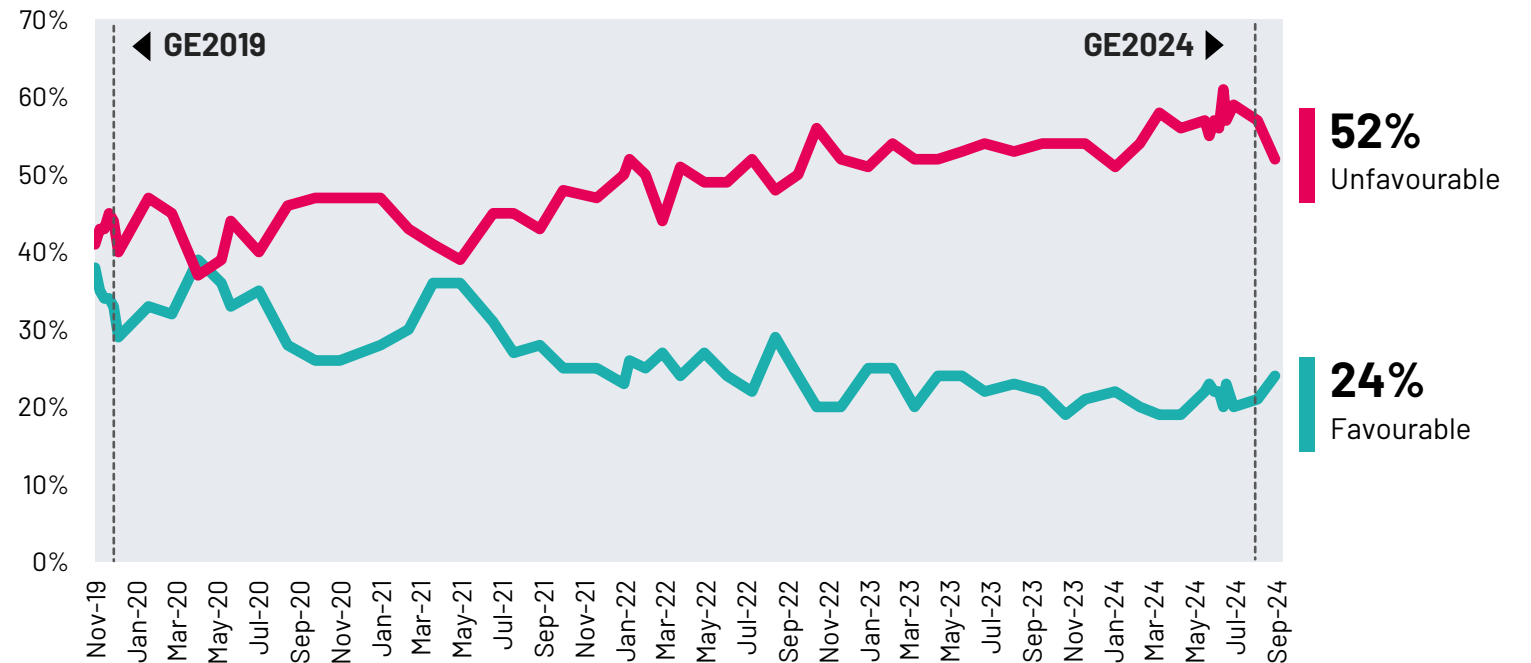
# The Conservative party: Favourability

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

September 2024



October 2019 – September 2024



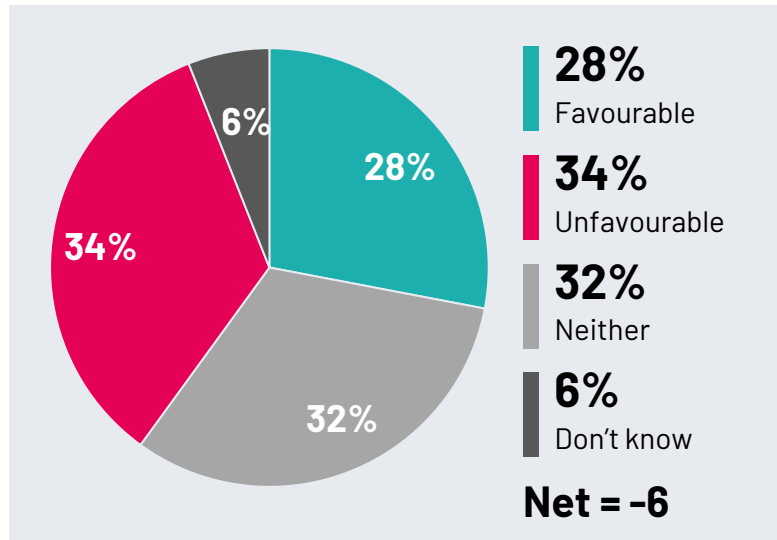
Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024



