

IPSOS MORI POLITICAL PULSE

January 2022

Ipsos MORI





FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

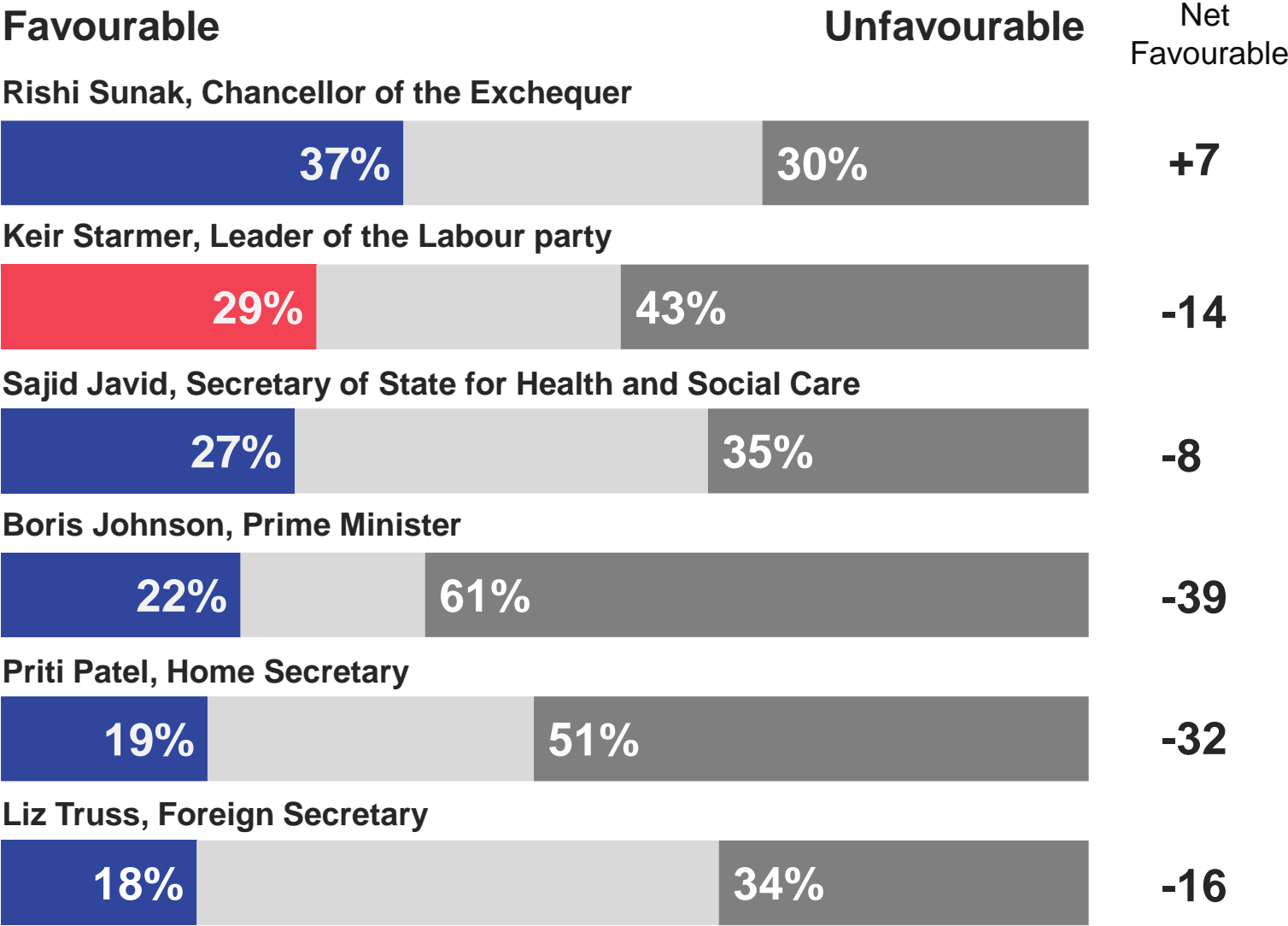
January 2022

Ipsos MORI



Favourability of leading politicians

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

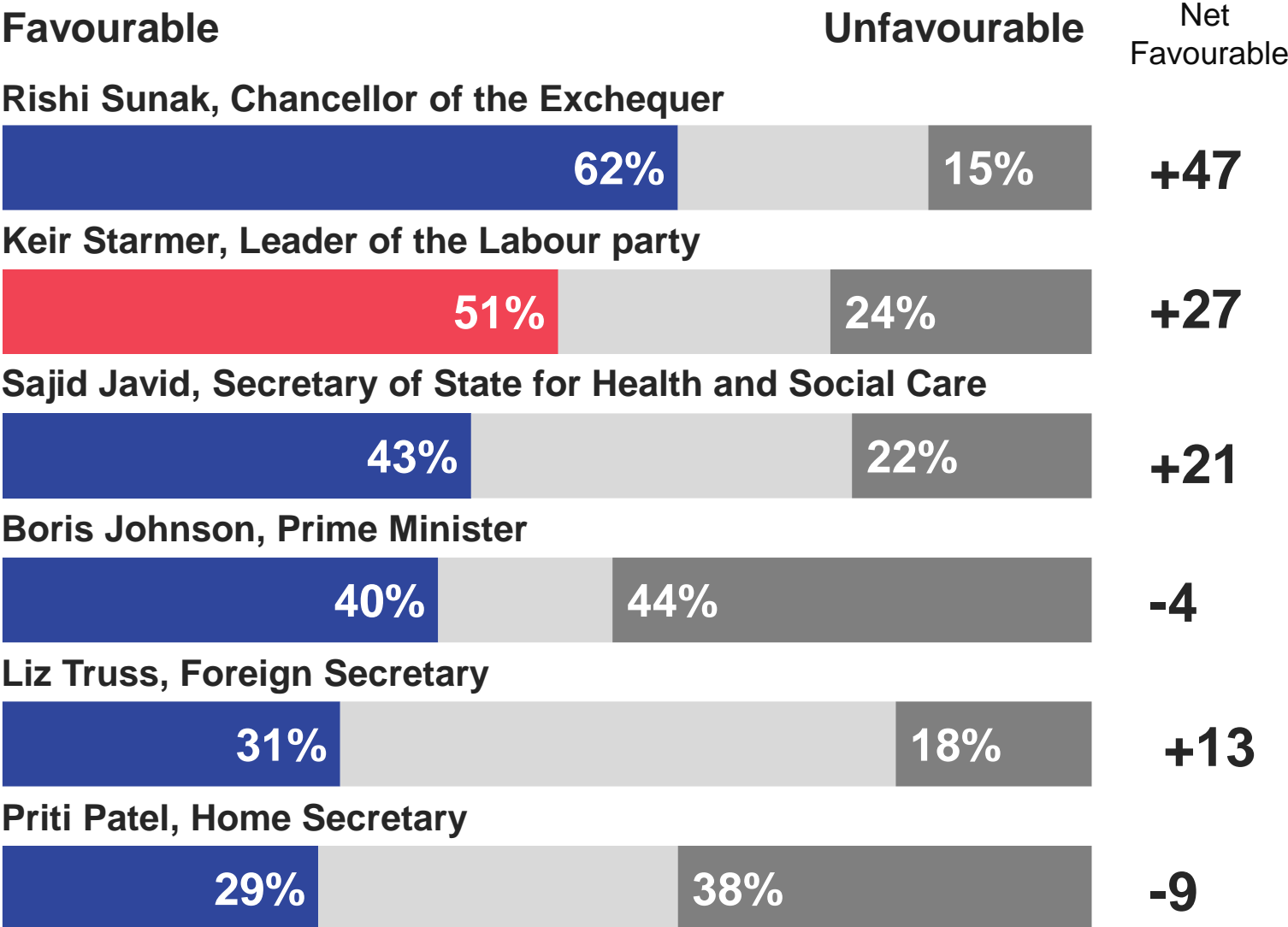


Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

Favourability of leading 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?



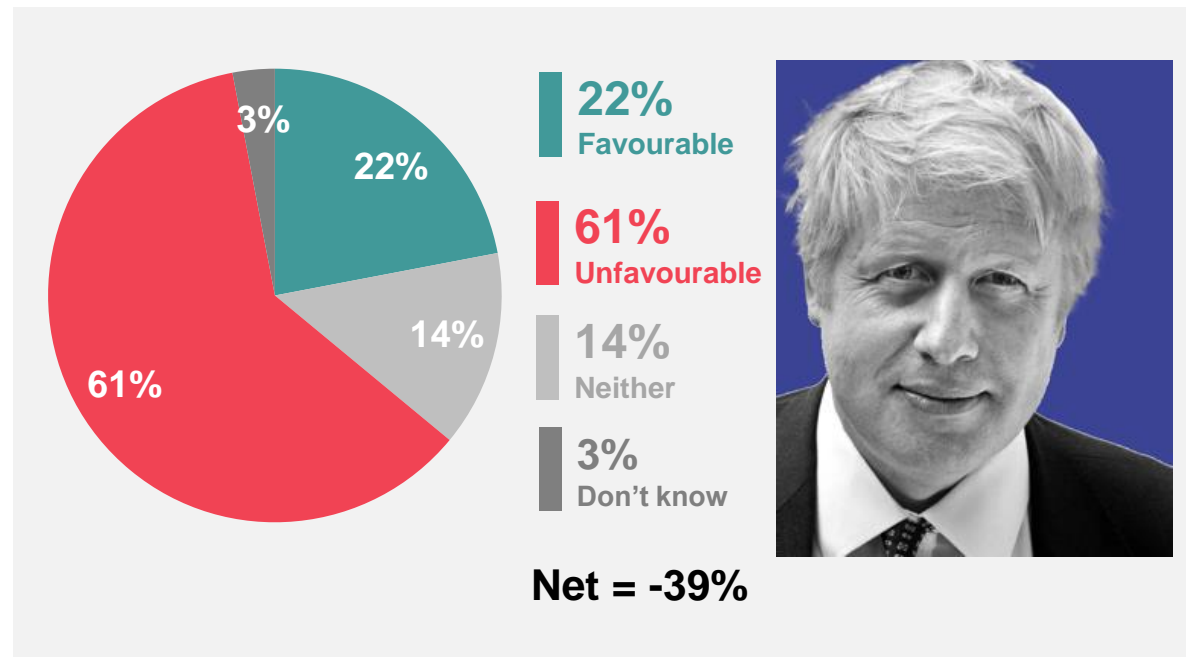
Base: 1,119 Online British adults aged 18+, 14-18 January. Including 2019 Conservative (366) and 2019 Labour (288) voters.

