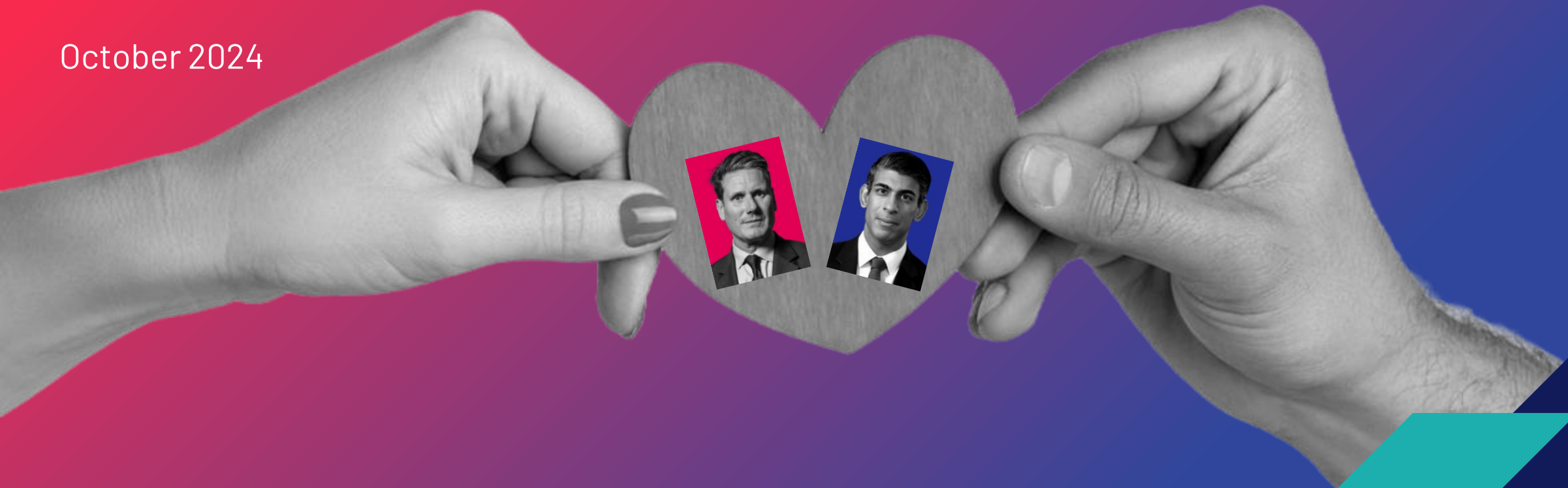


Ipsos Political Pulse

October 2024

FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

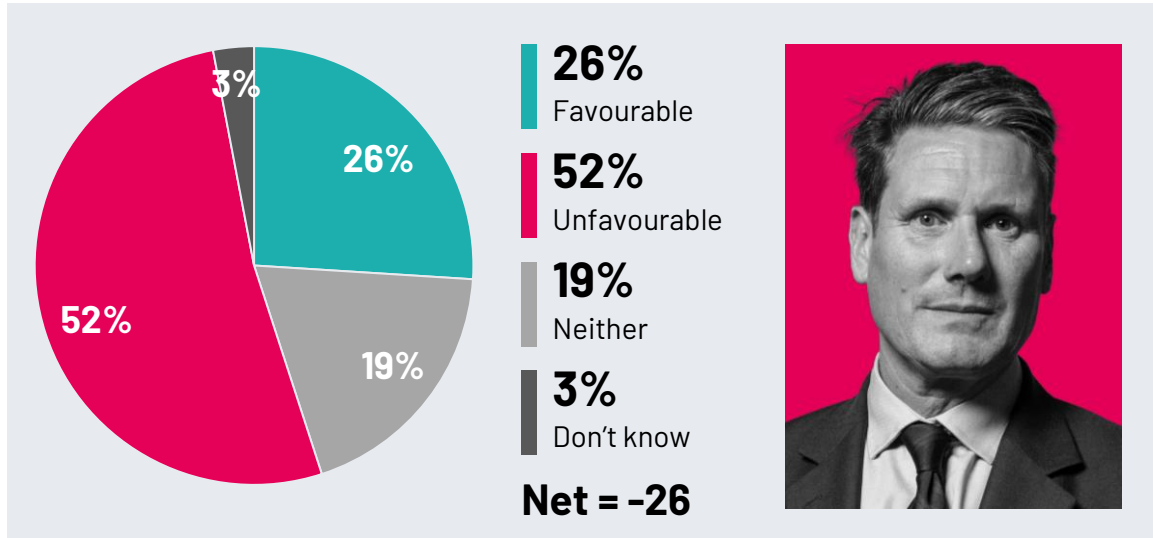
October 2024



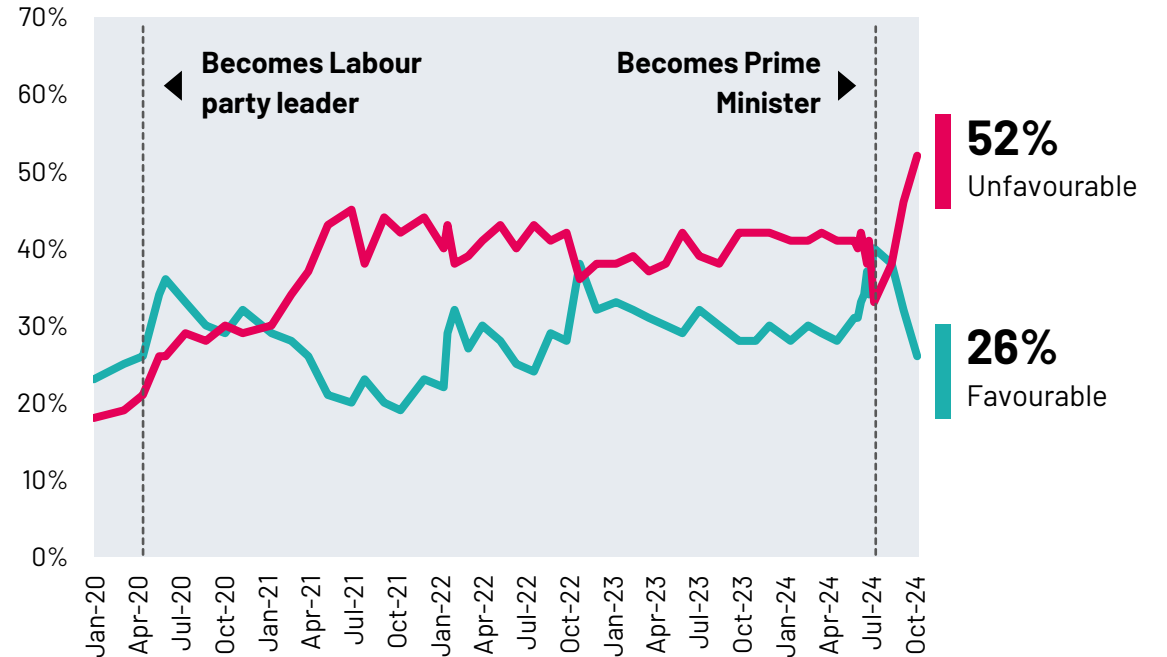
Keir Starmer: Favourability

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

October 2024



January 2020 – October 2024

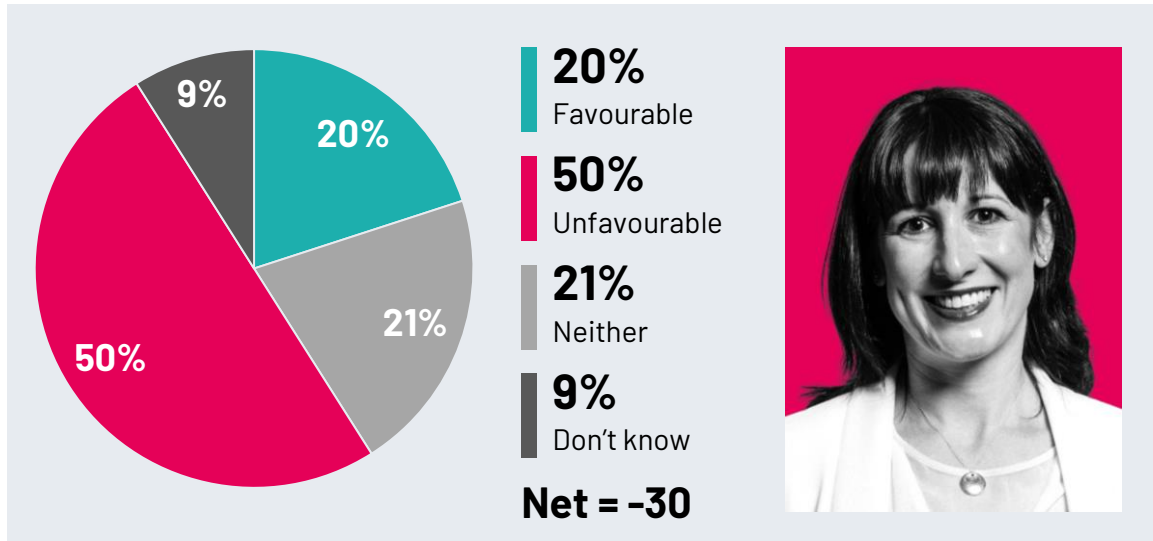


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

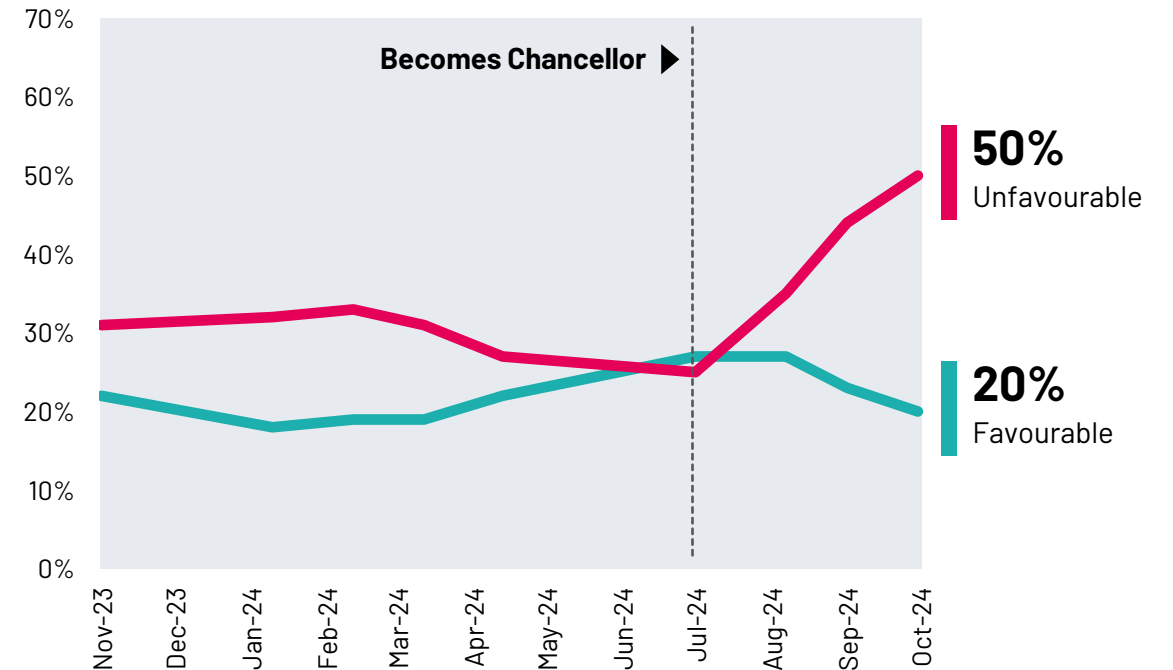
