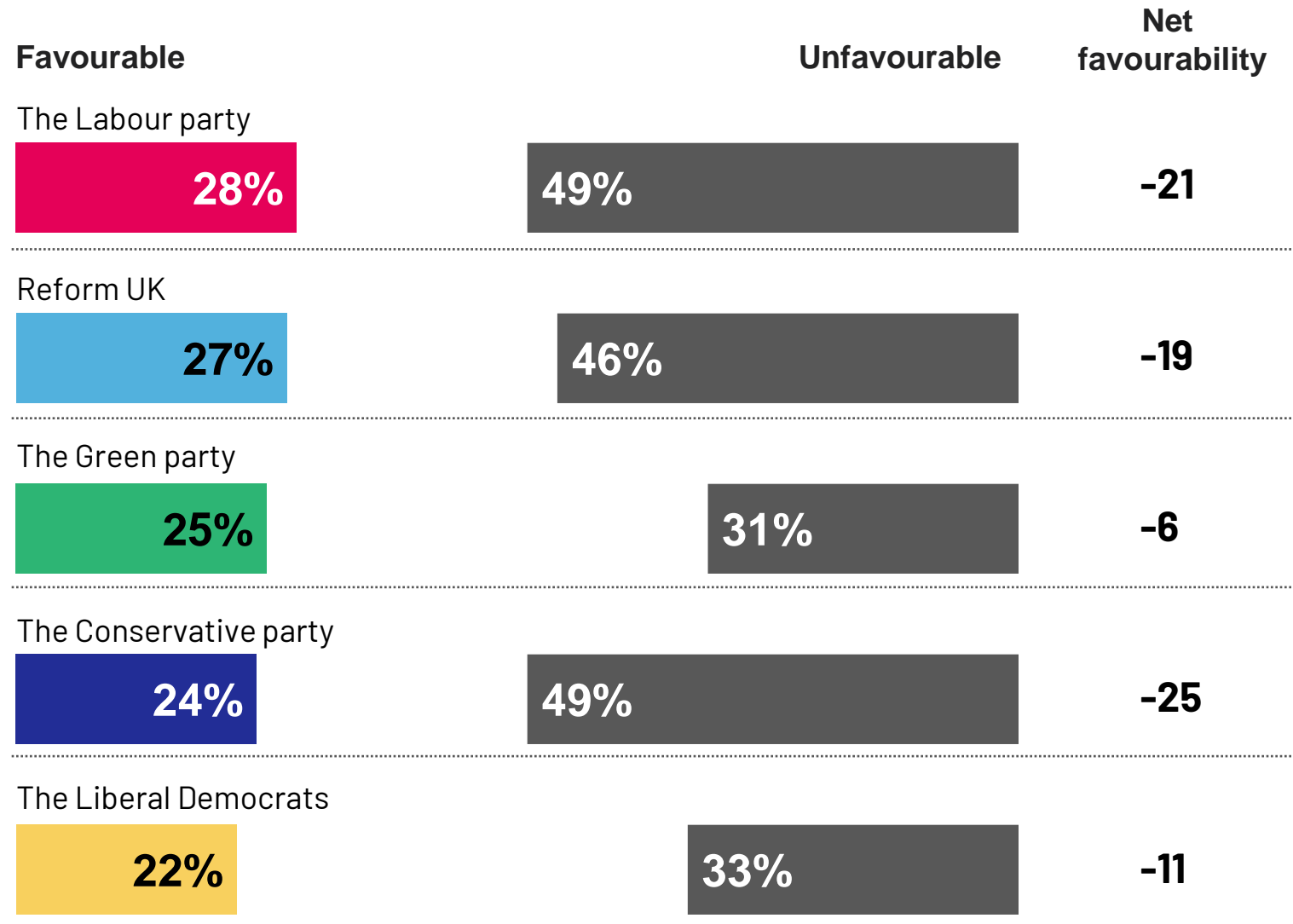


Ipsos Political Pulse

November 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?