Source: Ipsos MORI

Boris Johnson: Favourability

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

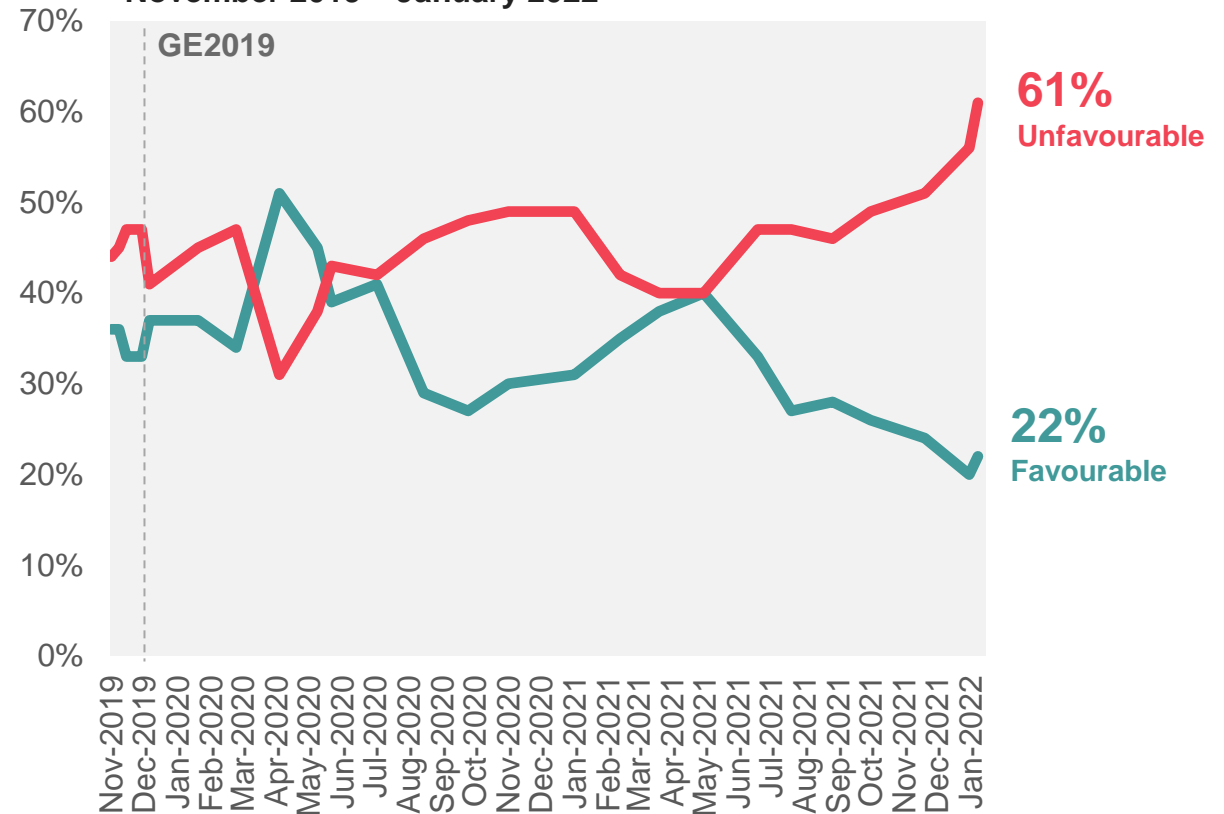
14-18 January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