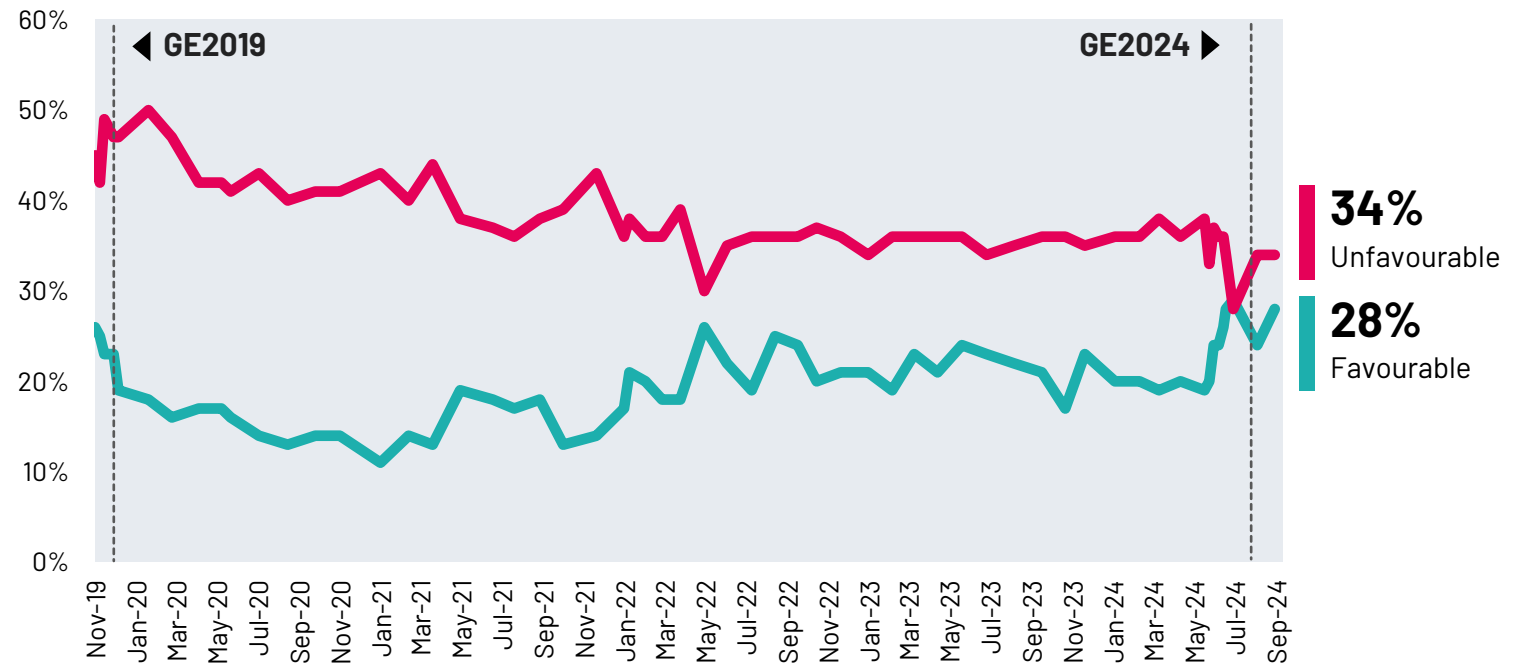
# The Liberal Democrats: Favourability

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

September 2024



October 2019 – September 2024

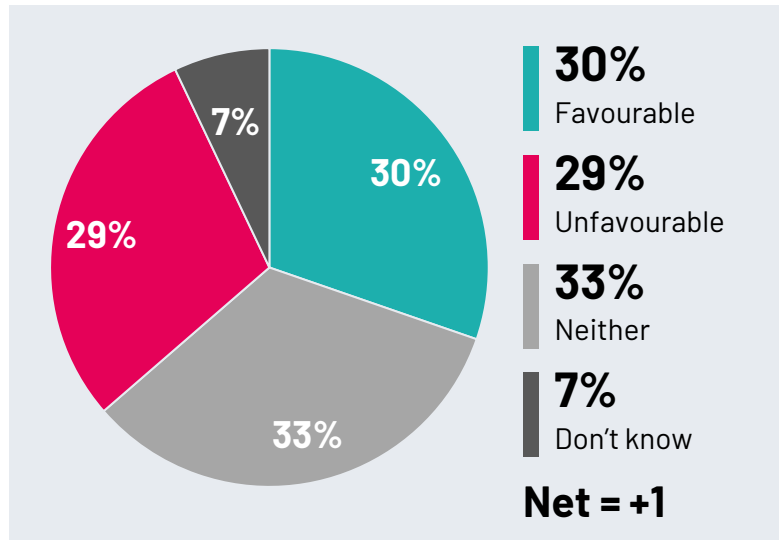


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

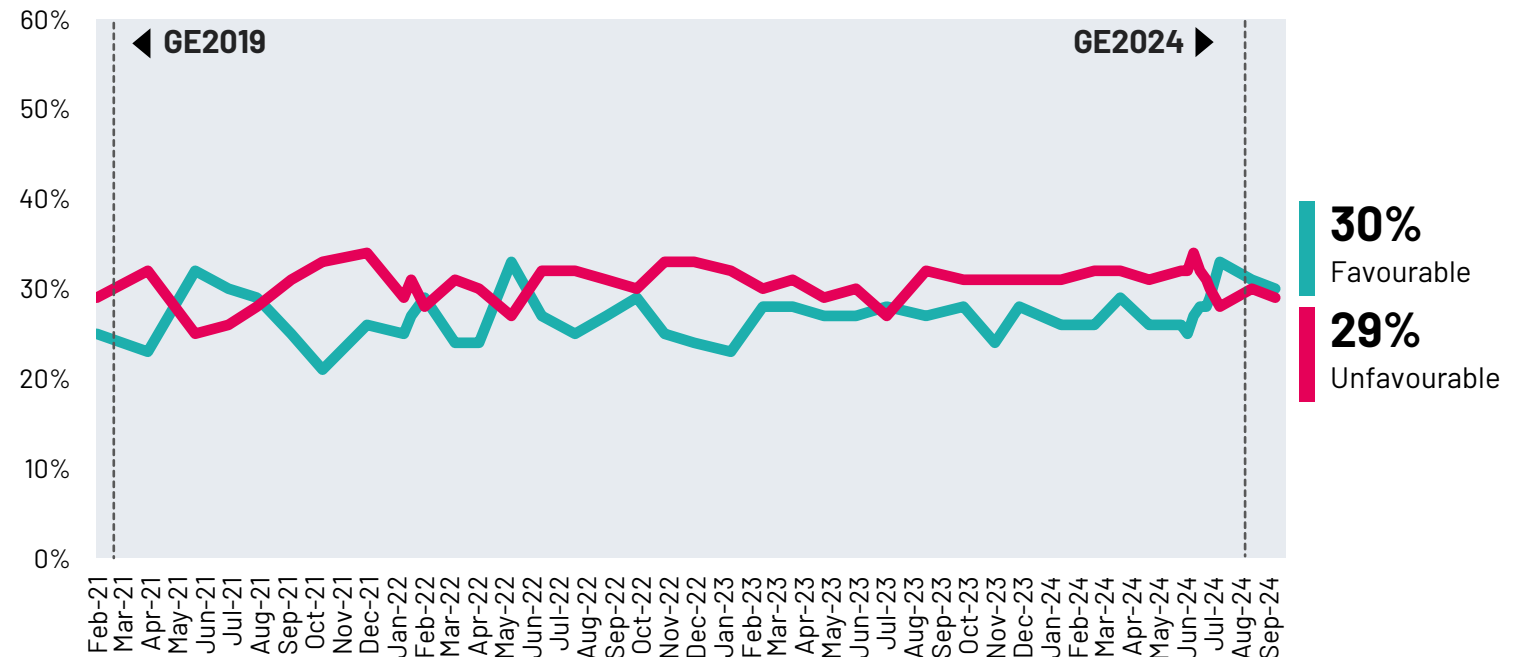
# The Green Party: Favourability

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

September 2024