Rachel Reeves: Favourability

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

October 2024



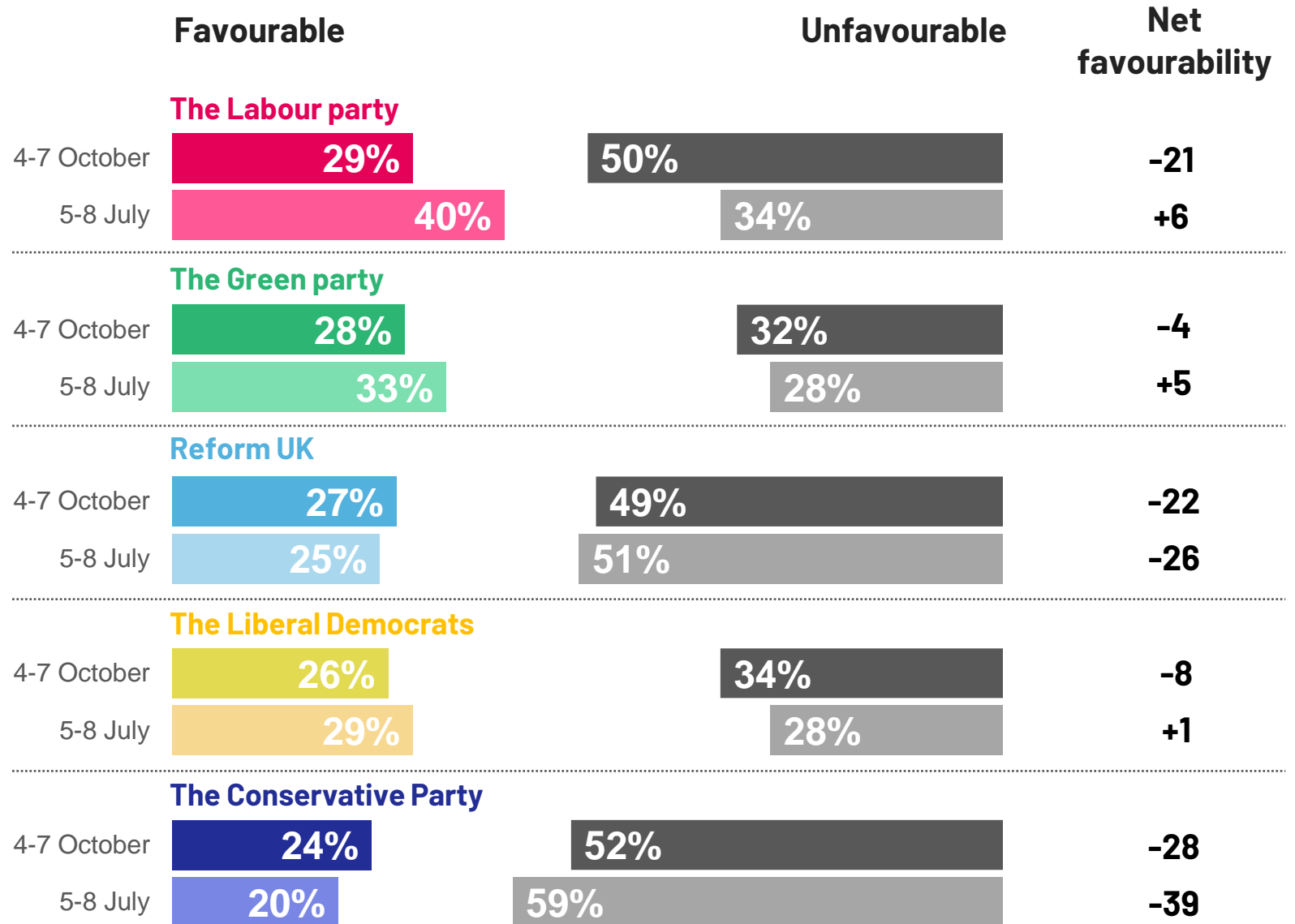
November 2023 – October 2024



Base: 1,133 Online British adults aged 18+, 4-7 October 2024

Favourability towards political parties: Change since the 2024 General Election

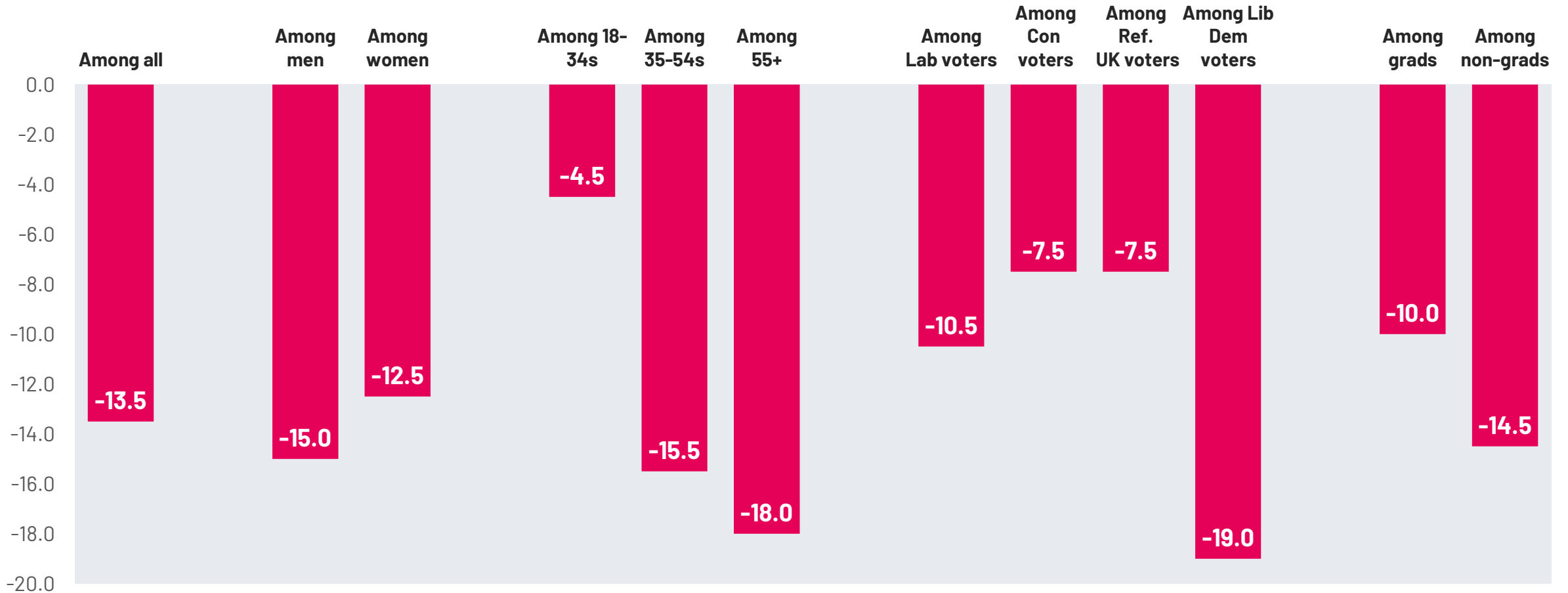
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,133 Online British adults aged 18+, 4-7 October 2024