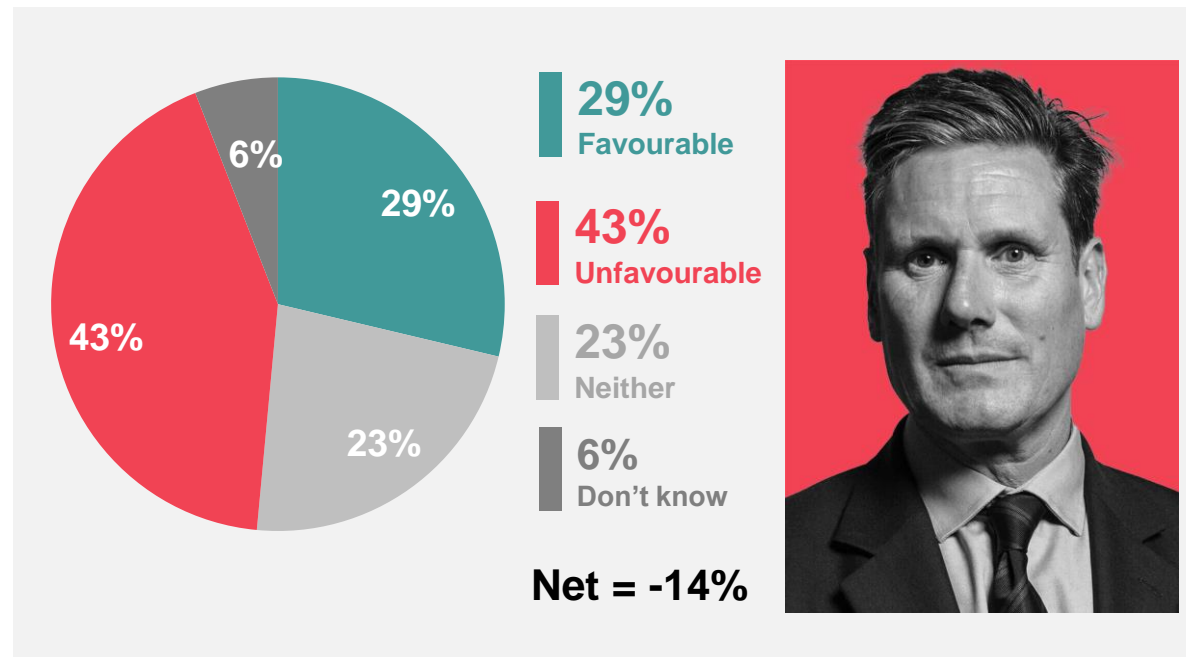
November 2019 – January 2022



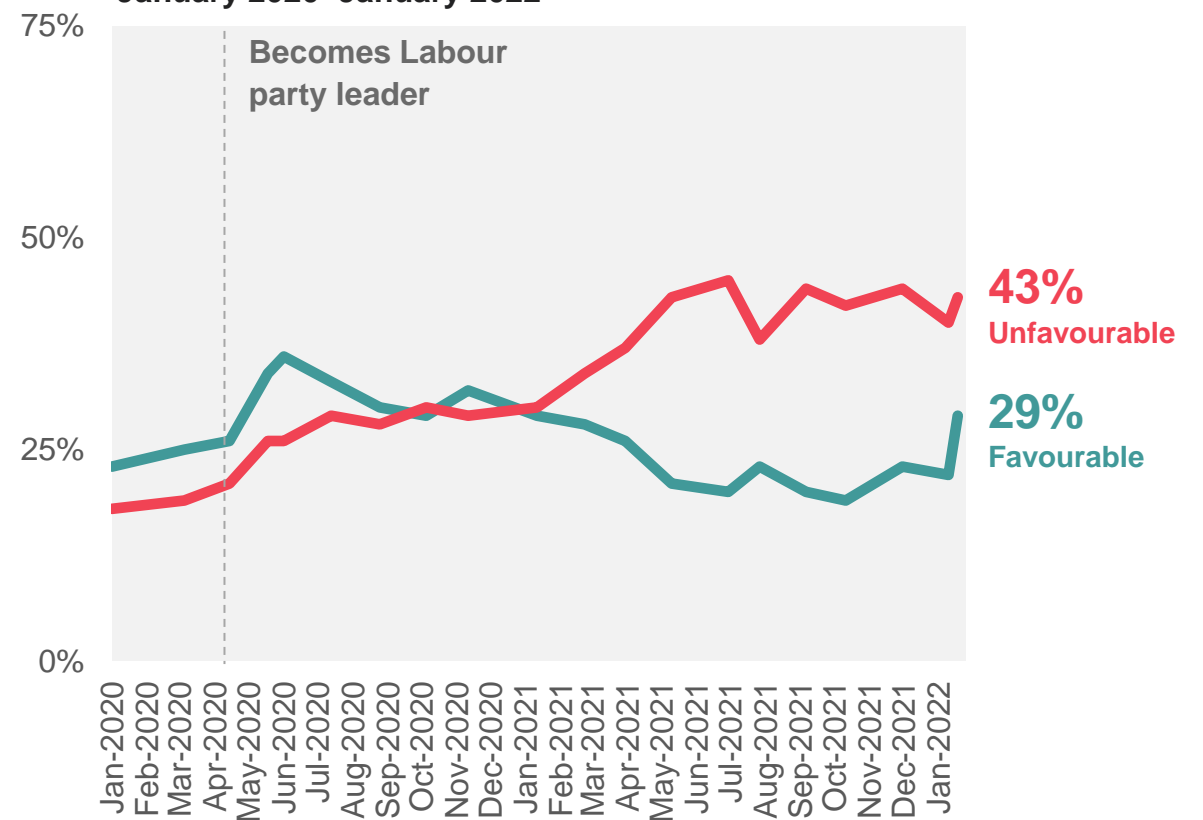
Keir Starmer: Favourability

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

14-18 January 2022



January 2020 - January 2022



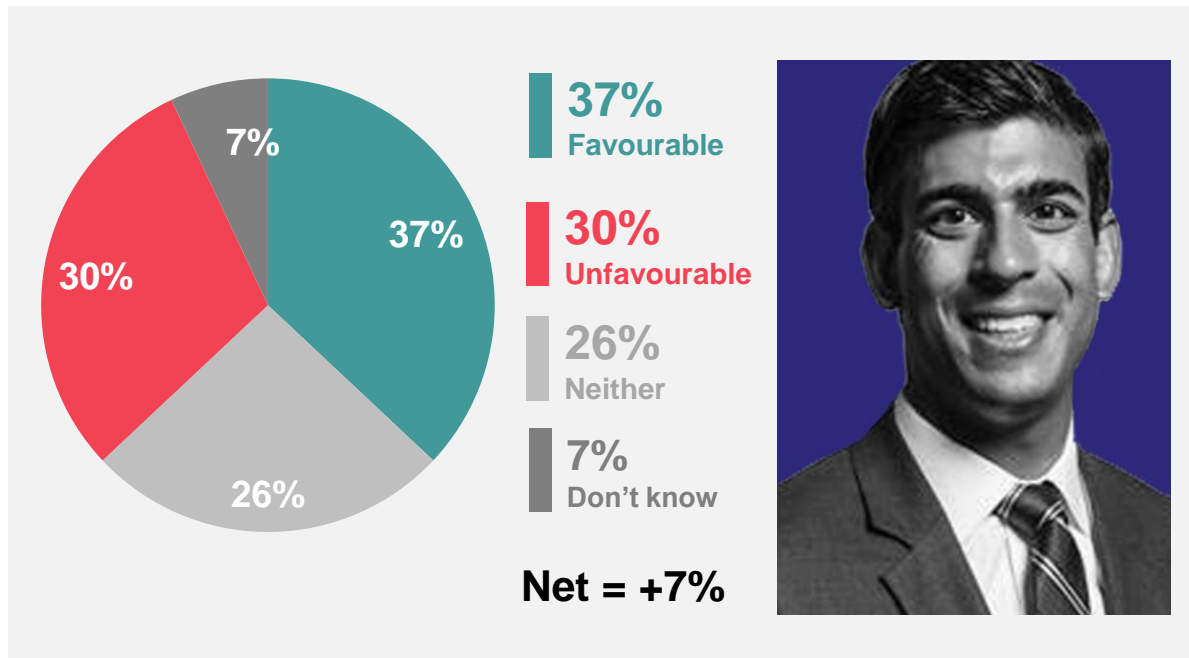
Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