February 2021 – September 2024

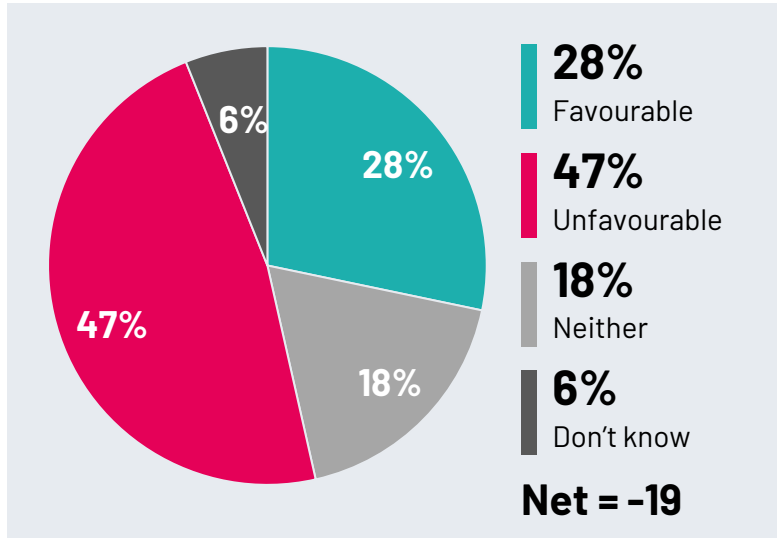


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

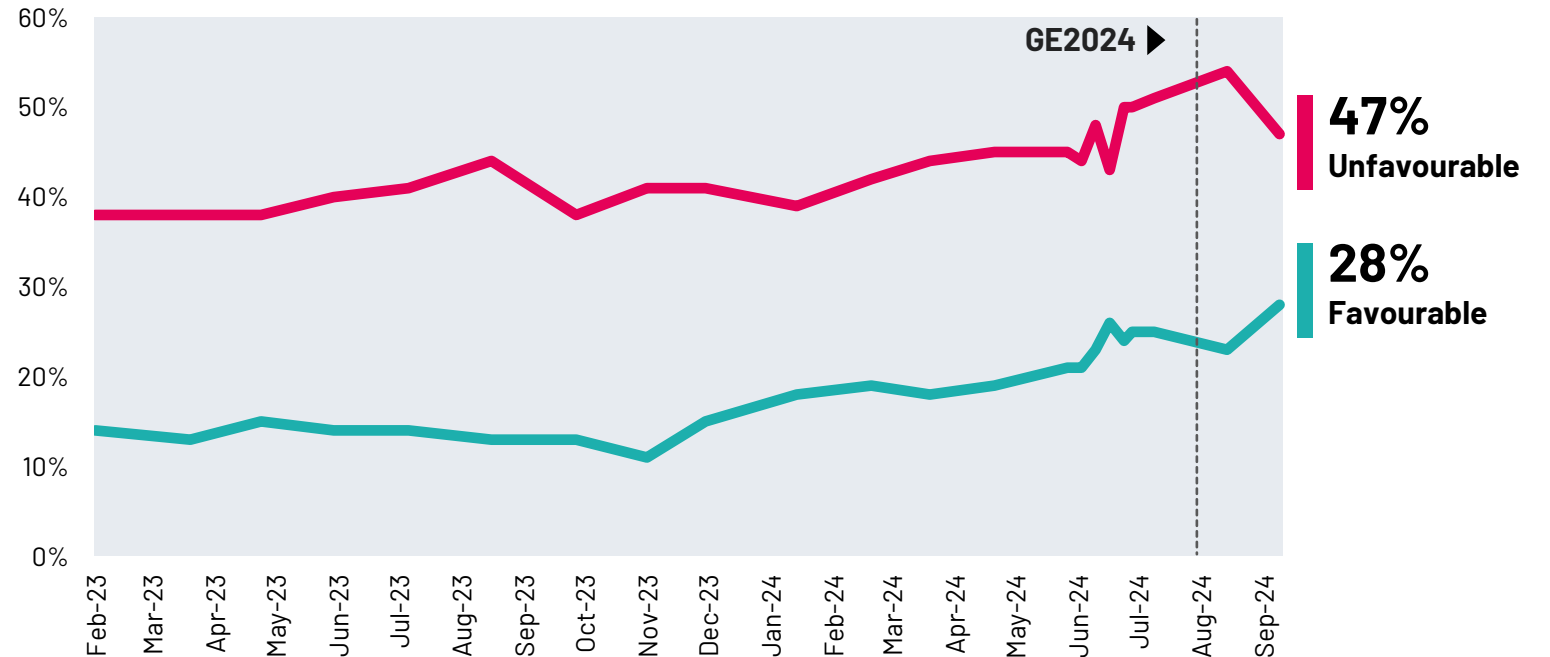
# Reform UK: Favourability

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

September 2024



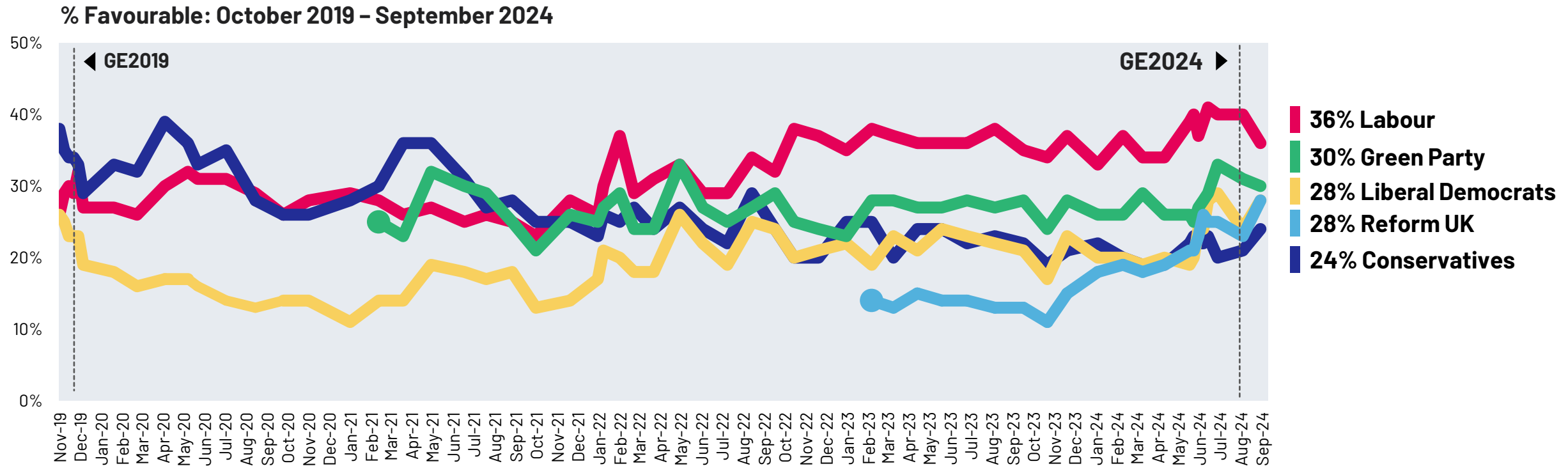
February 2023 – September 2024



Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# Political parties: Favourability