Labour Favourability: Swing in the first 100 days

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

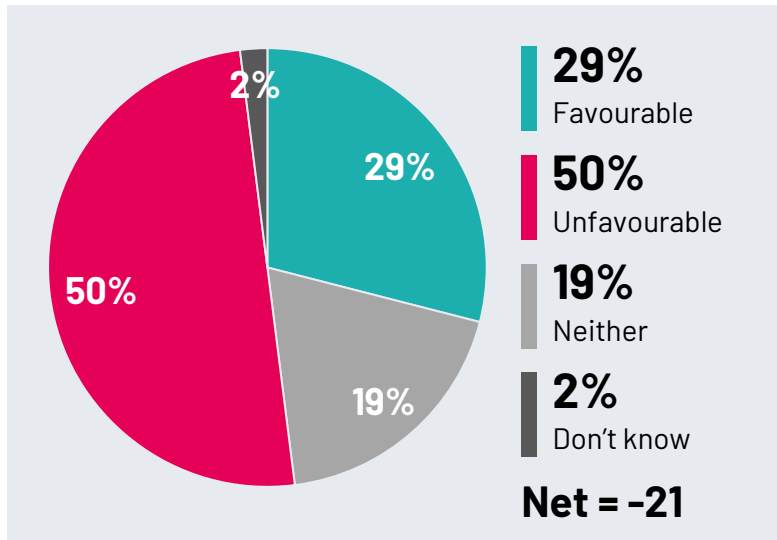


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

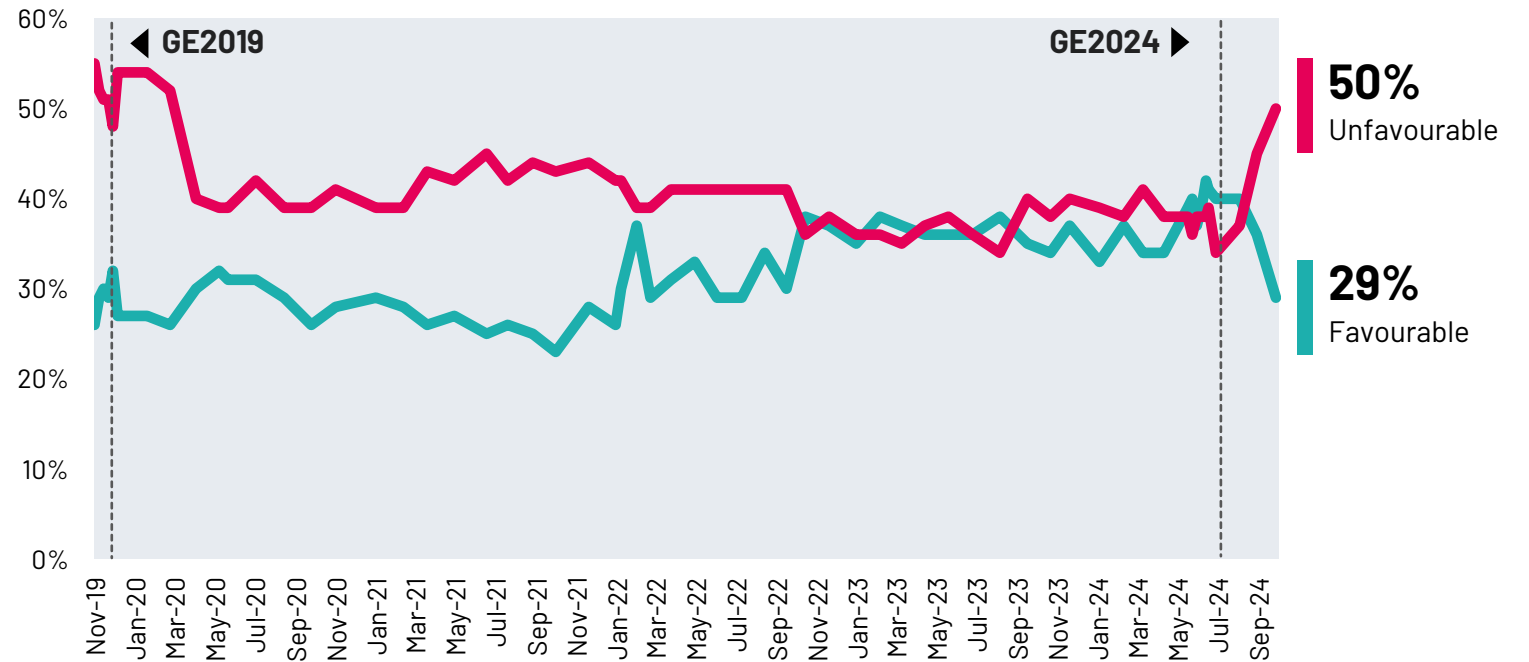
The Labour party: Favourability

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

October 2024



October 2019 – October 2024

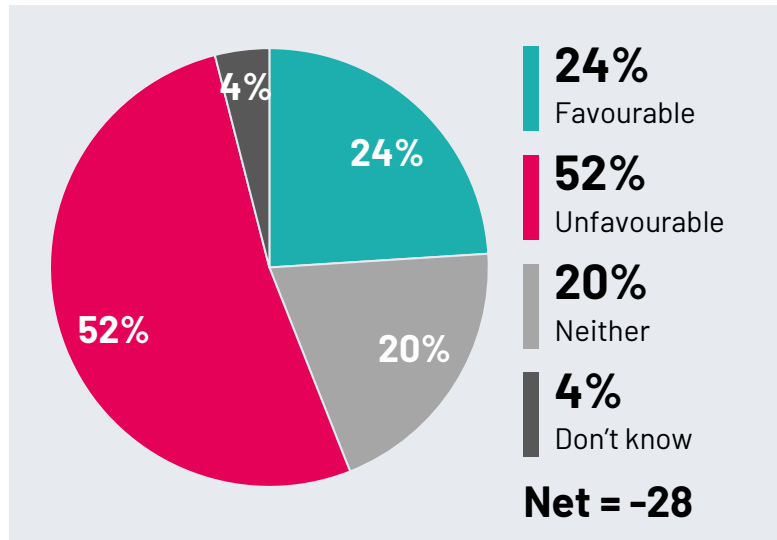


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

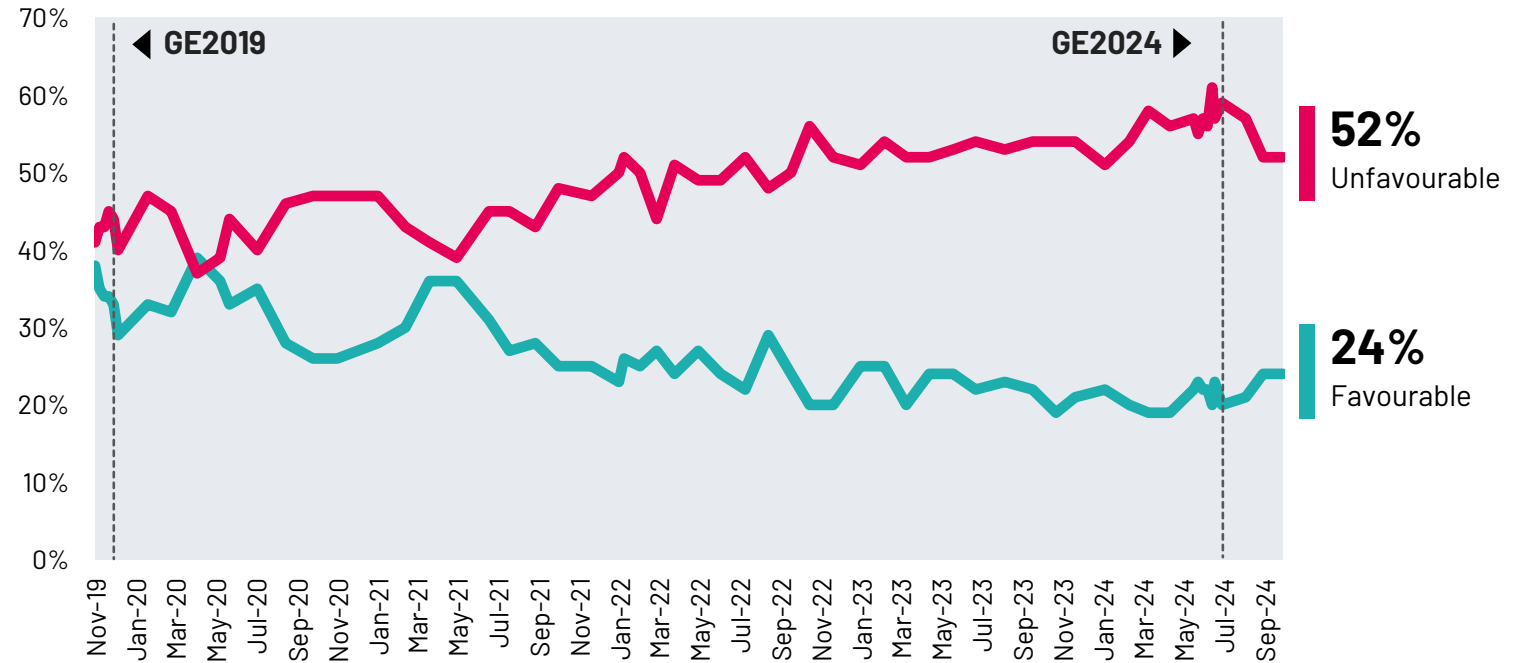
The Conservative party: Favourability

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

October 2024