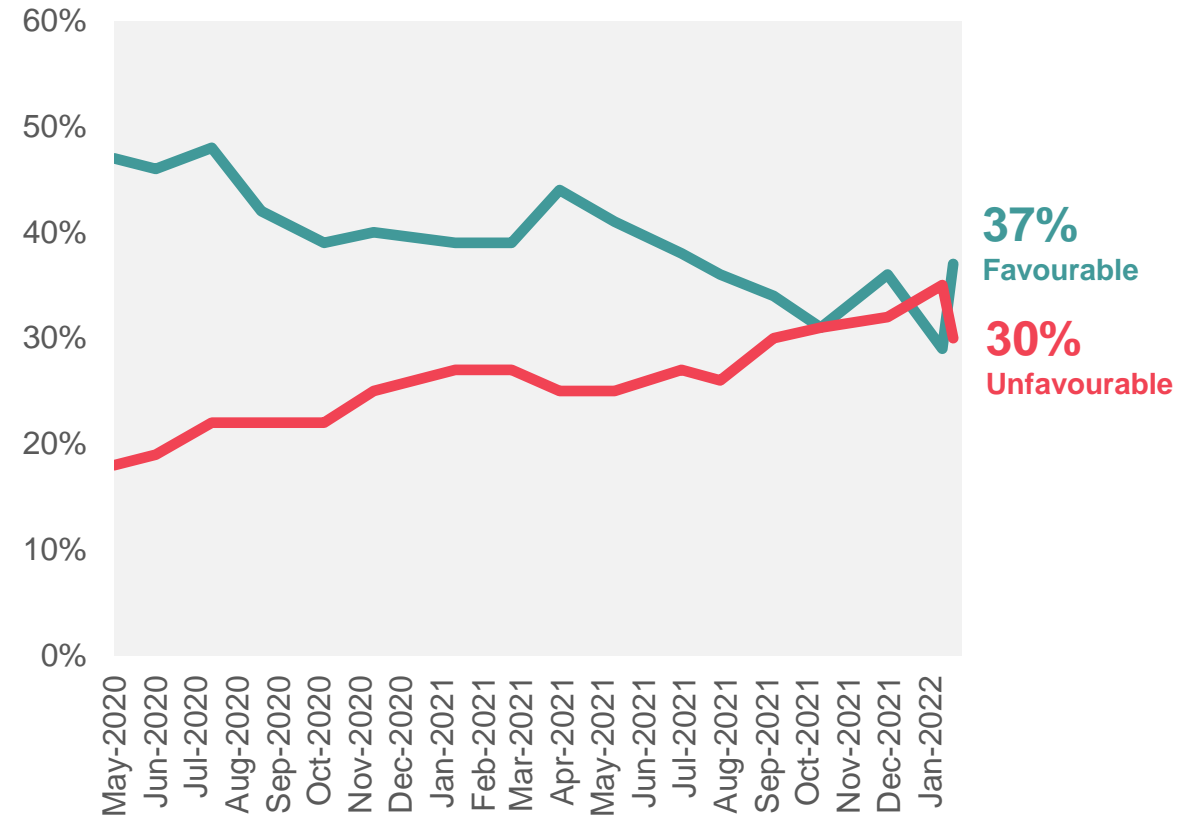
Rishi Sunak: Favourability

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

14-18 January 2022



May 2020 – January 2022



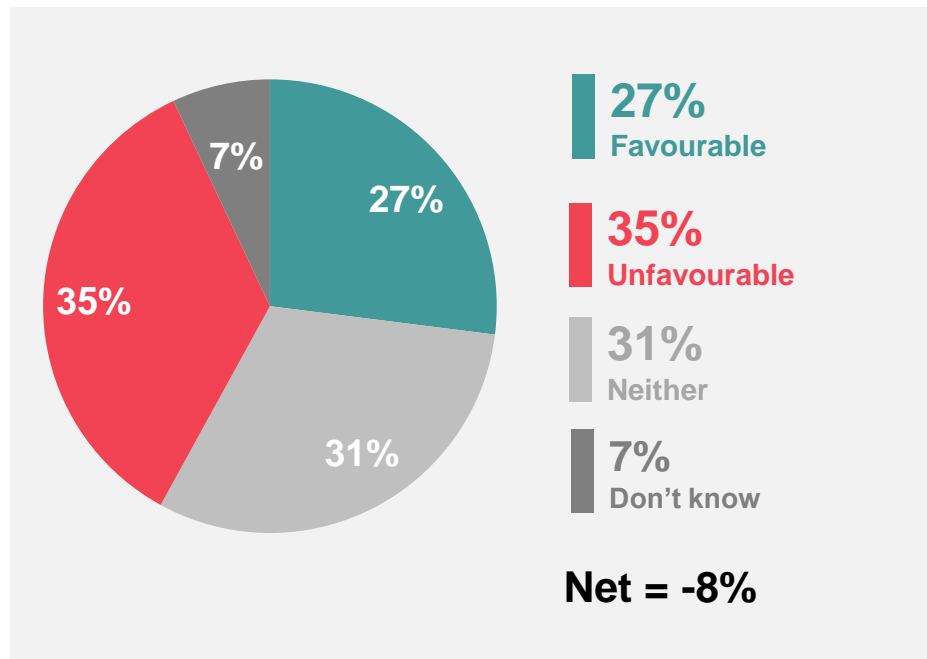
Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