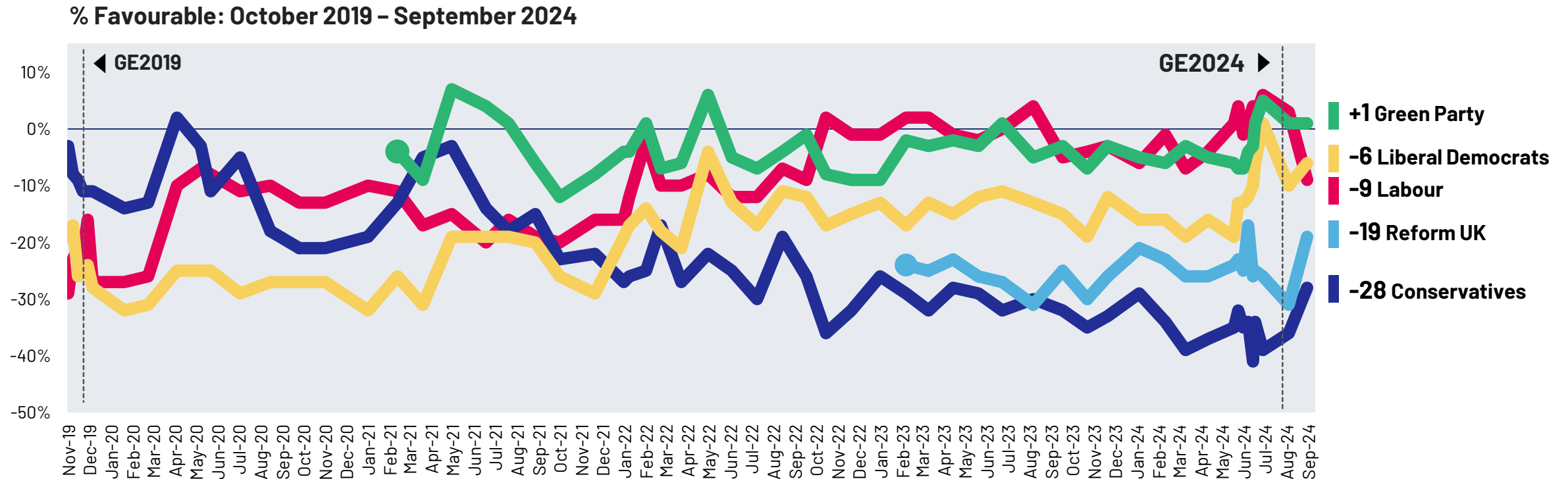
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# Political parties: Net favourability

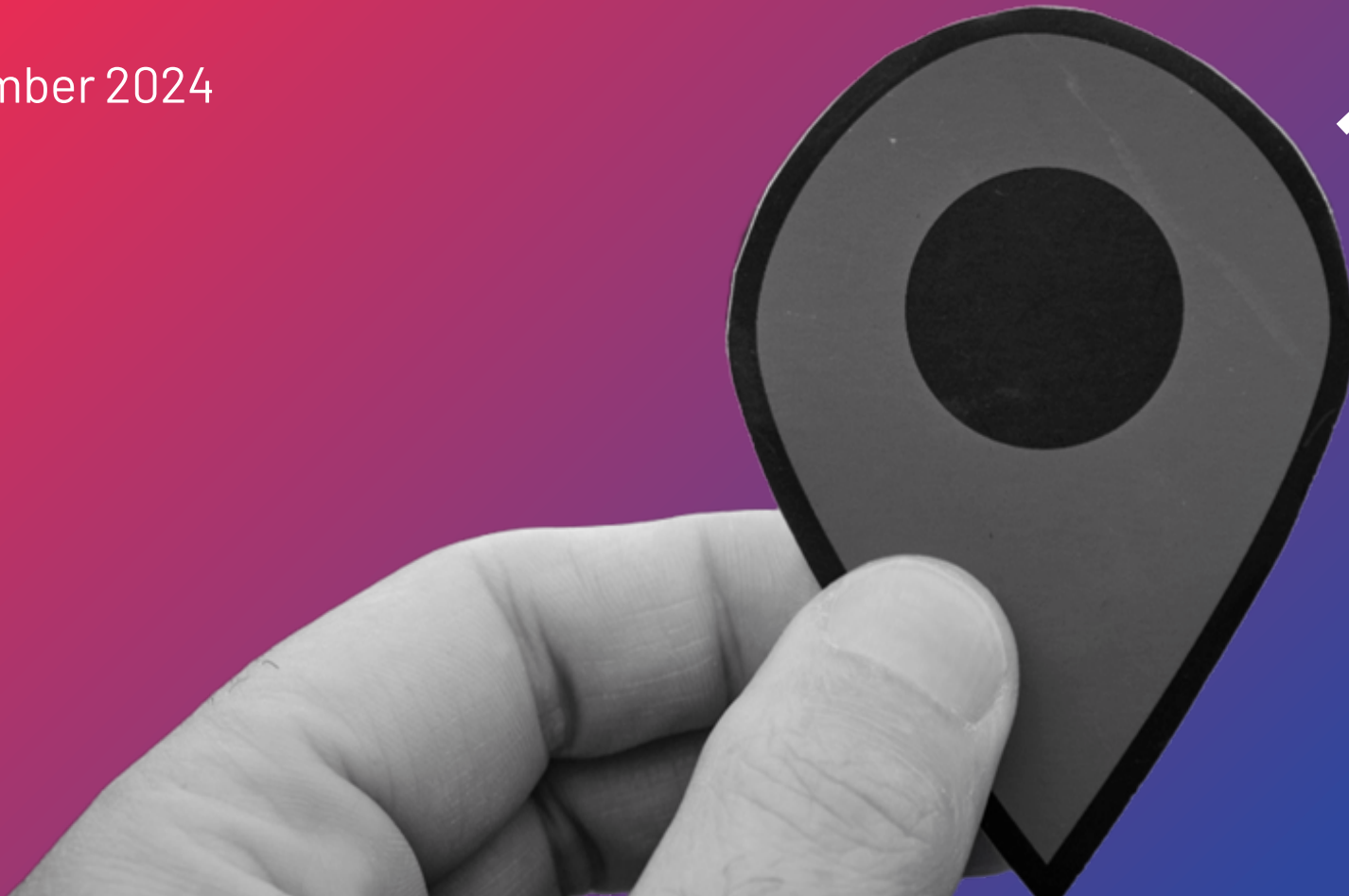
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# DIRECTION OF THE COUNTRY