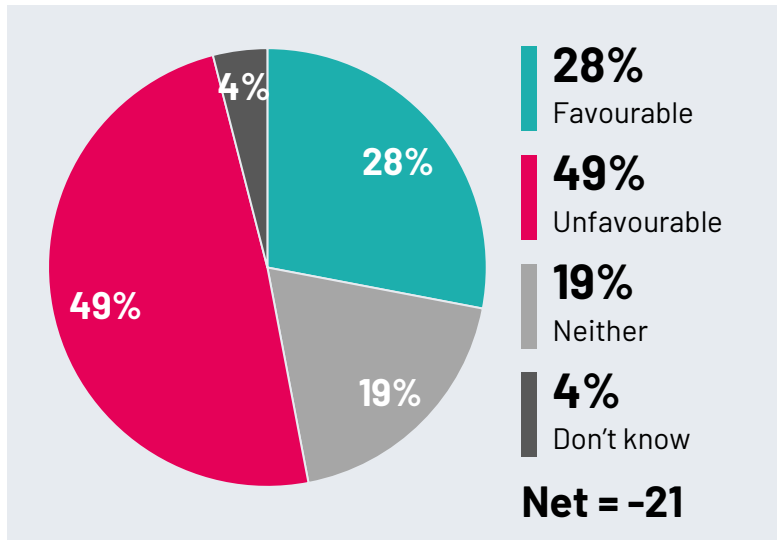


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

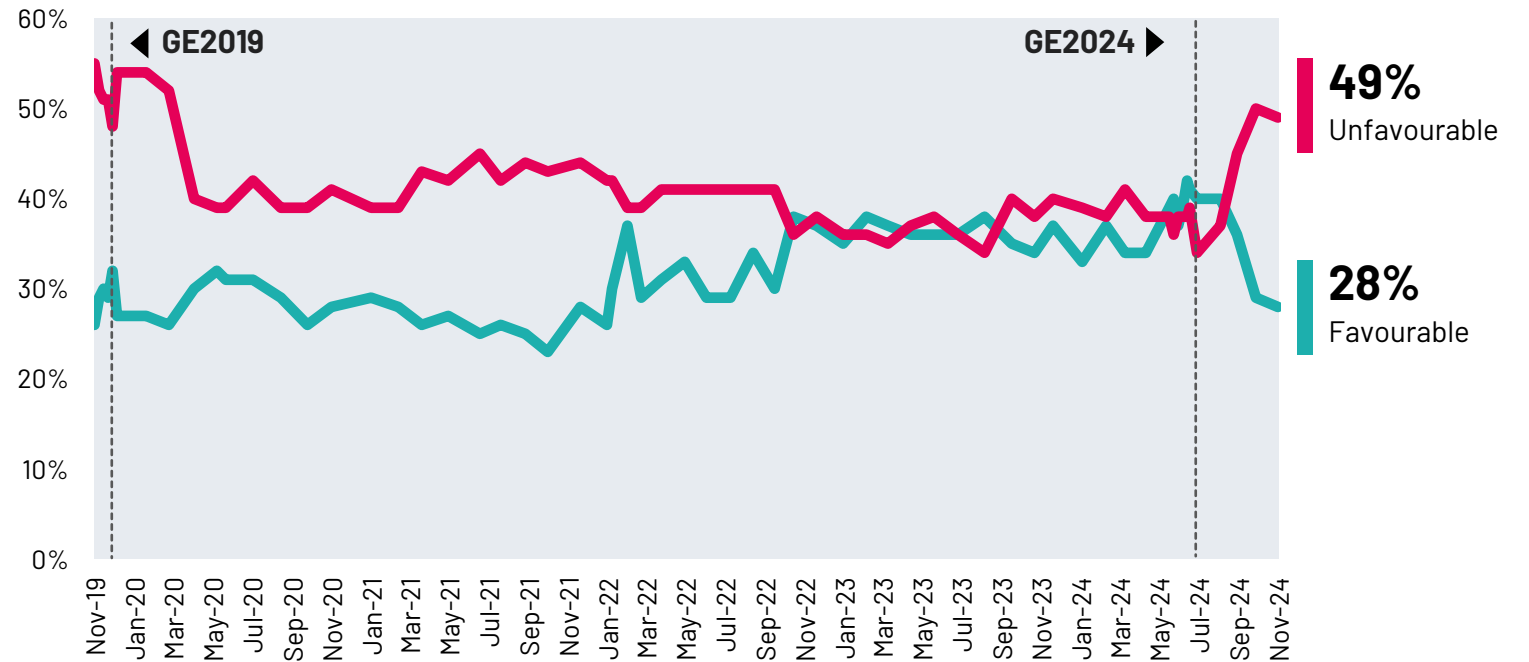
The Labour party: Favourability

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

November 2024



November 2019 – November 2024

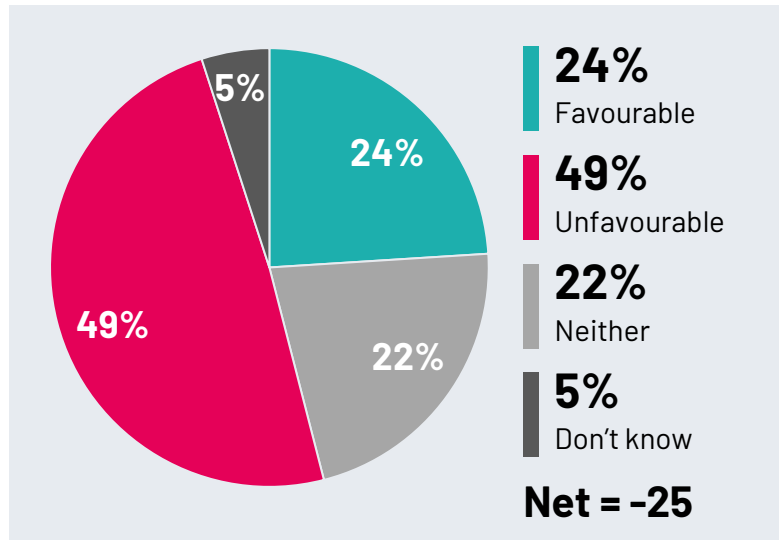


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

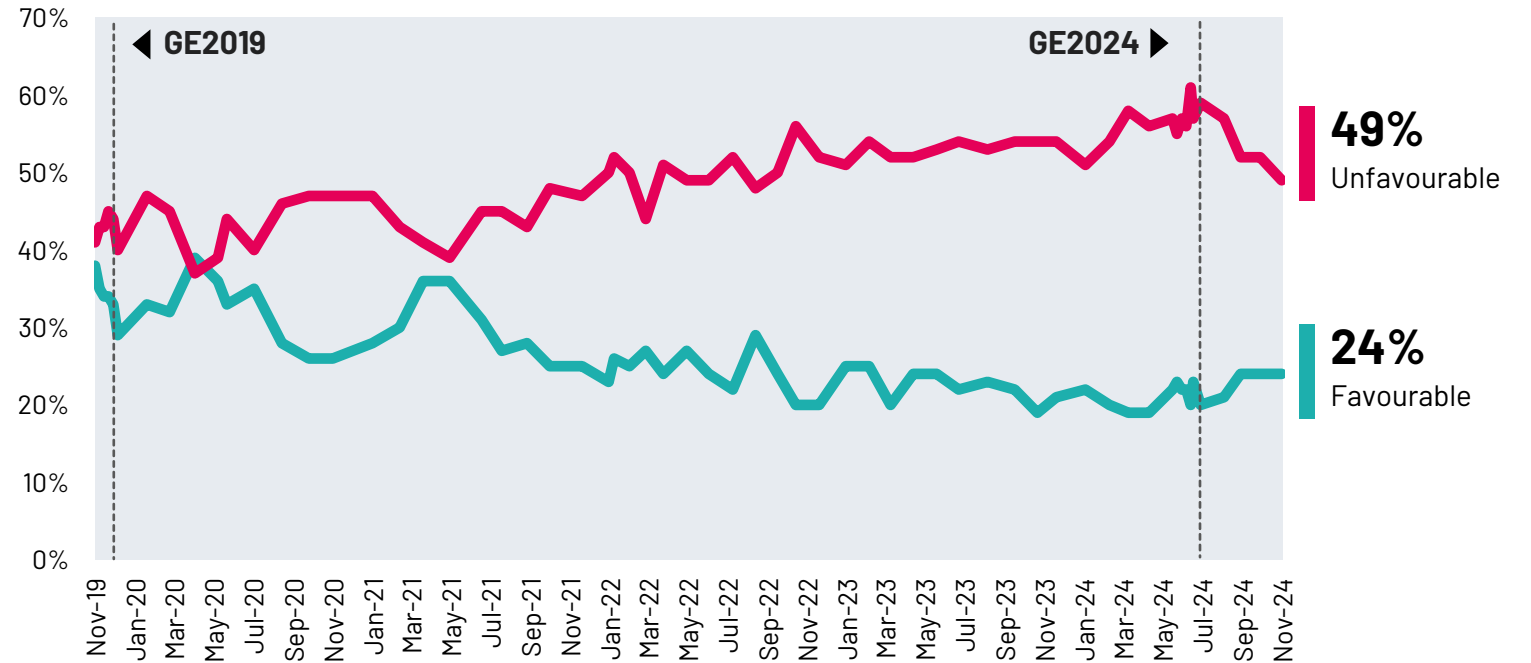
The Conservative party: Favourability