October 2019 – October 2024

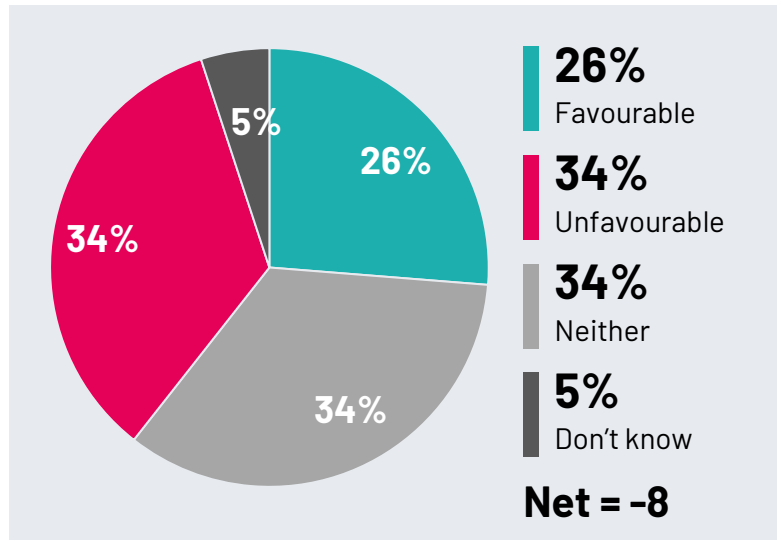


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

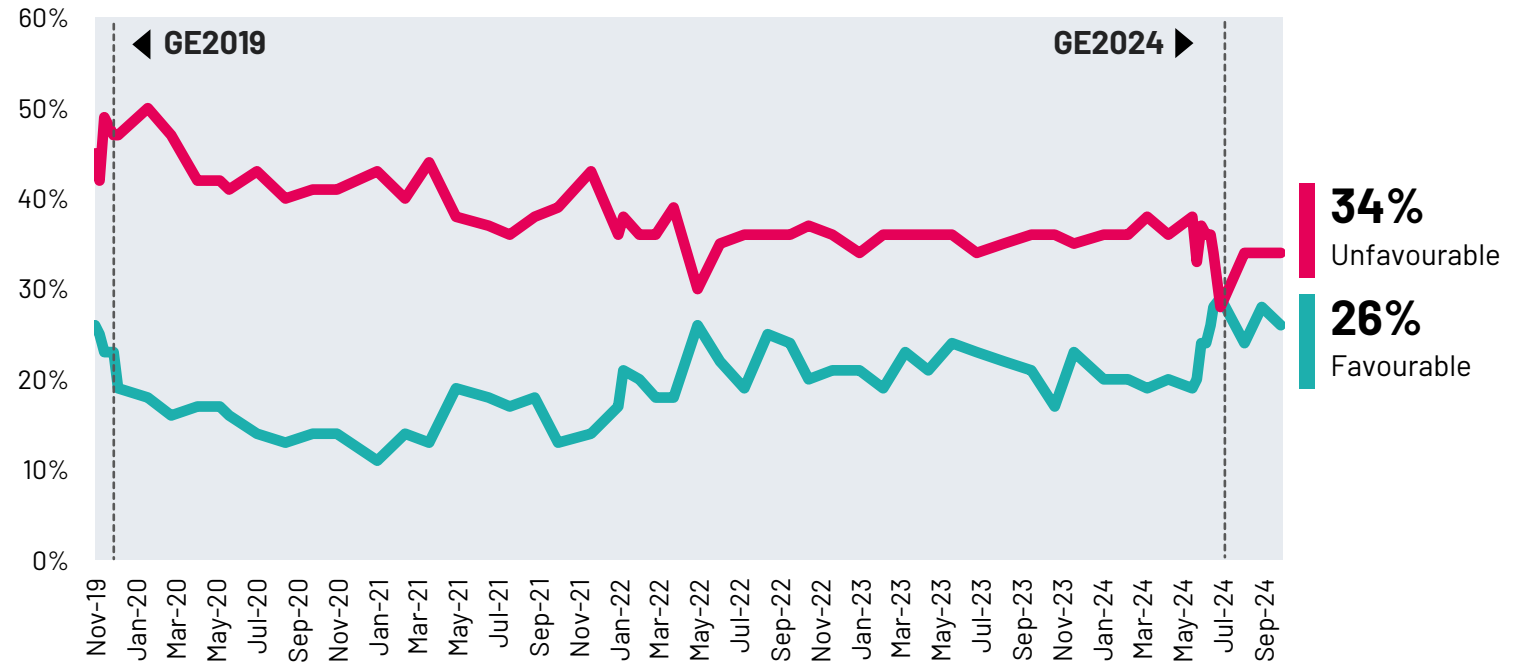
The Liberal Democrats: Favourability

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

October 2024



October 2019 – October 2024

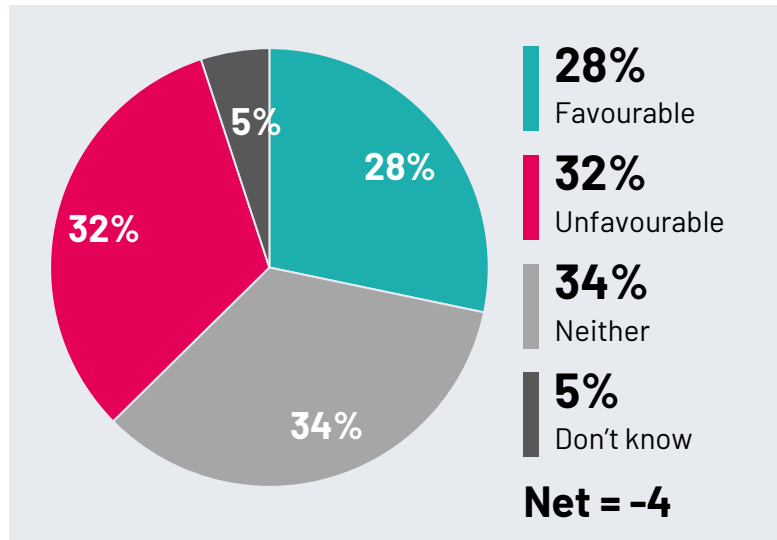


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

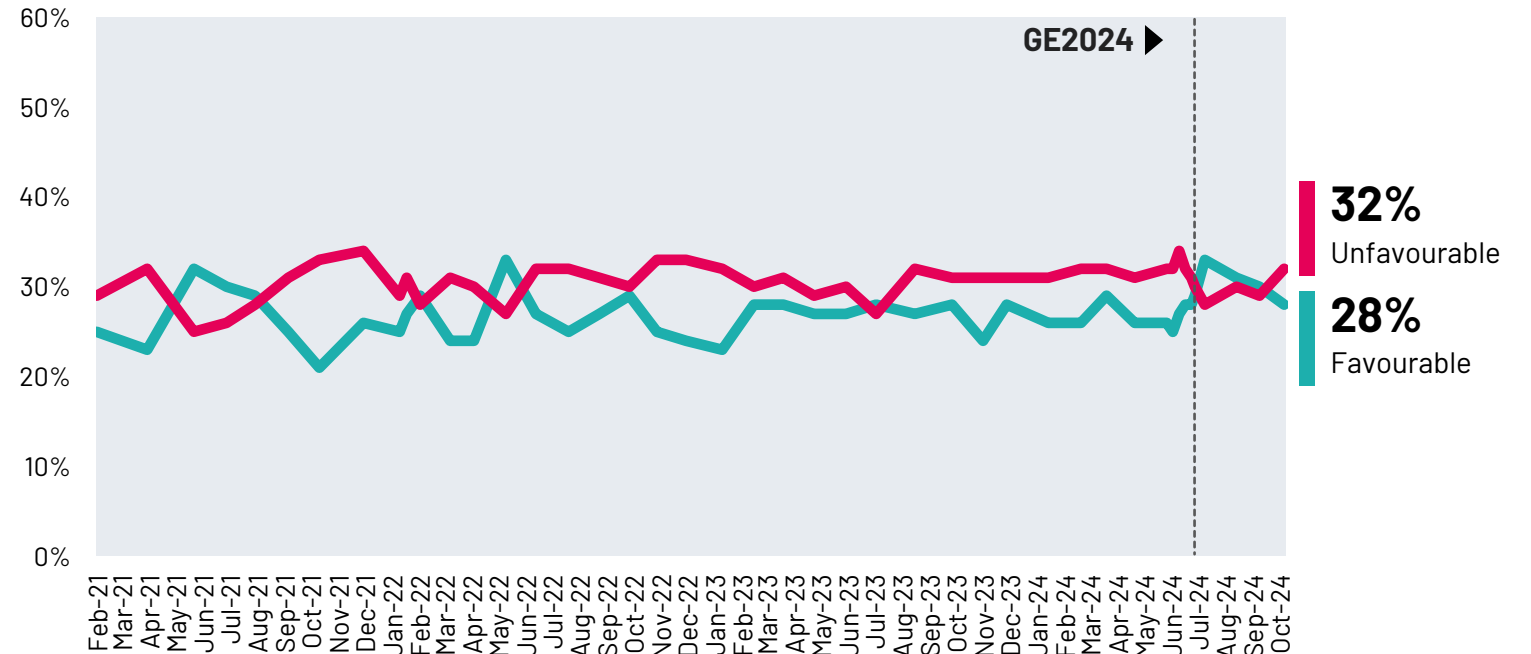
The Green Party: Favourability

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

October 2024



February 2021 – October 2024

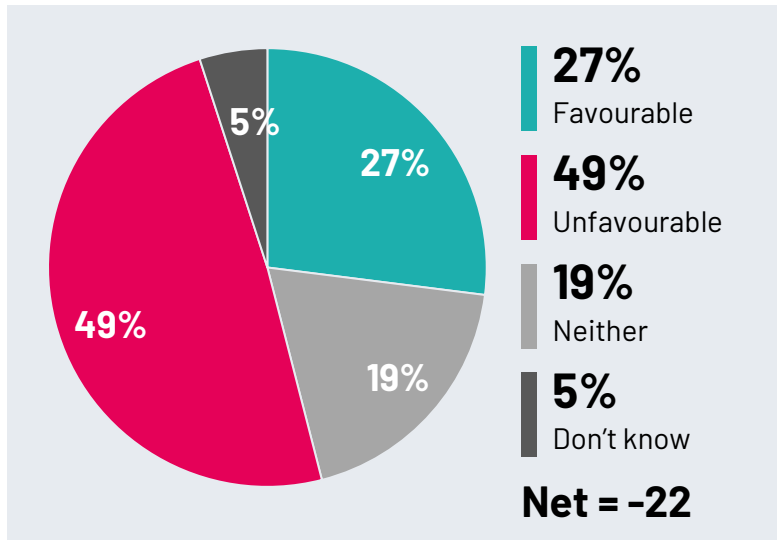