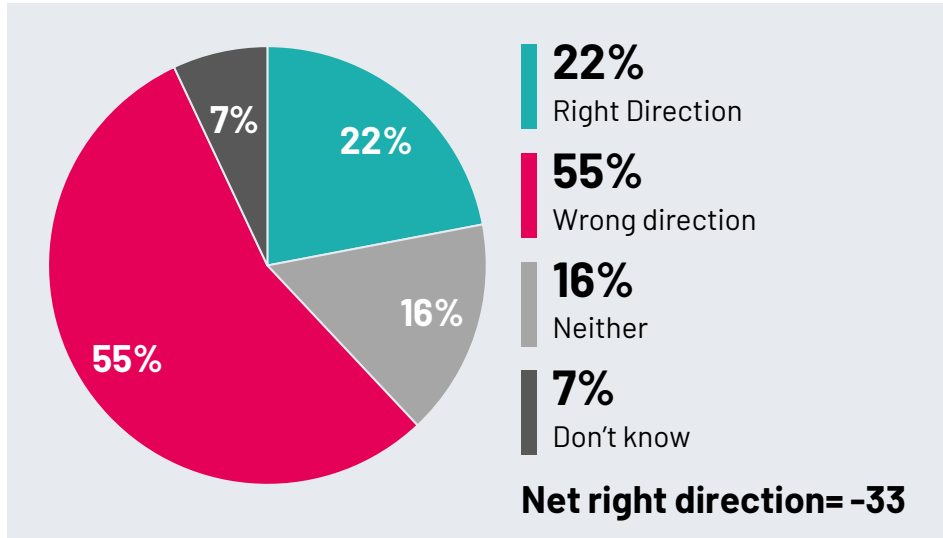
September 2024



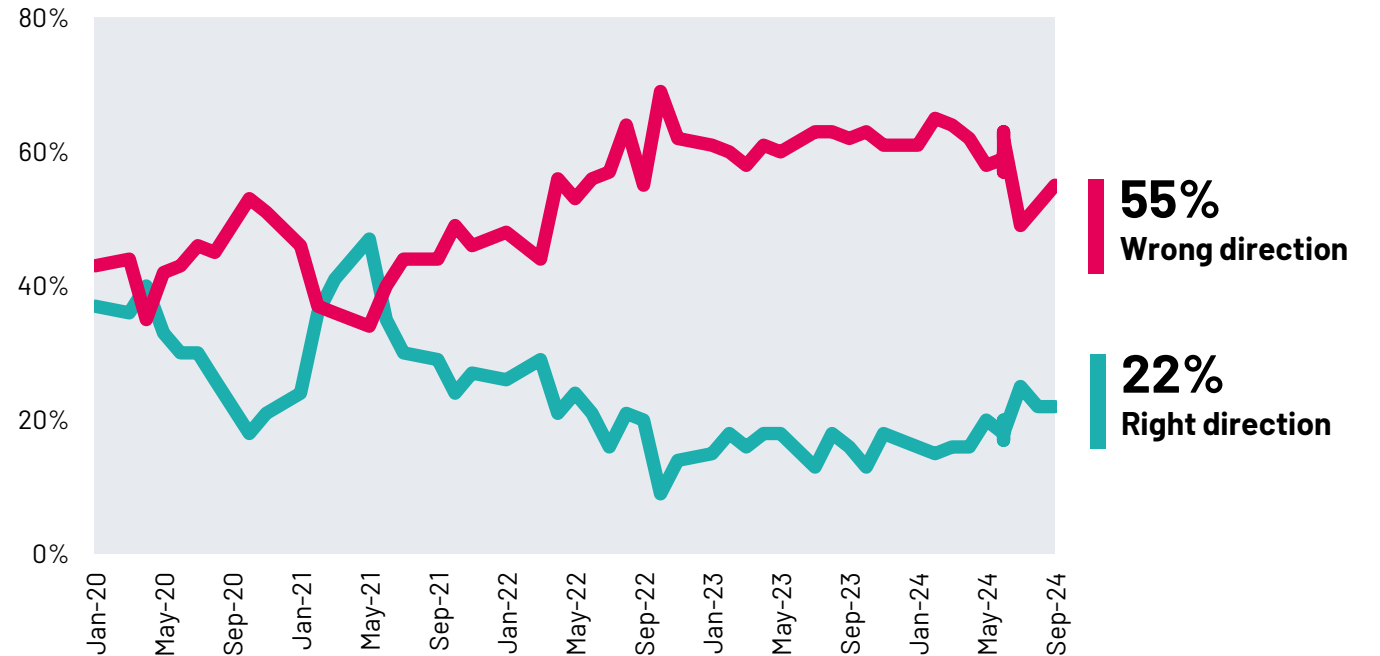
# Direction of the country

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

September 2024



January 2020 – September 2024

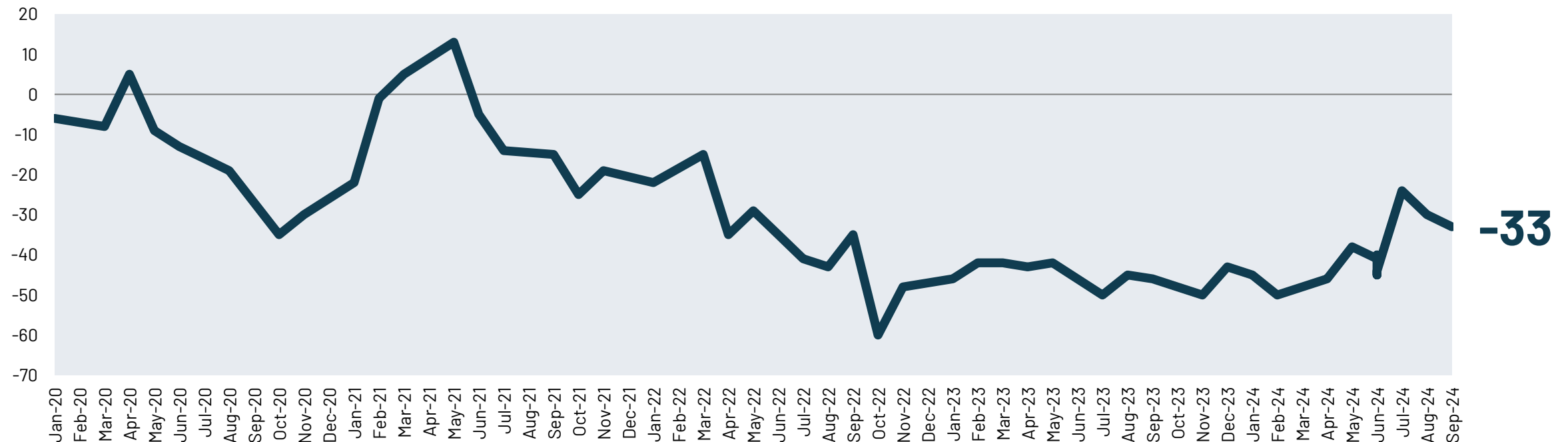


Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# Direction of the country: January 2020 - September 2024