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

November 2024



November 2019 – November 2024

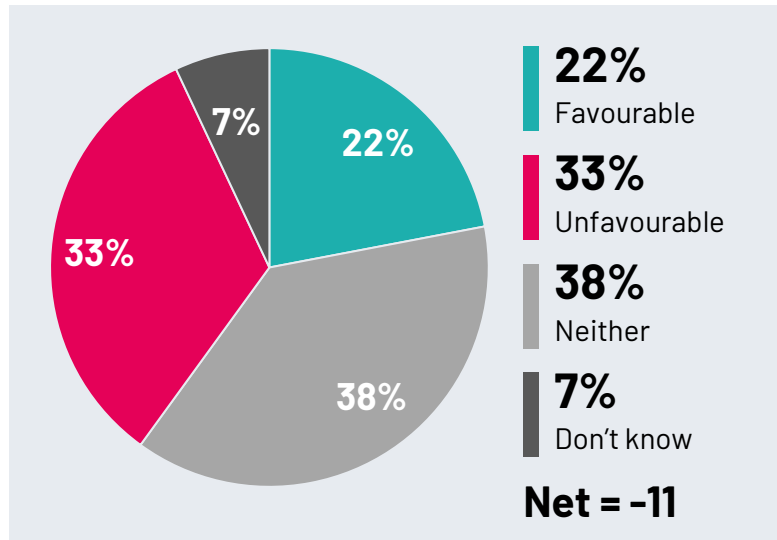


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

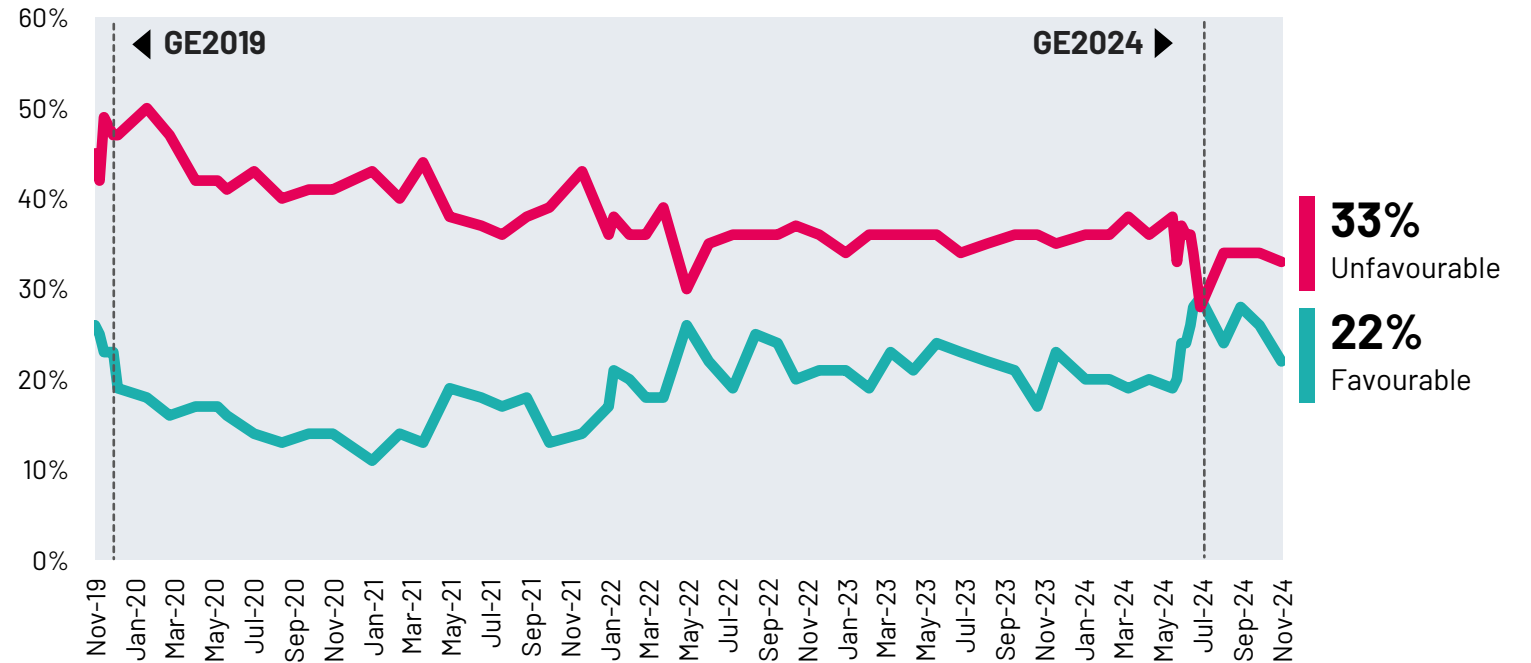
The Liberal Democrats: Favourability

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

November 2024



November 2019 – November 2024

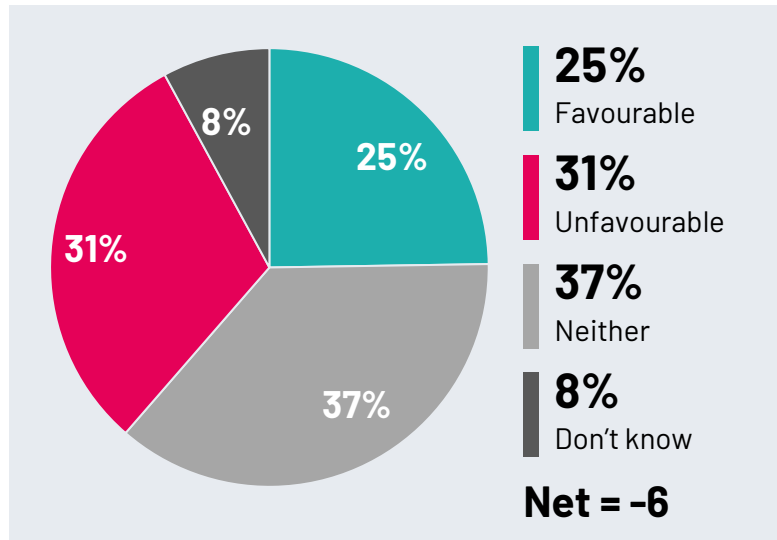