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

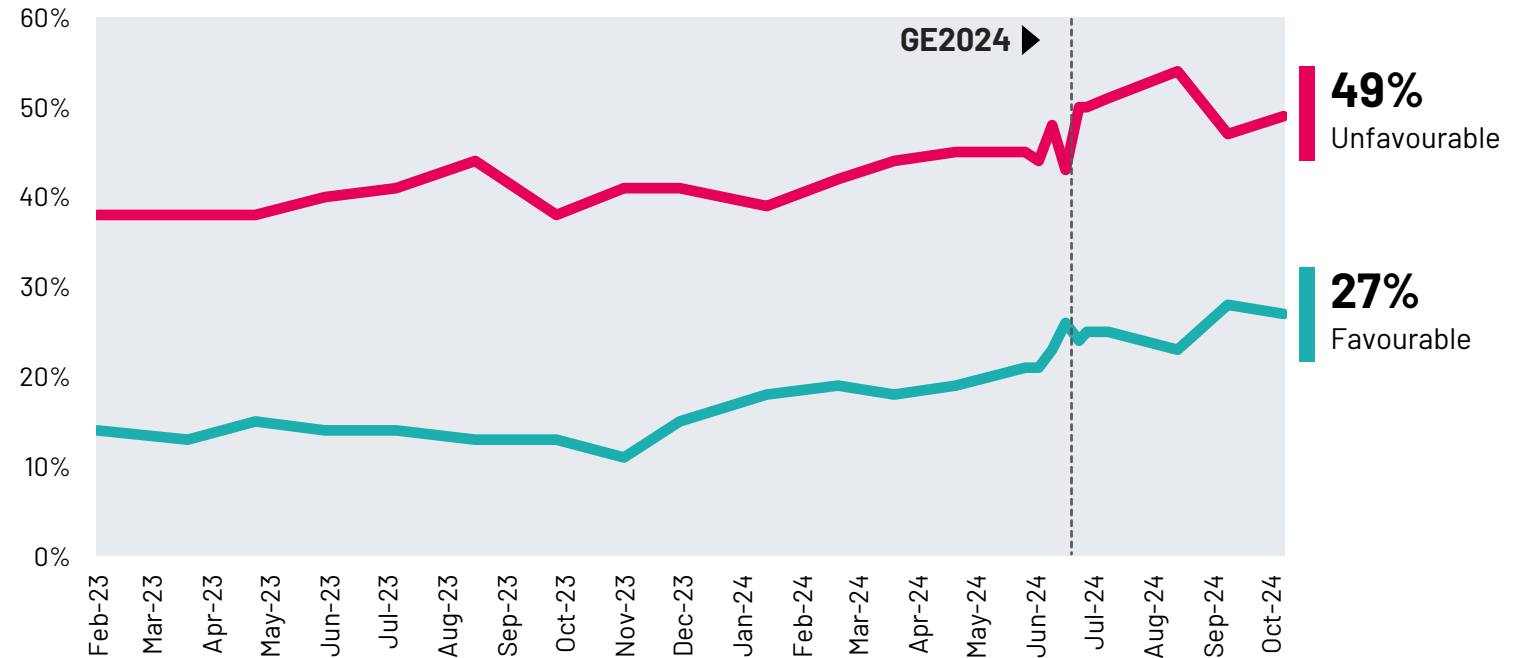
Reform UK: Favourability

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

October 2024



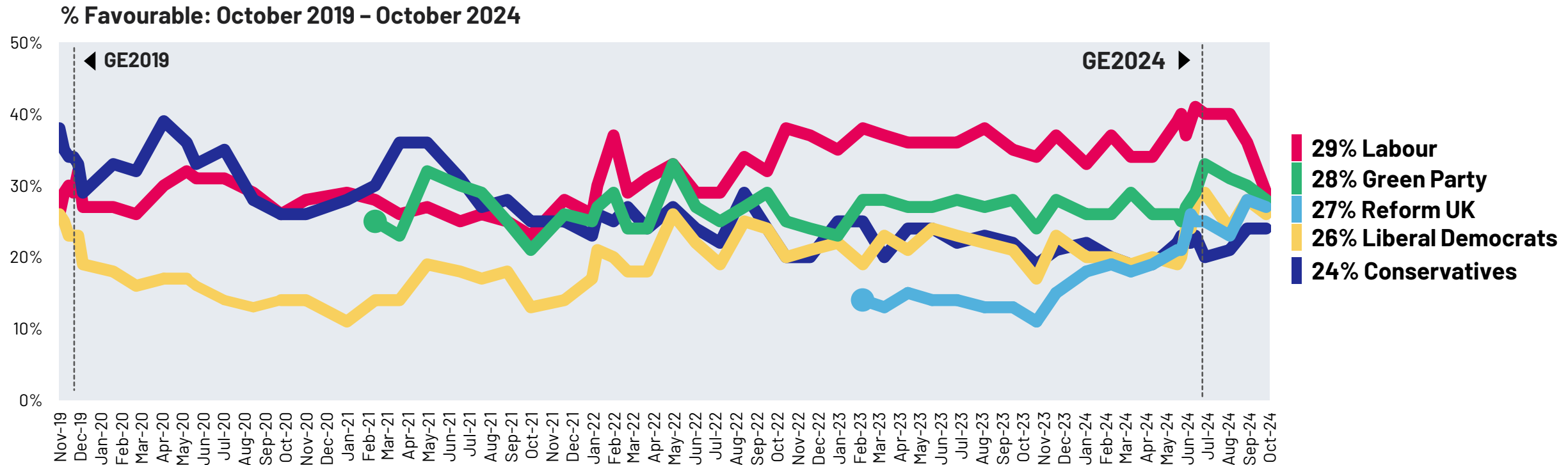
February 2023 – October 2024



Base: 1,133 Online British adults aged 18+, 4-7 October 2024

Political parties: Favourability

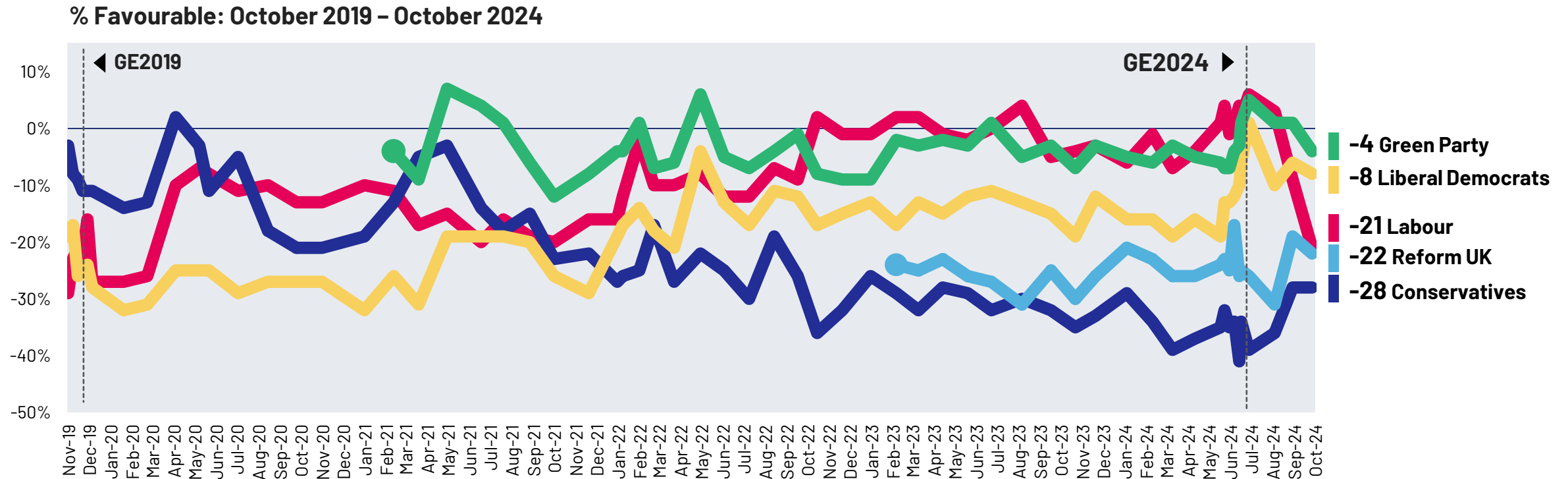
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,133 Online British adults aged 18+, 4-7 October 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: 1,133 Online British adults aged 18+, 4-7 October 2024