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

## Net right direction



Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024



# IMPACT OF BREXIT

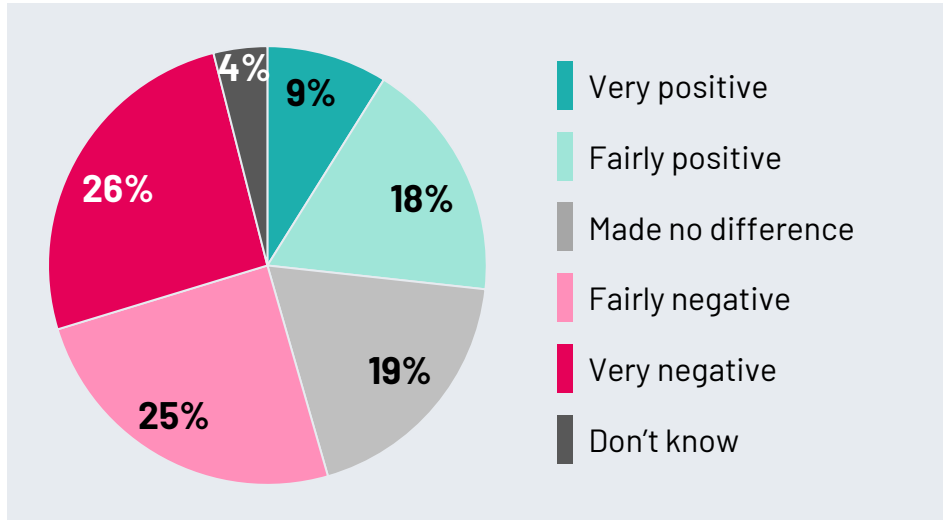
September 2024



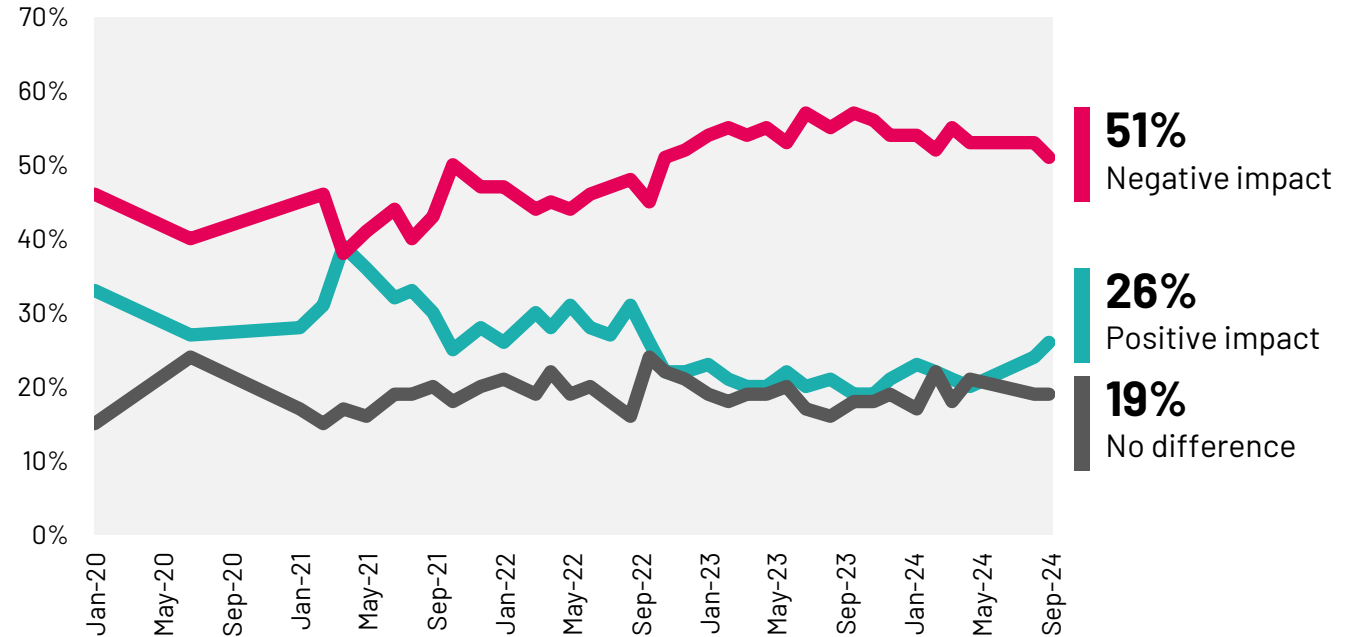
# Impact of the UK's decision to leave the European Union

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?

September 2024



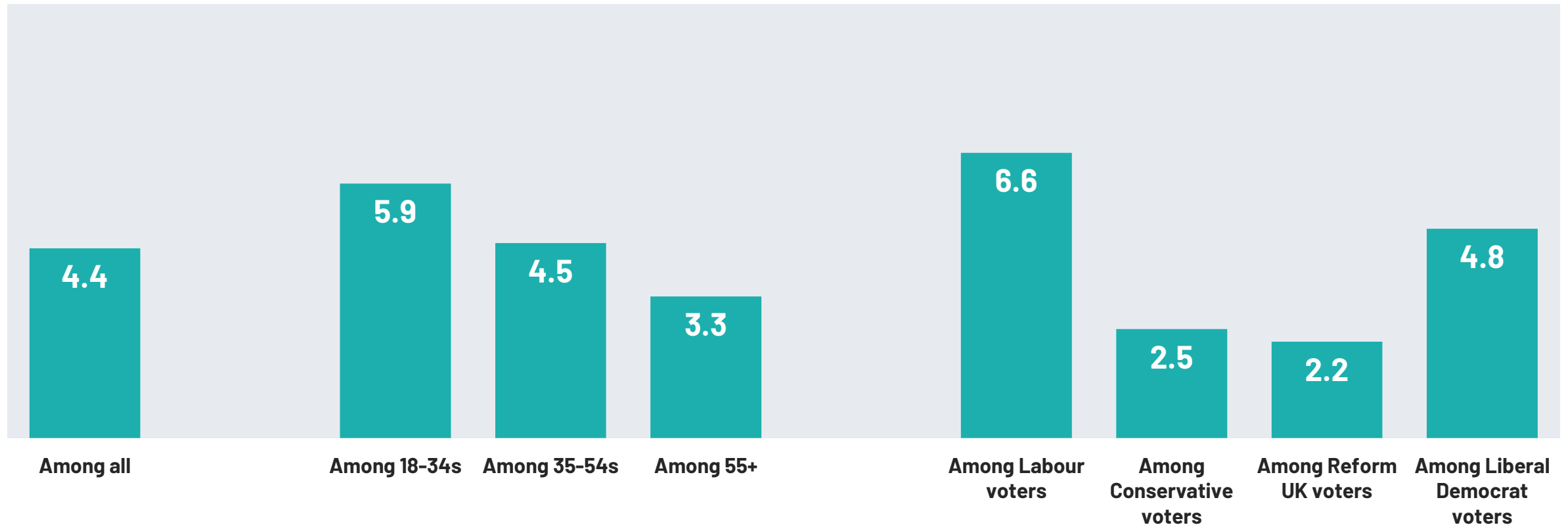
January 2020 – September 2024



Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# How is the current Labour government performing?