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

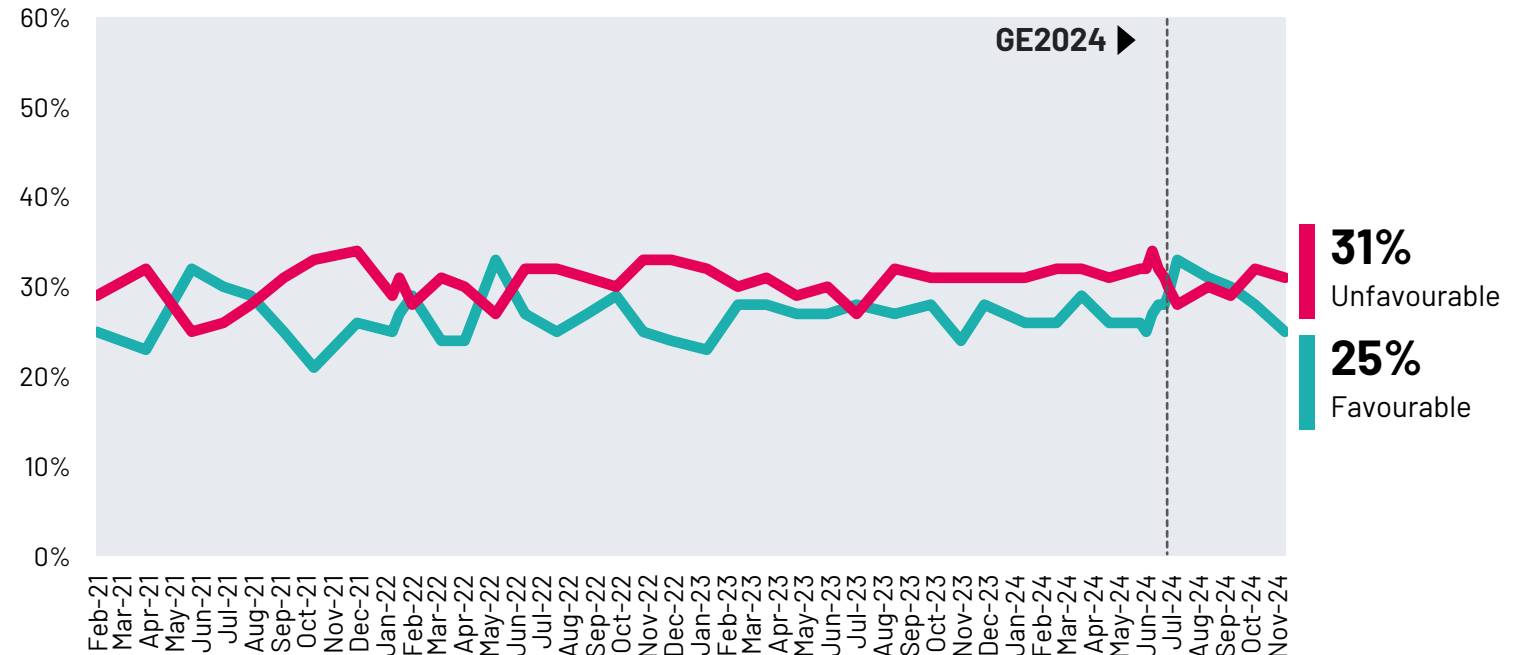
The Green Party: Favourability

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

November 2024



February 2021 – November 2024

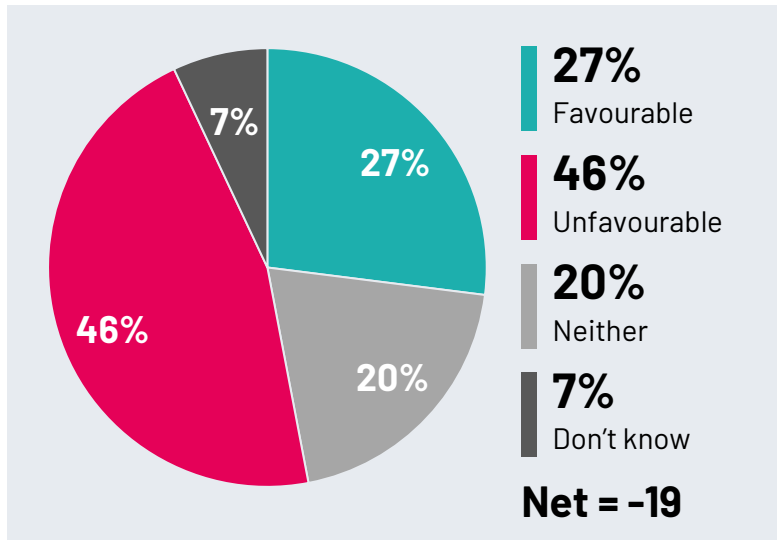


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

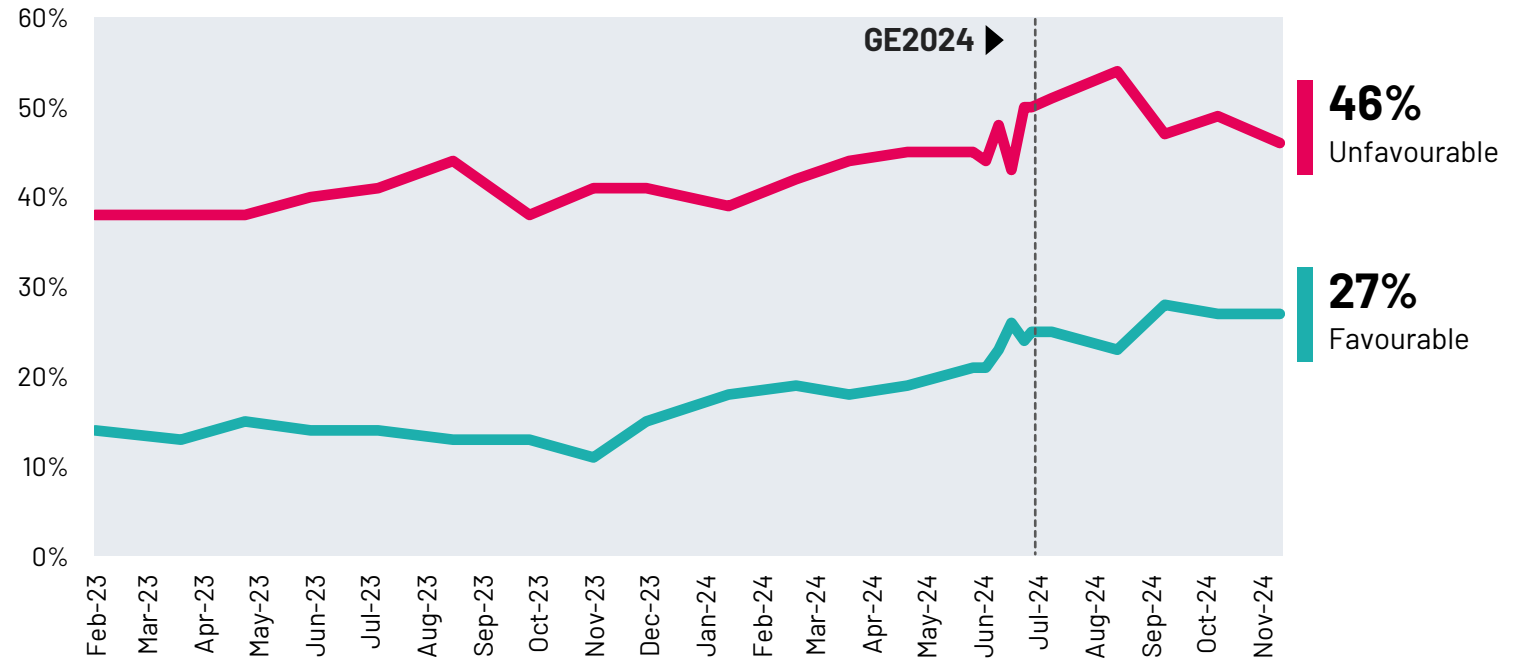
Reform UK: Favourability

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