Sajid Javid: Favourability

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

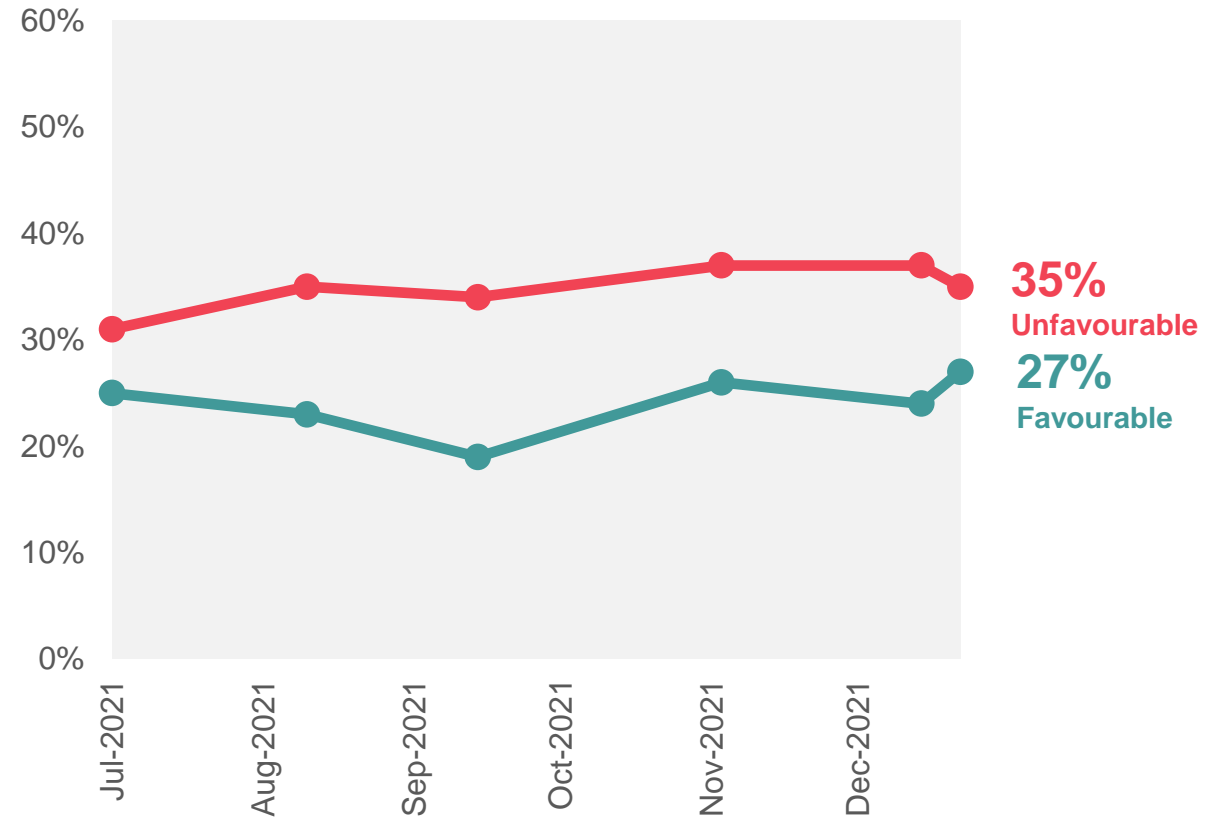
14-18 January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