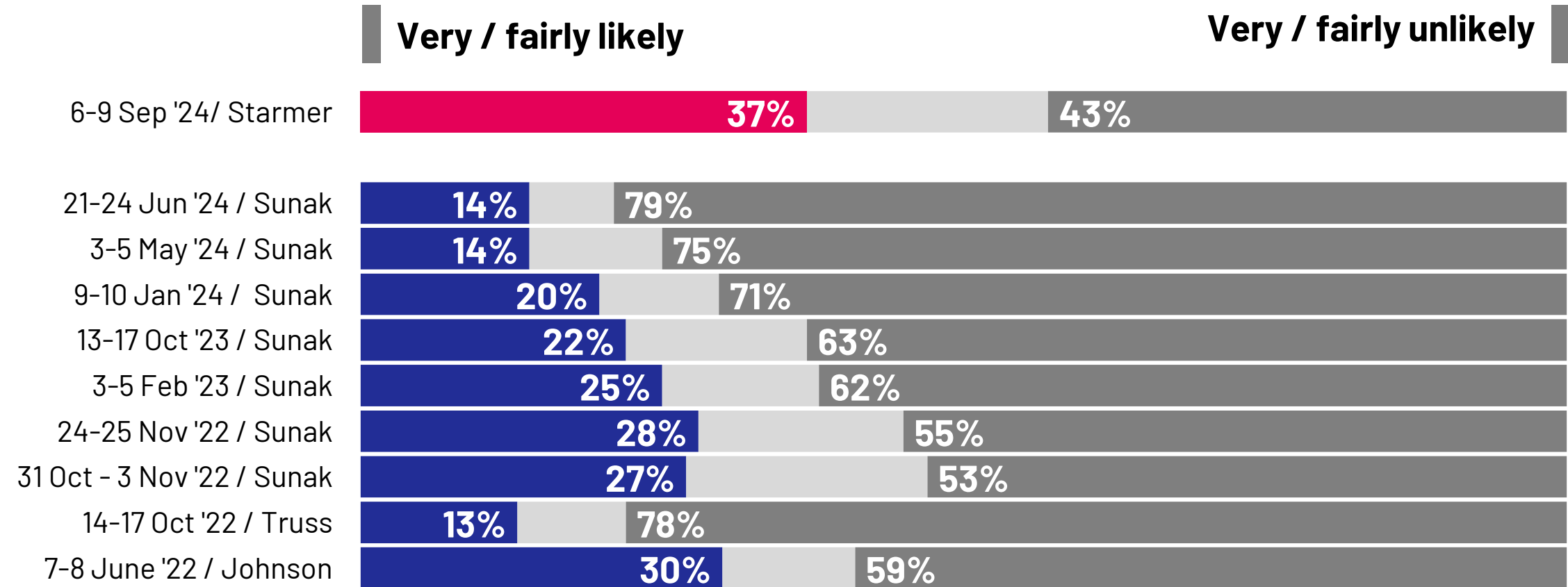
On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country? *Mean scores*



**Base: 1,147** Online British adults aged 18+, 6 - 9 September 2024, including those aged 18-34 (366), 35-54 (388), 55+ (393), and (356) Labour 2024 voters, (193) Conservative voters, (126) Reform UK voters, and (117) Liberal Democrat voters

# The public are split on how likely it is that Keir Starmer will win the next General Election

How likely or unlikely do you think it is that Keir Starmer will win the next General Election?



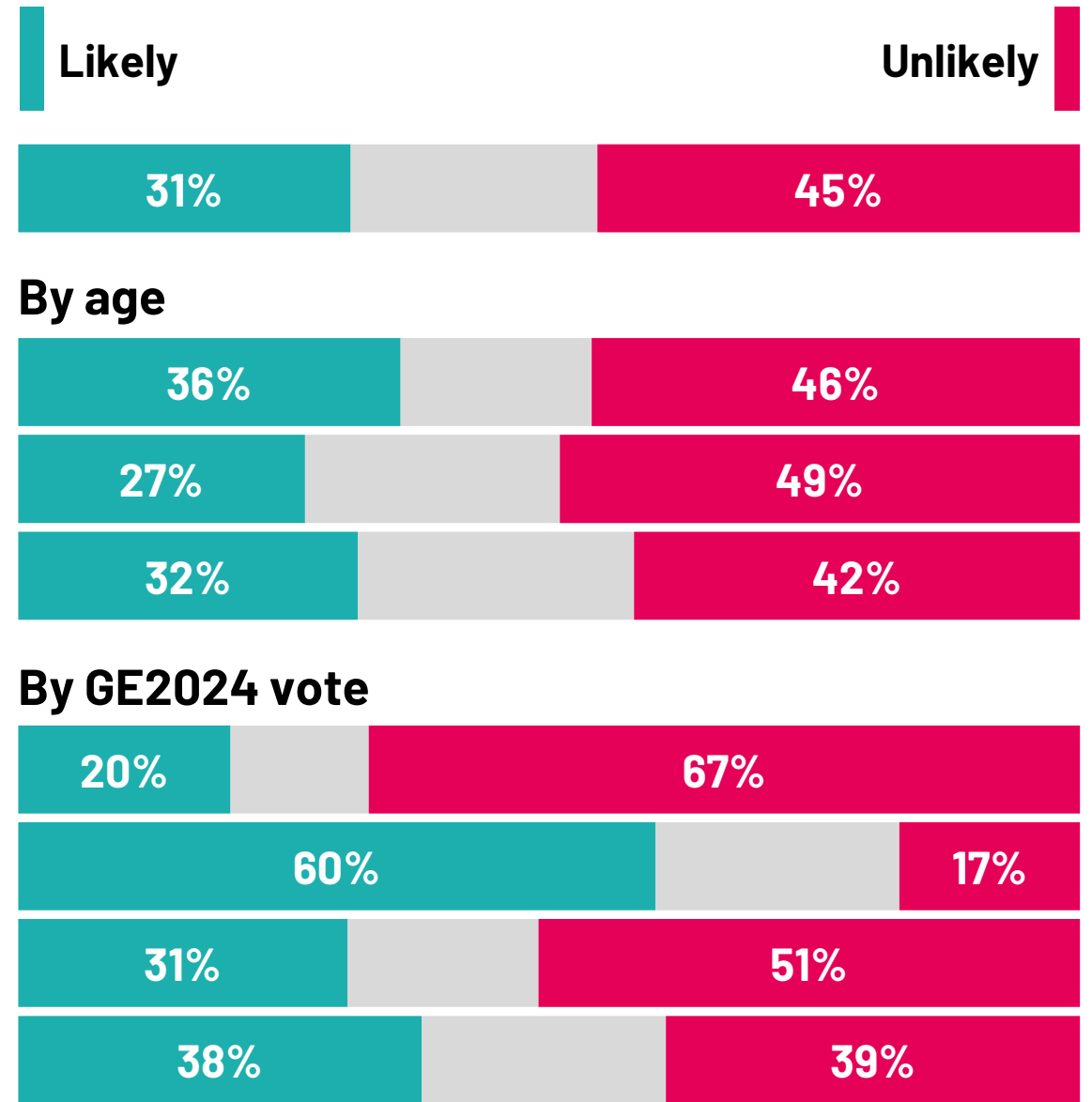
Base: 1,147 Online British adults aged 18+, 6 - 9 September 2024