November 2024



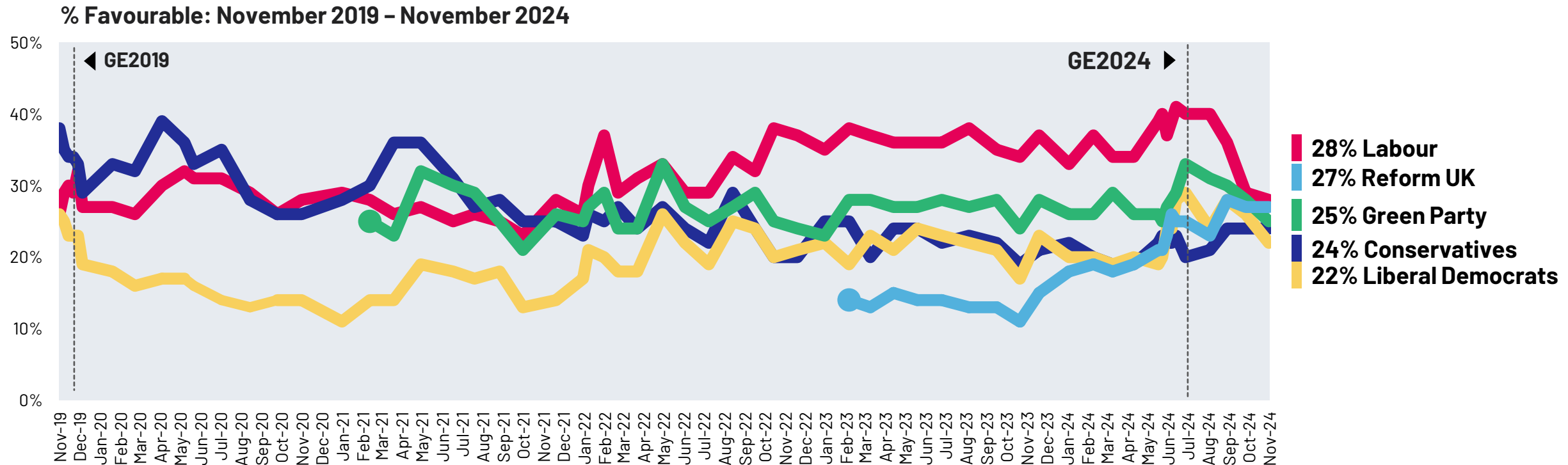
February 2023 – November 2024



Base: 1,139 Online British adults aged 18+, 8-11 November 2024

Political parties: Favourability

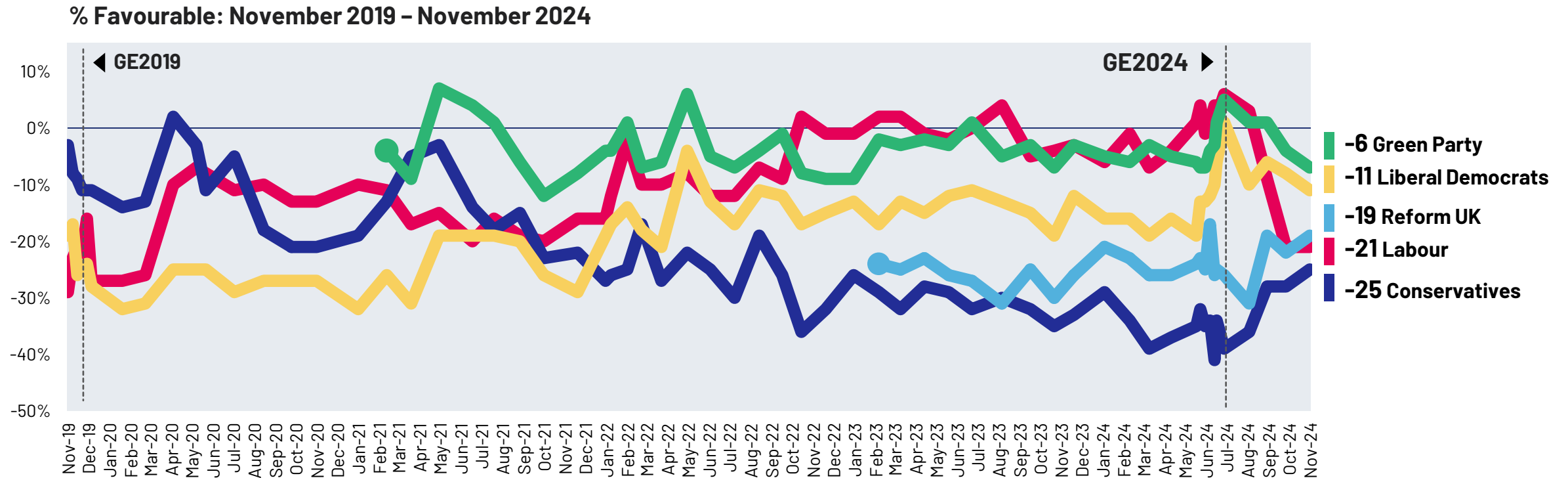
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,139 Online British adults aged 18+, 8-11 November 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: 1,139 Online British adults aged 18+, 8-11 November 2024