DIRECTION OF THE COUNTRY

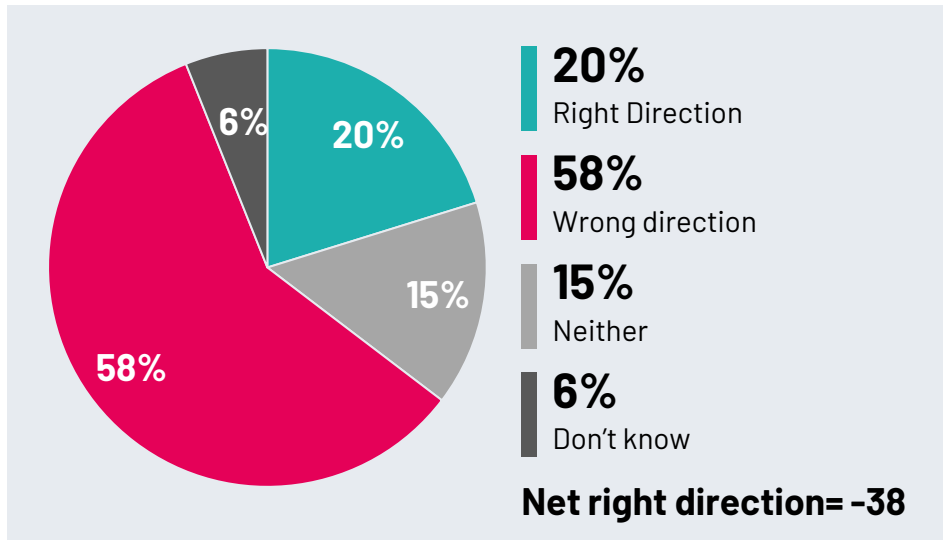
October 2024



Direction of the country

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

October 2024



January 2020 – October 2024

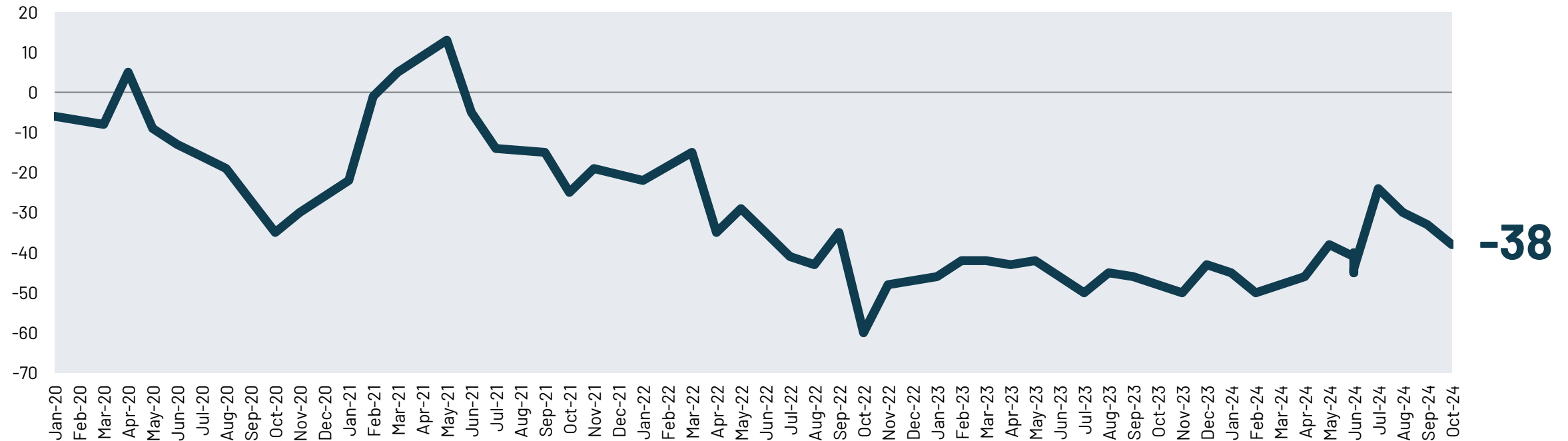


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

Direction of the country: January 2020 – October 2024

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

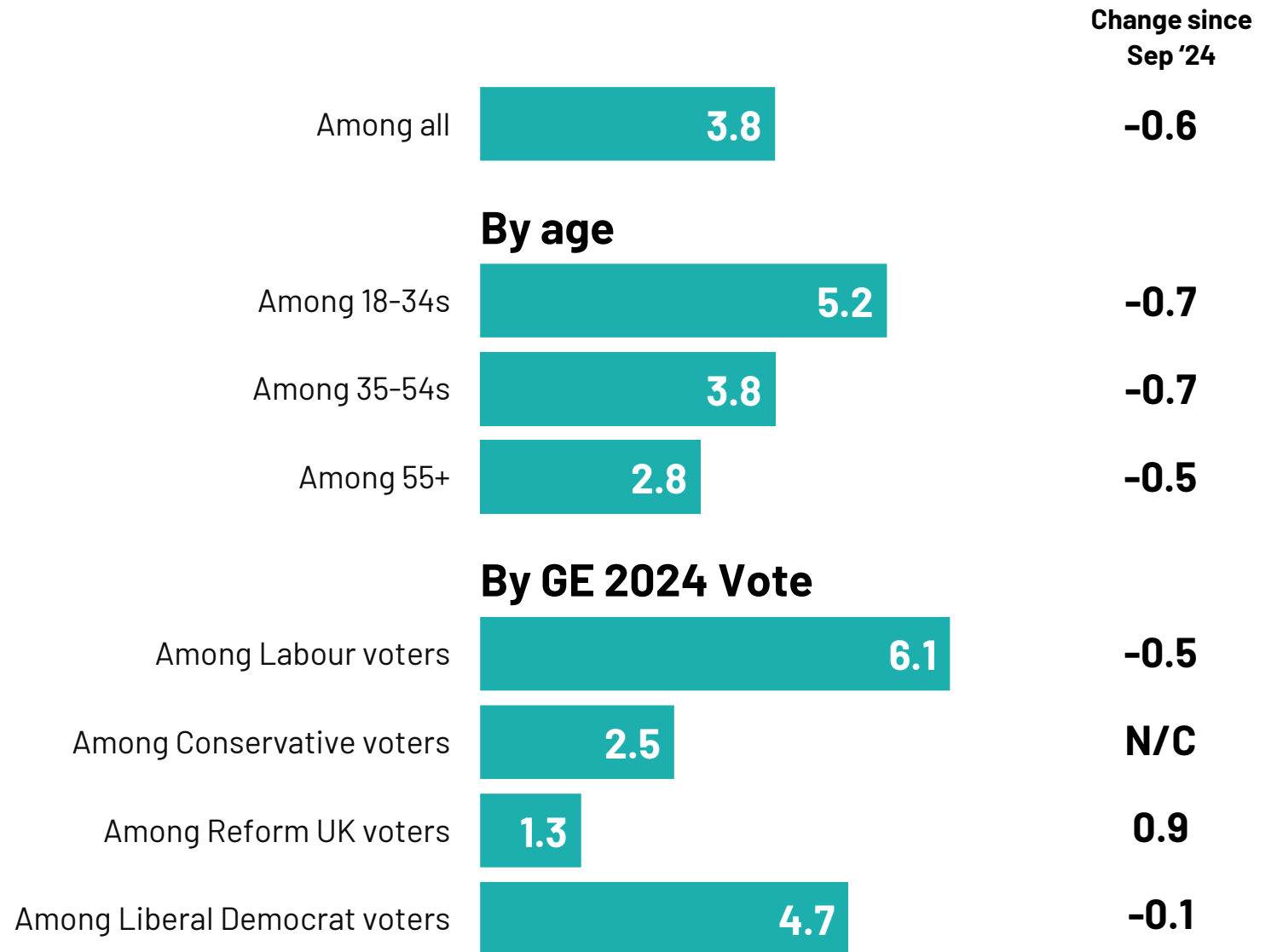
Net right direction



Base: 1,133 Online British adults aged 18+, 4-7 October 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**



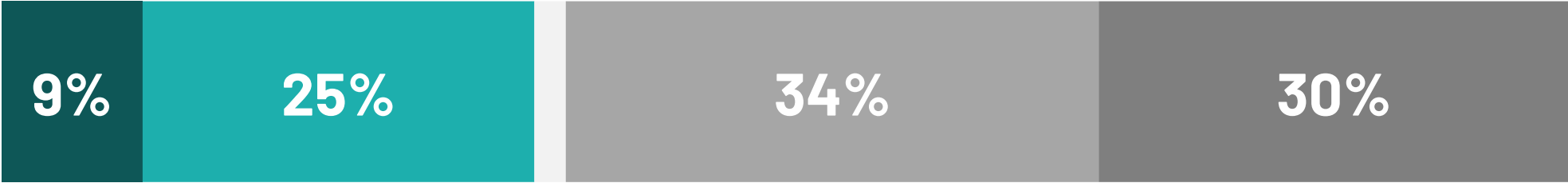
Base: 1,133 Online British adults aged 18+, 4-7 October 2024

How closely did the public follow Party Conferences?

As you may know the Labour Party and the Conservative Party have held their annual party conferences over the past few weeks. How closely, if at all, did you follow...?

Very closely