# Three in ten think it is likely that the next leader of the Conservative Party will become Prime Minister at the next General Election

As you may know, the Conservative Party are currently in the process of choosing its next leader.

How likely or unlikely do you think that the next leader of the Conservative Party will become Prime Minister at the next General Election?

**Base: 1,147** Online British adults aged 18+, 6 – 9 September 2024, including those aged 18-34 (366), 35-54 (388), 55+ (393), and (356) Labour 2024 voters, (193) Conservative voters, (126) Reform UK voters, and (117) Liberal Democrat voters



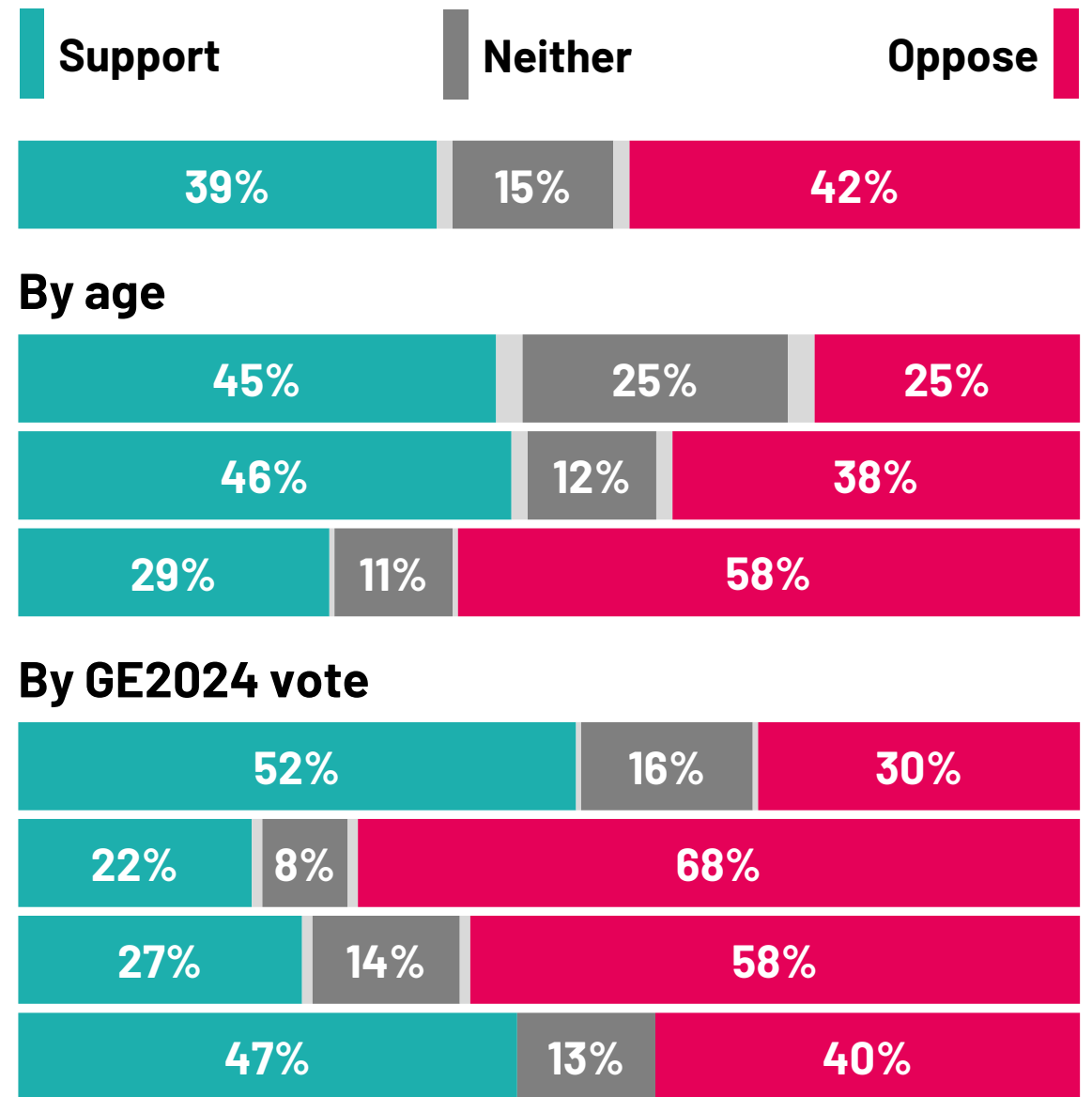
# The public are split on whether they support or oppose means testing the Winter Fuel Allowance

As you may know, in previous years all pensioners could receive an annual tax-free payment from the UK government to help them cover the costs of heating their home over winter. They could receive between £200-£600.

**To what extent, if either, do you support or oppose means testing the Winter Fuel Allowance, so it is only paid to pensioners who receive pension credits or other means tested benefits?**

Means-testing would mean that eligibility for the Winter Fuel Allowance would be based on a person's income and savings with potentially no allowance being paid for those that have an income above a certain level.

**Base: 1,147** Online British adults aged 18+, 6 – 9 September 2024, including those aged 18-34 (366), 35-54 (388), 55+ (393), and (356) Labour 2024 voters, (193) Conservative voters, (126) Reform UK voters, and (117) Liberal Democrat voters



# Ipsos

September 2024  
Political Pulse

## For more information

### **Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

### **Cameron Garrett**

Research Manager

[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

### **Keiran Pedley**

Research Director

[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

### **Ben Roff**

Research Executive

[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

### **Laura King**

Research Executive

[laura.king@ipsos.com](mailto:laura.king@ipsos.com)