DIRECTION OF THE COUNTRY

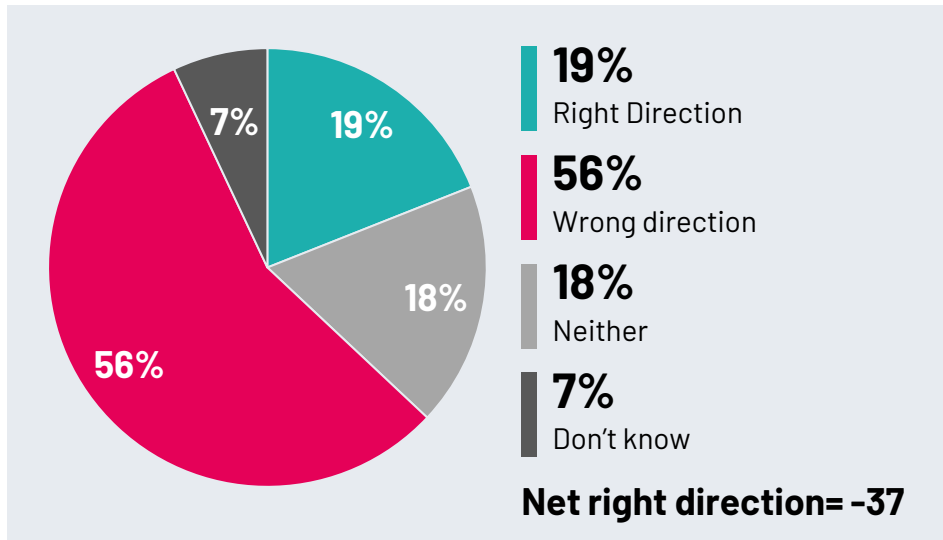
November 2024



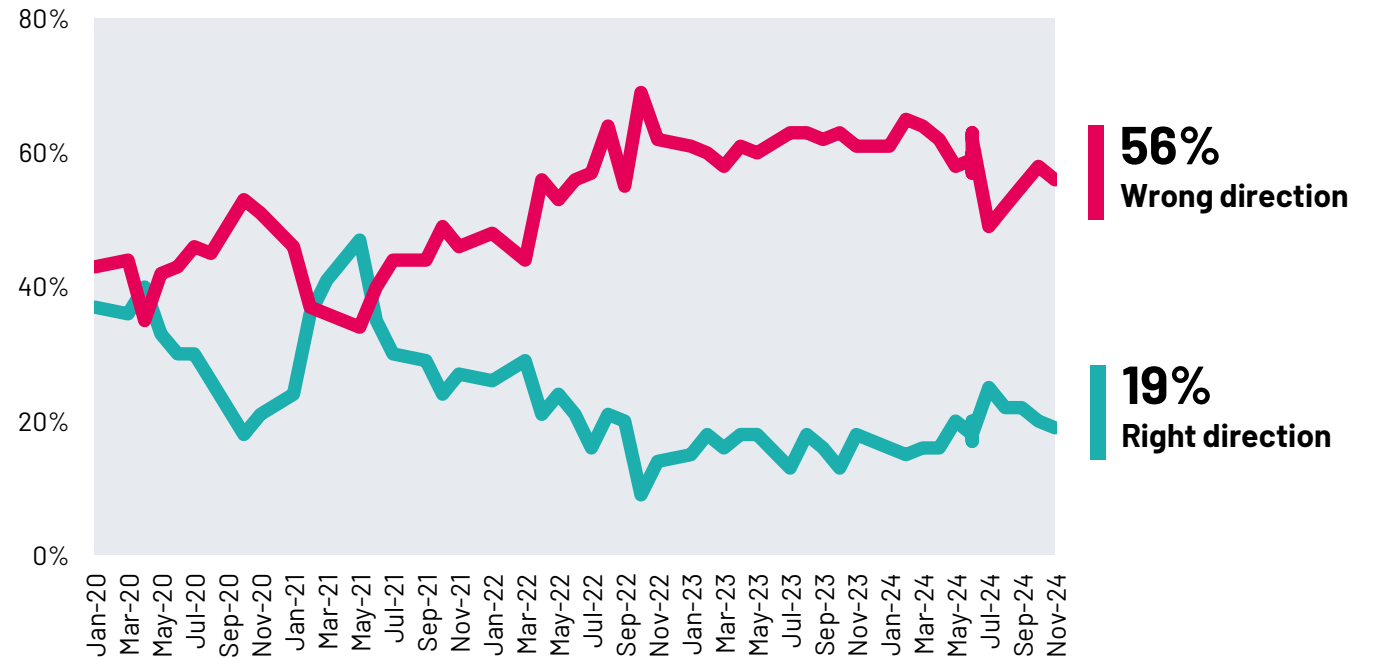
Direction of the country

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

November 2024



January 2020 – November 2024

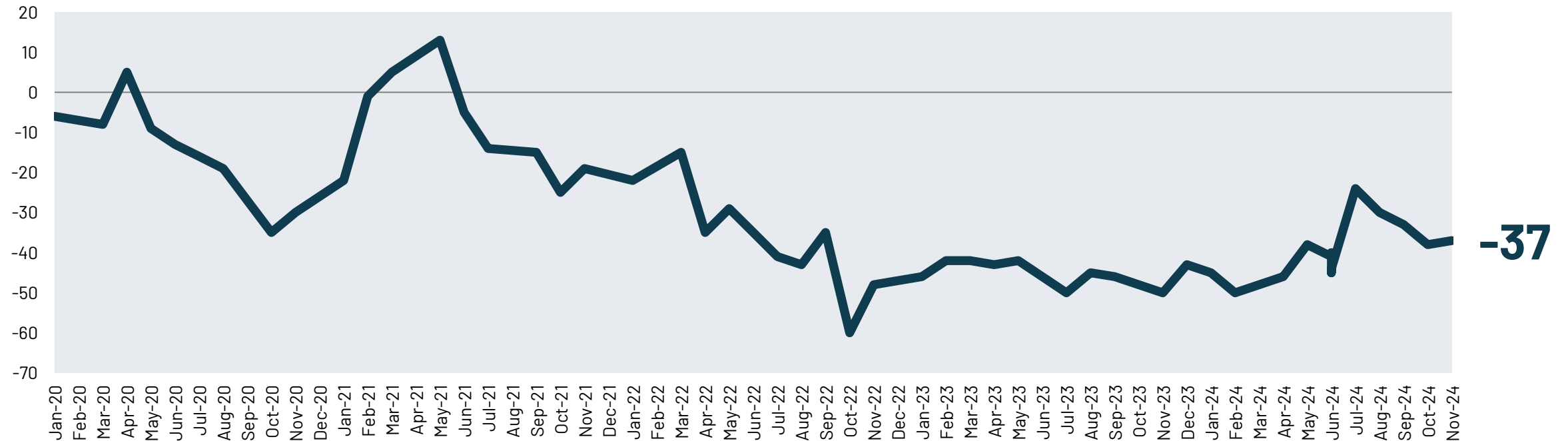


Base: 1,139 Online British adults aged 18+, 8-11 November 2024

Direction of the country: January 2020 – November 2024

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

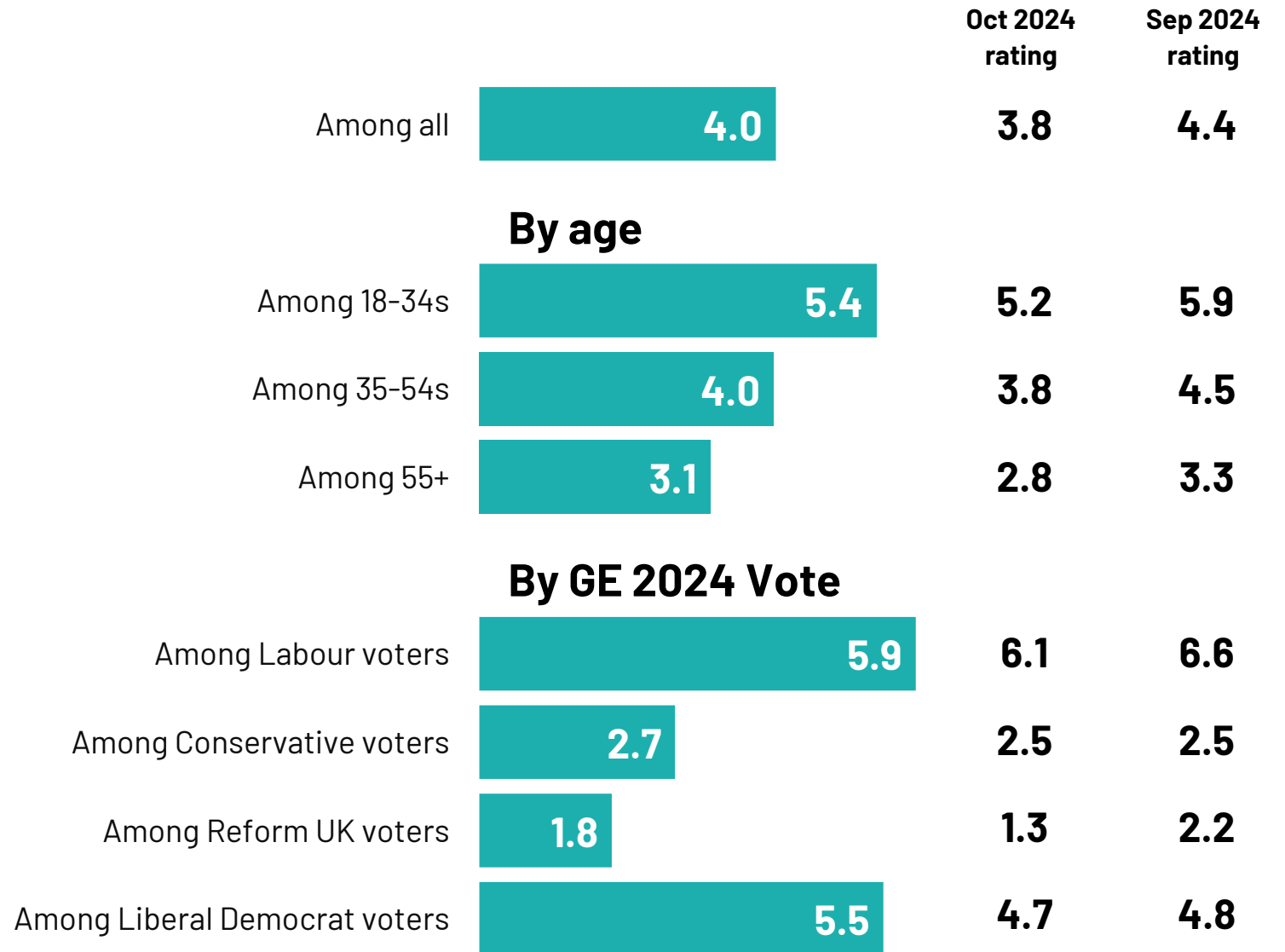
Net right direction



Base: 1,139 Online British adults aged 18+, 8-11 November 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**