 Fairly closely
 Not very closely
 Not closely at all

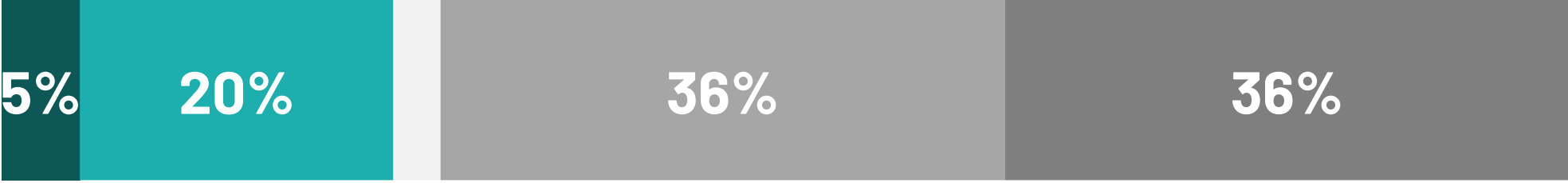
Labour Party conference



%
Closely
 Change in follow closely compared to Oct '23

34% **-2**

Conservative Party conference



25% **-11**

Base: 1,133 Online British adults aged 18+, 4-7 October 2024

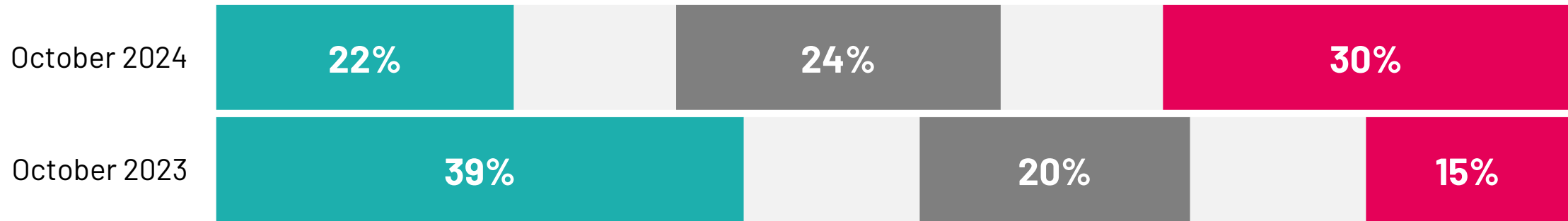


How did Party Conferences go for leaders?

From what you have either seen, read or heard, how well or badly do you think...?

Very/ fairly well **Neither** **Very/ fairly badly**

... The Labour Party conference went for Keir Starmer?



... The Conservative Party conference went for the Conservative Party?

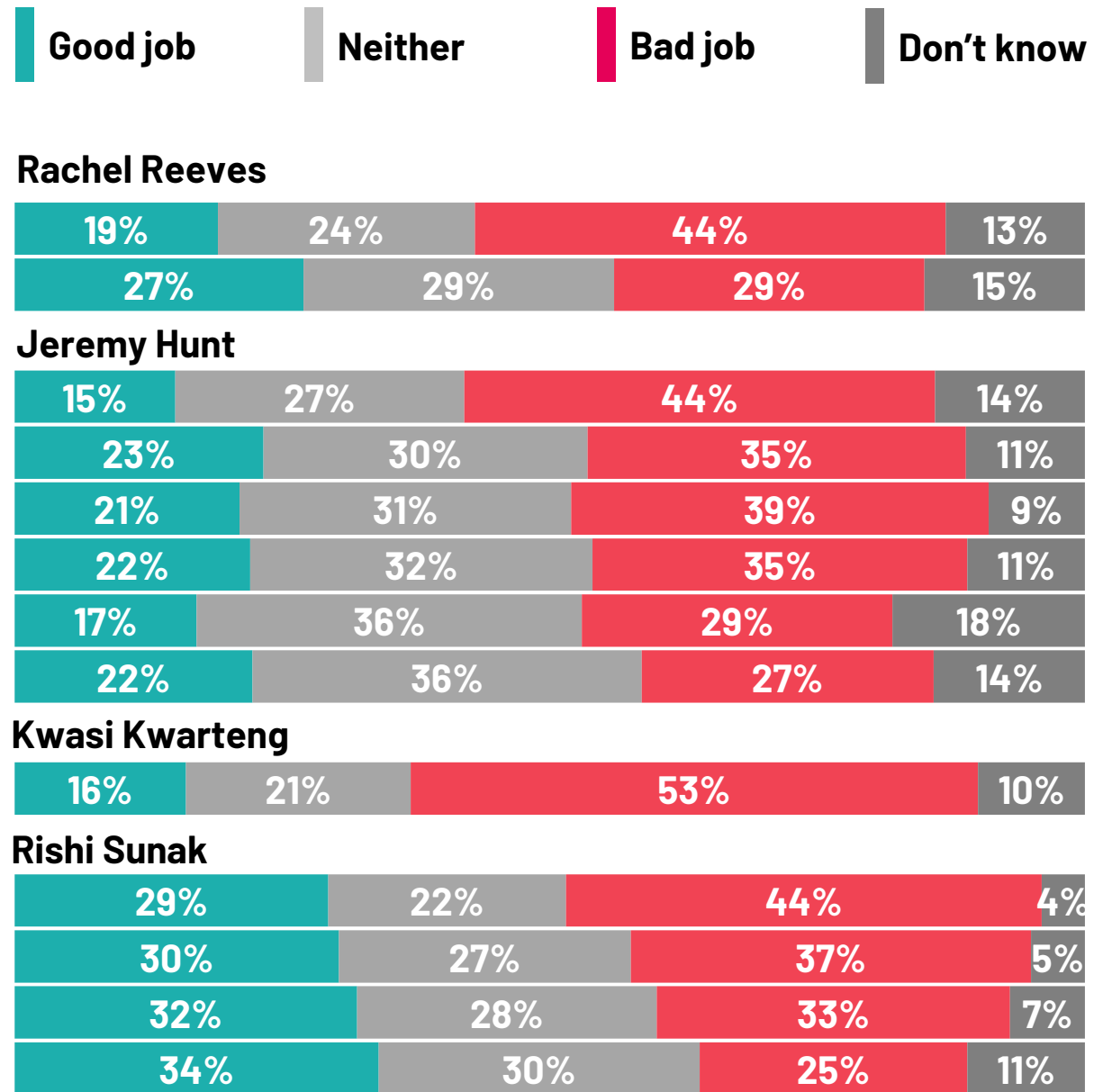


Base: 1,133 Online British adults aged 18+, 4-7 October 2024

Britons are as likely to think Rachel Reeves is doing a bad job as Chancellor as Jeremy Hunt at the last budget

To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer?