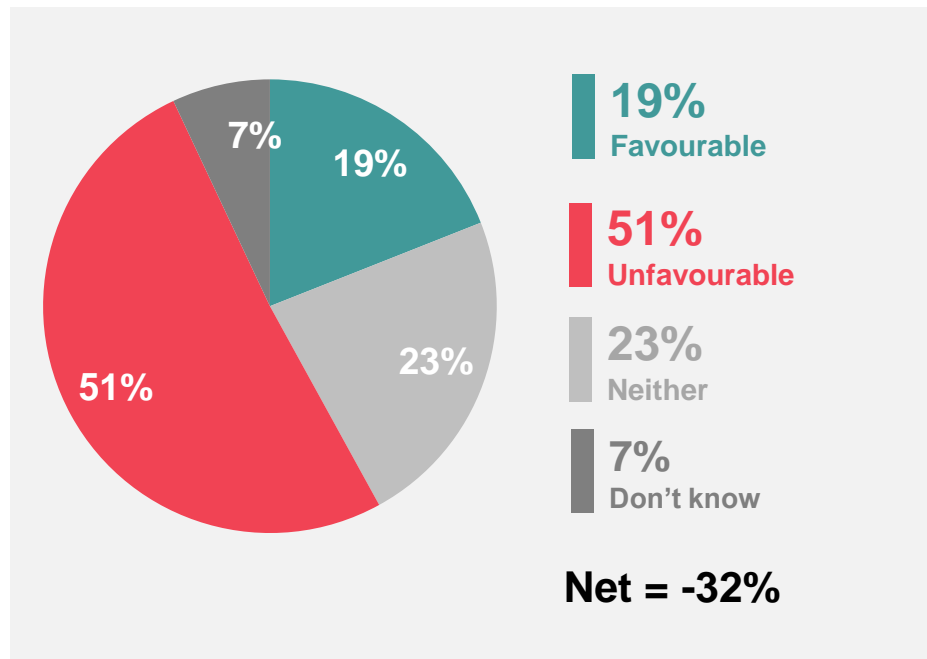
July 2021 – January 2022



Priti Patel: Favourability

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

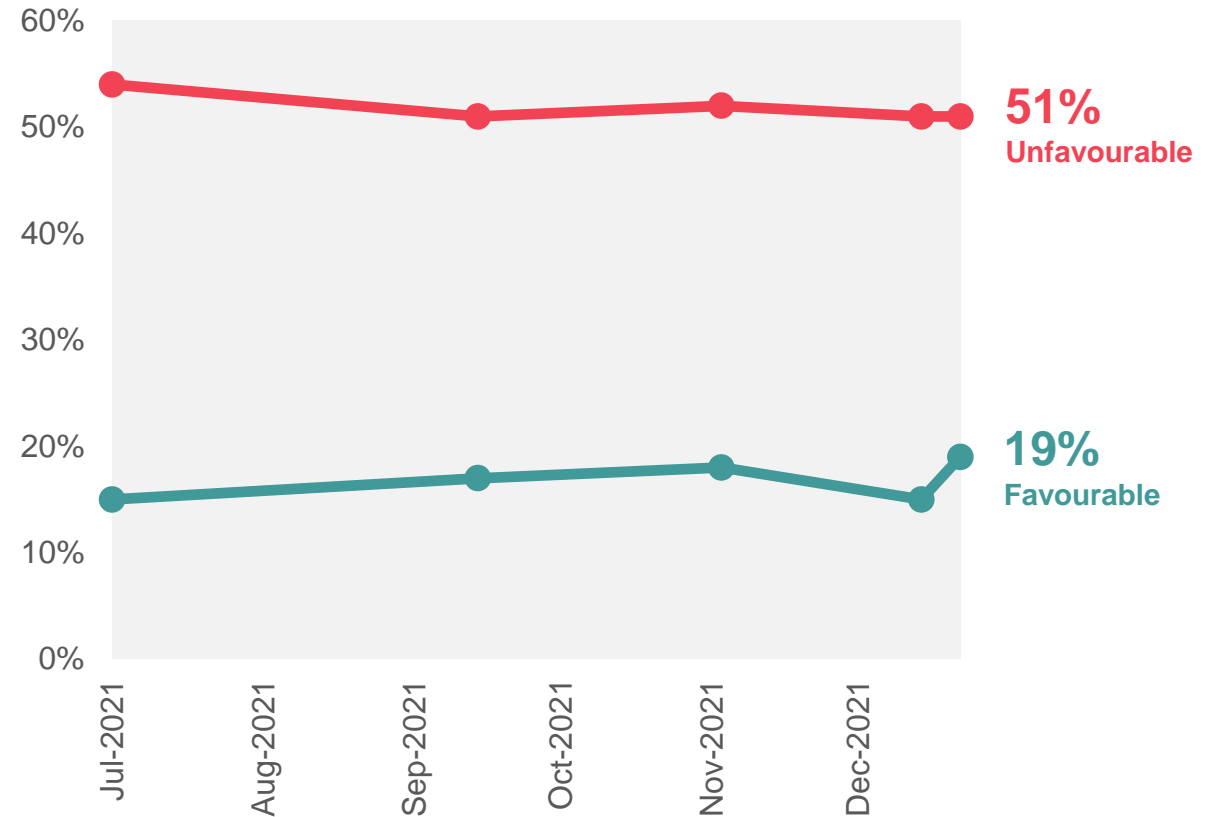
14-18 January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