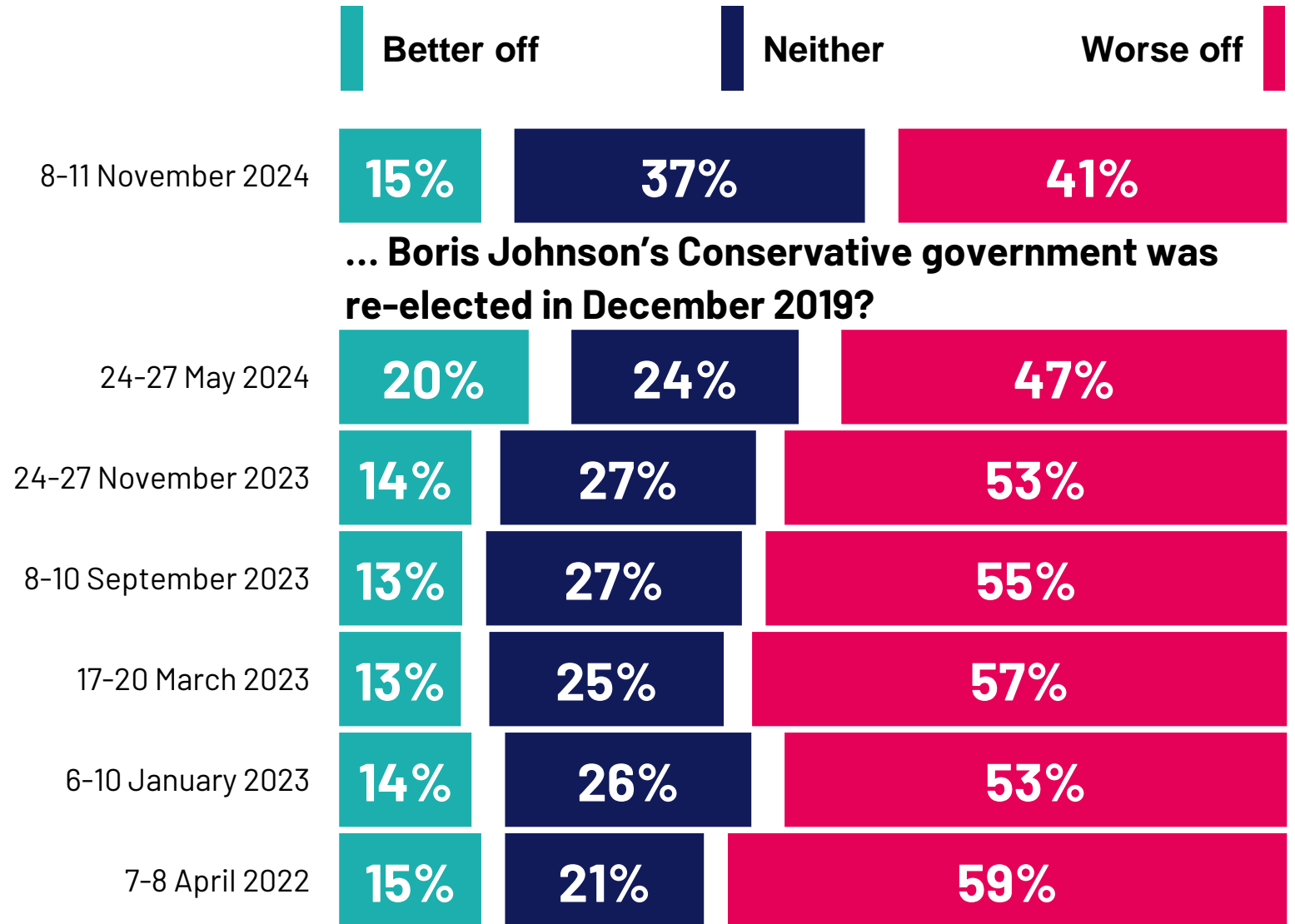


Base: 1,139 Online British adults aged 18+, including (354) 18-34-year-olds, (391) 35-54s, (394) 55-75s, (369) 2024 Labour voters, (191) 2024 Conservative voters, (127) 2024 Reform UK voters, and (78) Liberal Democrat voters, 8-11 November 2024

Two in five think they are worse off since Labour were elected – although this is fewer than when asked regarding the last Conservative government

Do you think you are better or worse off, if either, than when Keir Starmer's Labour government was elected in July 2024?