Base: 1,133 Online British adults aged 18+, 4-7 October 2024



3 in 5 are not confident that Labour have a good long-term economic plan

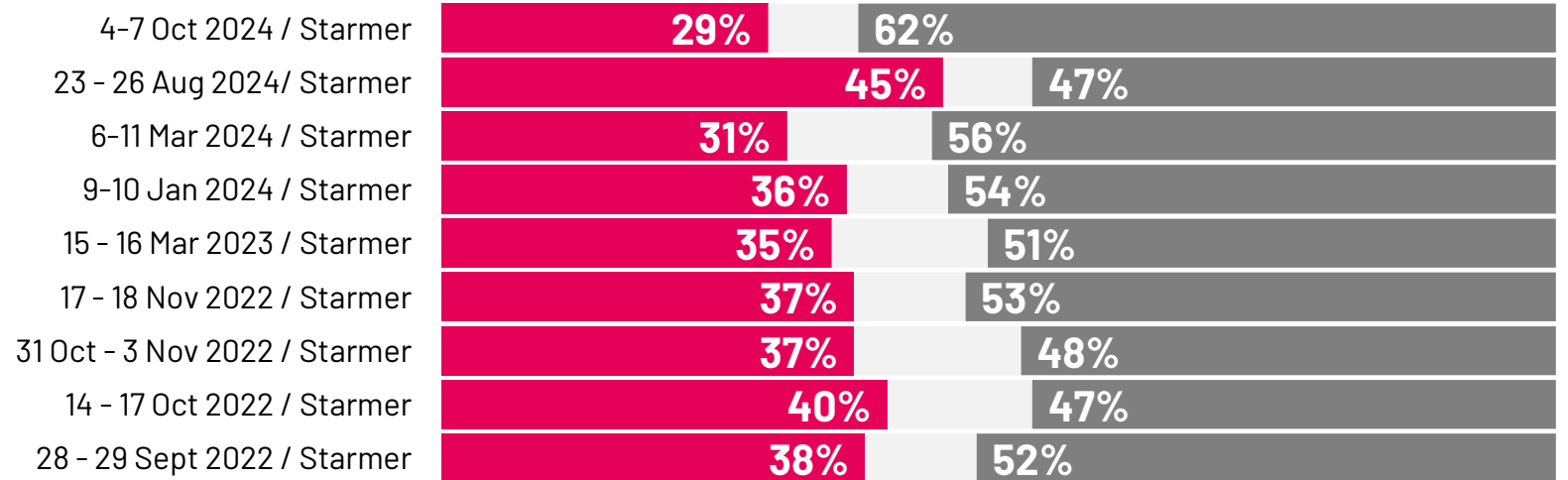
How confident, if at all are, you that ... have a good long-term economic plan for Britain?

Base: 1,133 Online British adults aged 18+, 4-7 October 2024

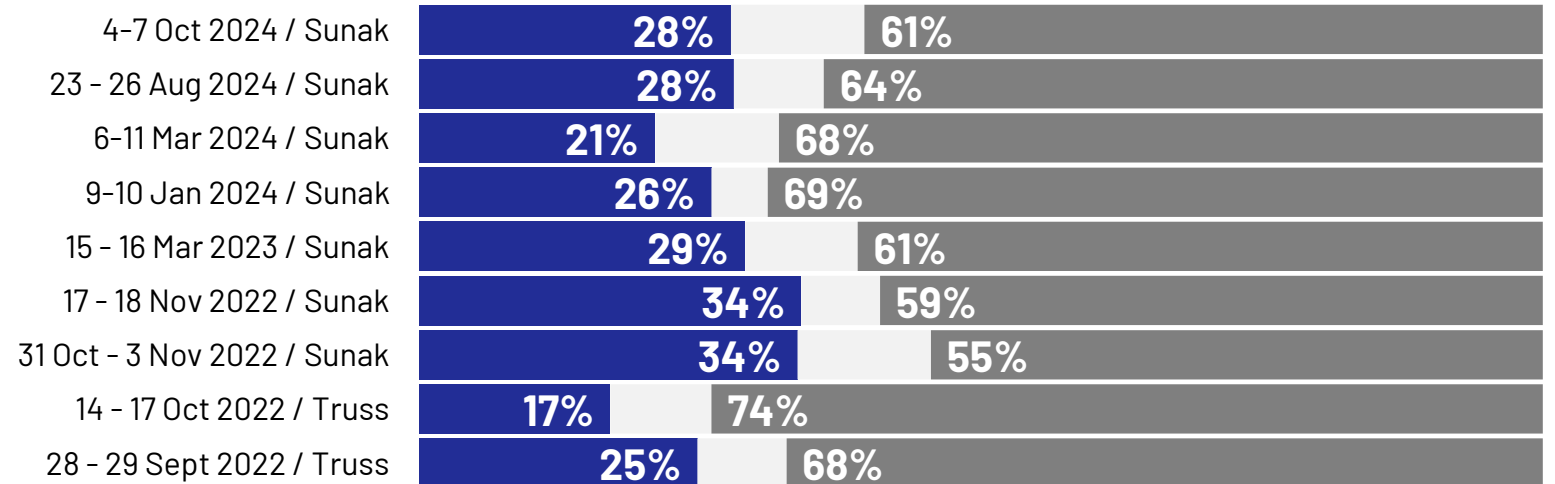
Confident

Not confident

The Labour party

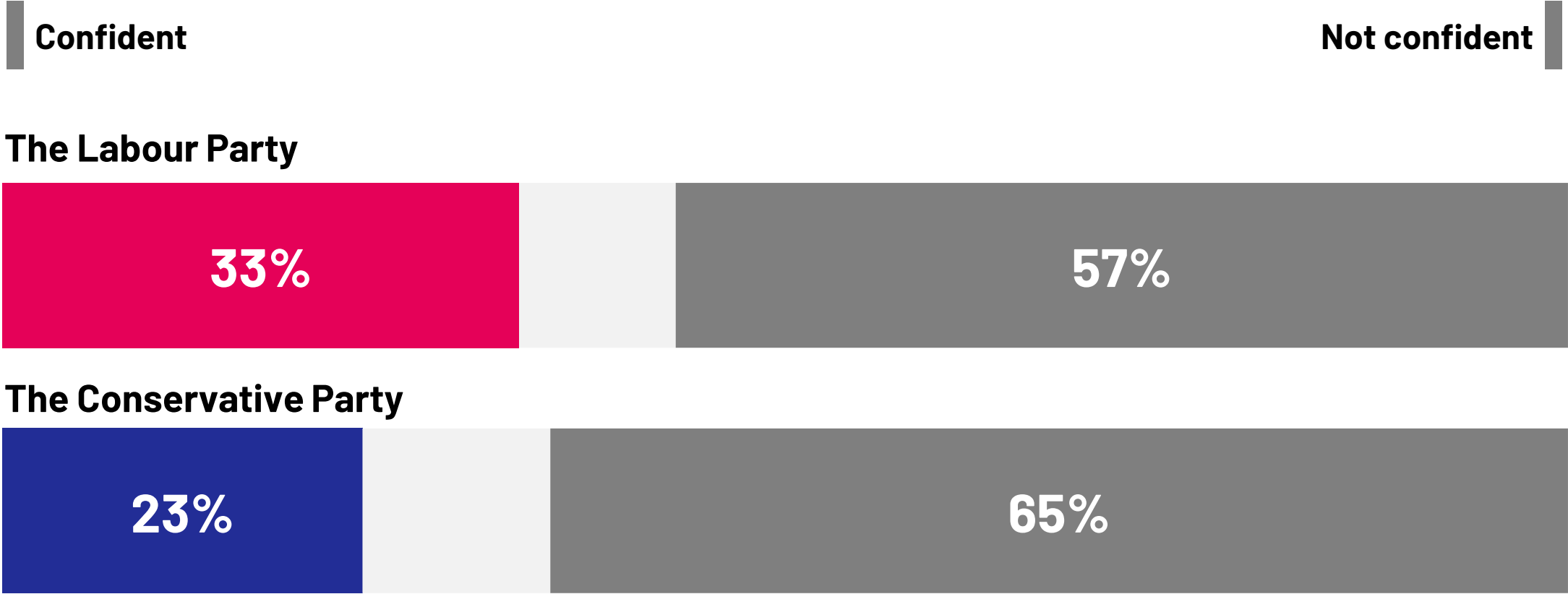


The Conservative party



Just a third are confident that Labour have a good long-term plan for Britain's public services – over half are not confident

How confident, if at all are, you that ... has a good long-term plan for Britain's public services?



Base: 1,133 Online British adults aged 18+, 4-7 October 2024



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Political Pulse

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