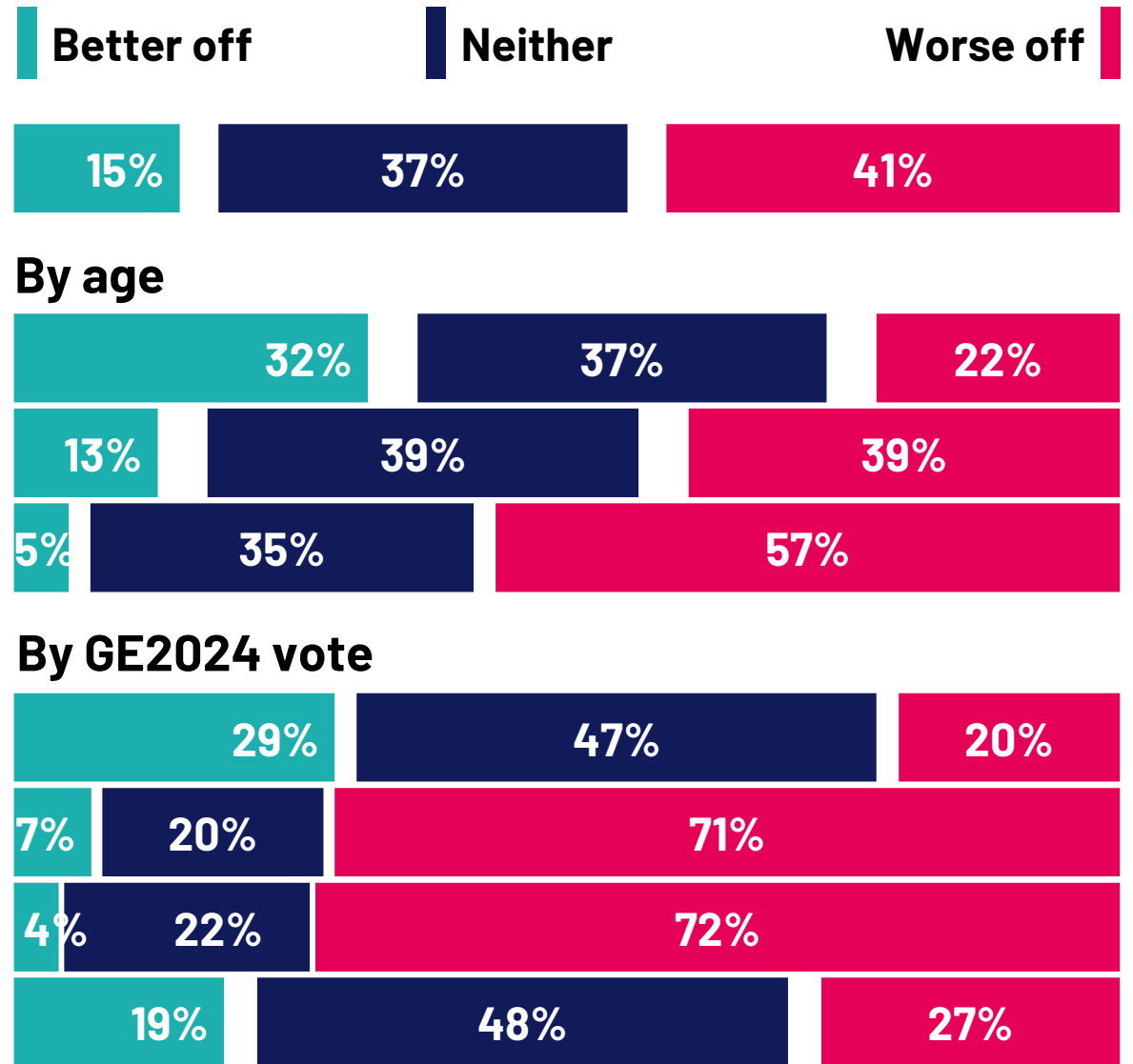
Base: 1,139 Online British adults aged 18+, 8-11 November 2024



Two in five Brits say that they are worse off since Labour were elected in July

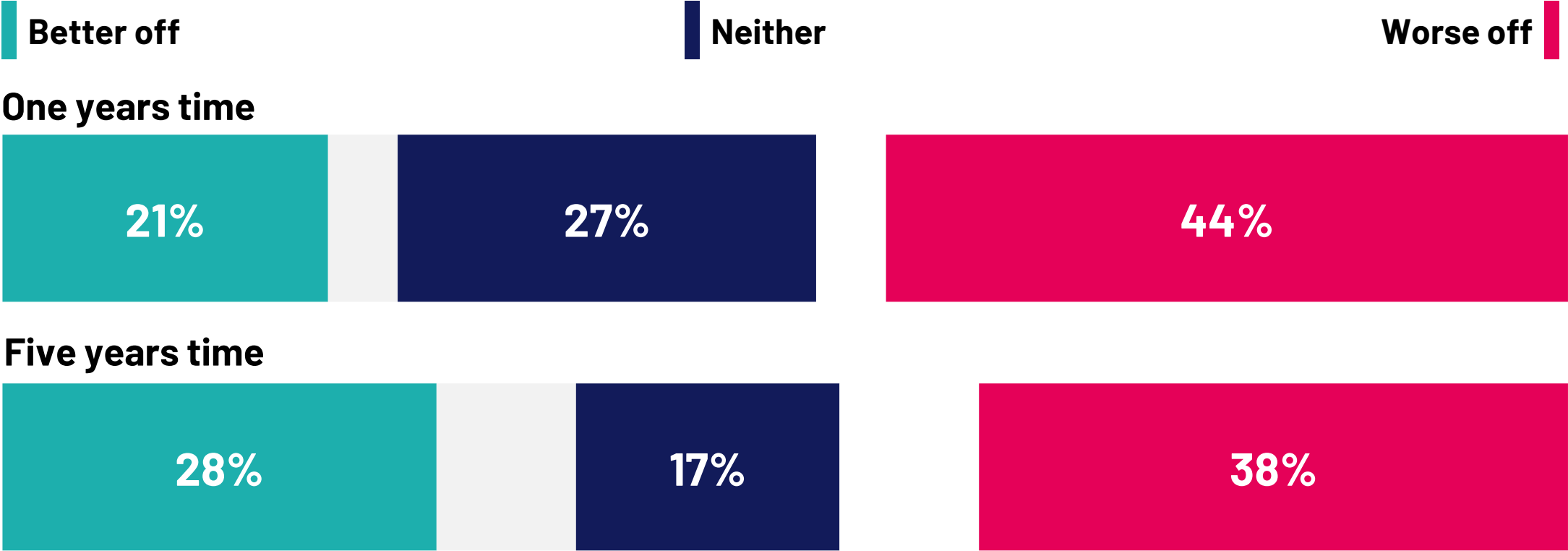
Do you think you are better or worse off, if either, than when Keir Starmer's Labour government was elected in July 2024?

Base: 1,139 Online British adults aged 18+, including (354) 18-34-year-olds, (391) 35-54s, (394) 55-75s, (369) 2024 Labour voters, (191) 2024 Conservative voters, (127) 2024 Reform UK voters, and (78) Liberal Democrat voters, 8-11 November 2024



Britons are not convinced that they will be better off, either in one years time, nor in five years time

Do you think you will be better or worse off, if either, in...



Base: 1,139 Online British adults aged 18+, 8-11 November 2024



November 2024
Political Pulse

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