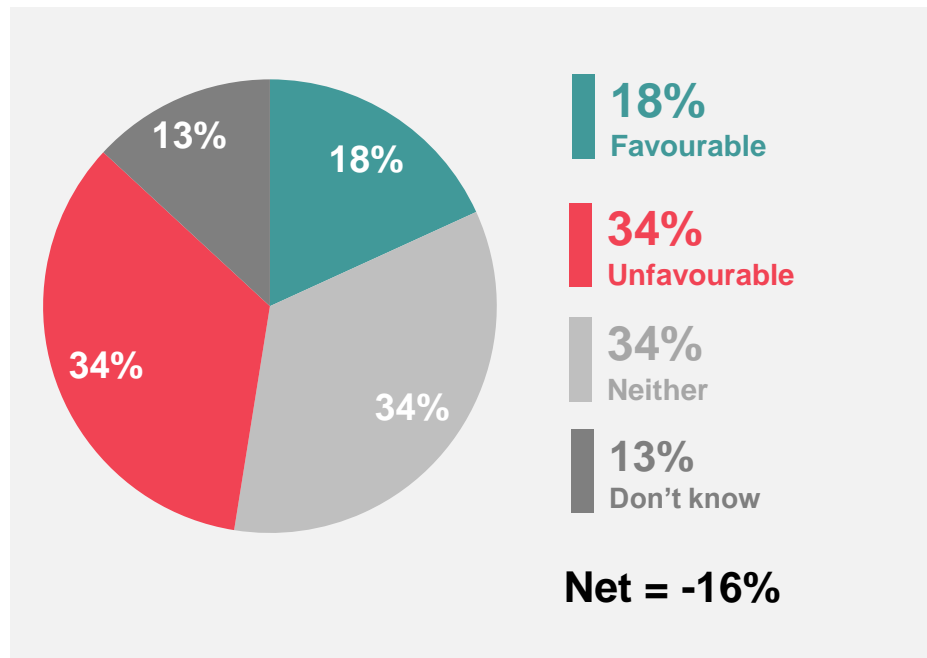
July 2021 – 18th January 2022



Liz Truss: Favourability

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

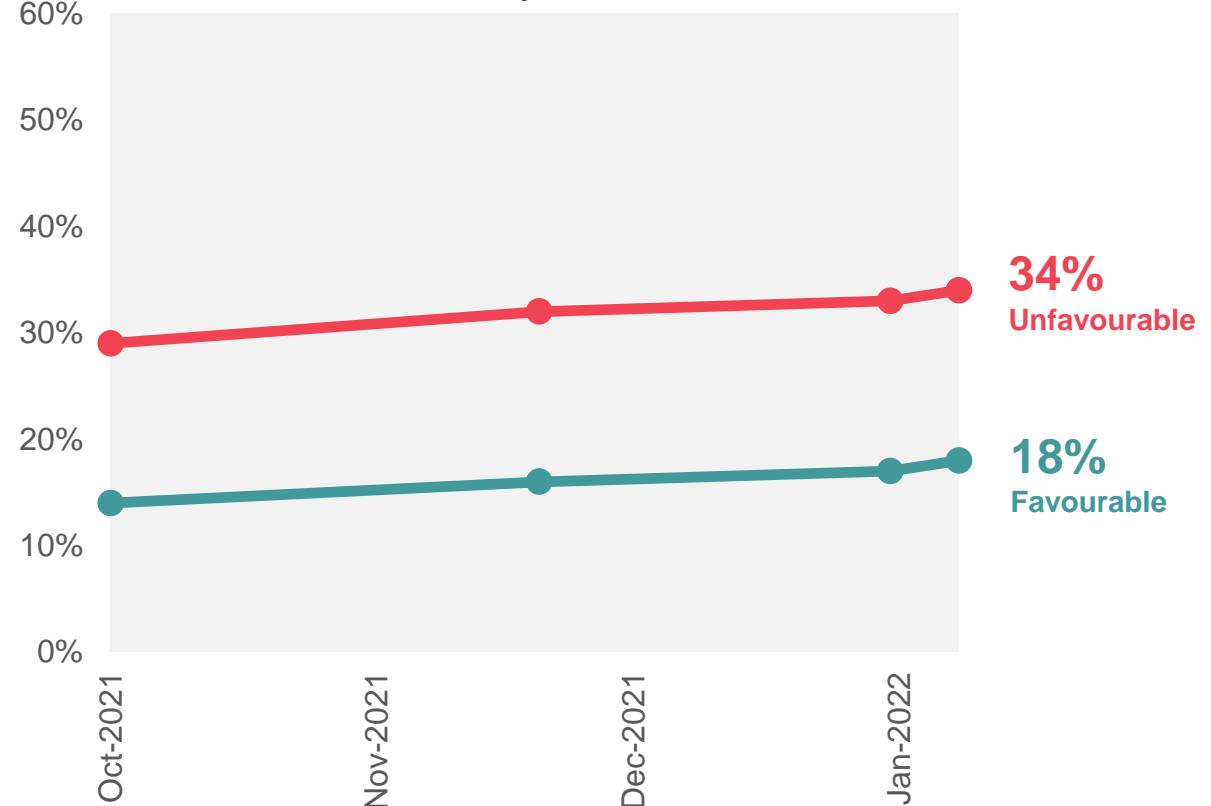
14-18 January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

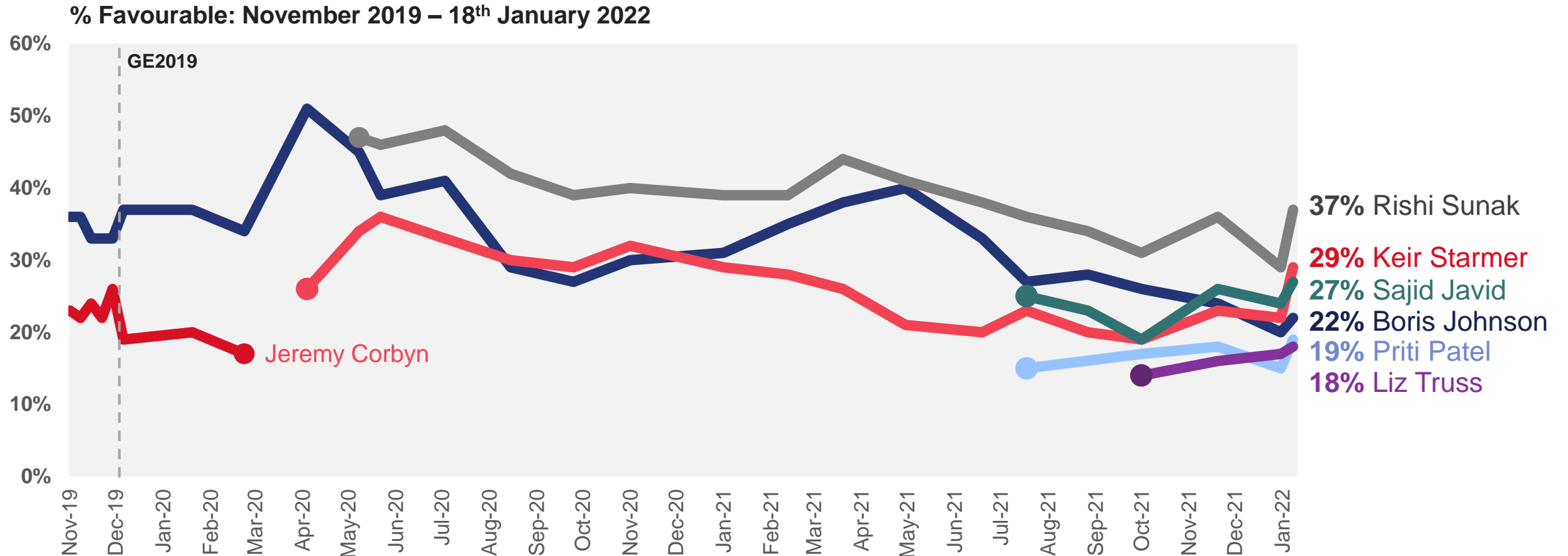
Source: Ipsos MORI

October 2021 – 18th January 2022



Political leaders: Favourability

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

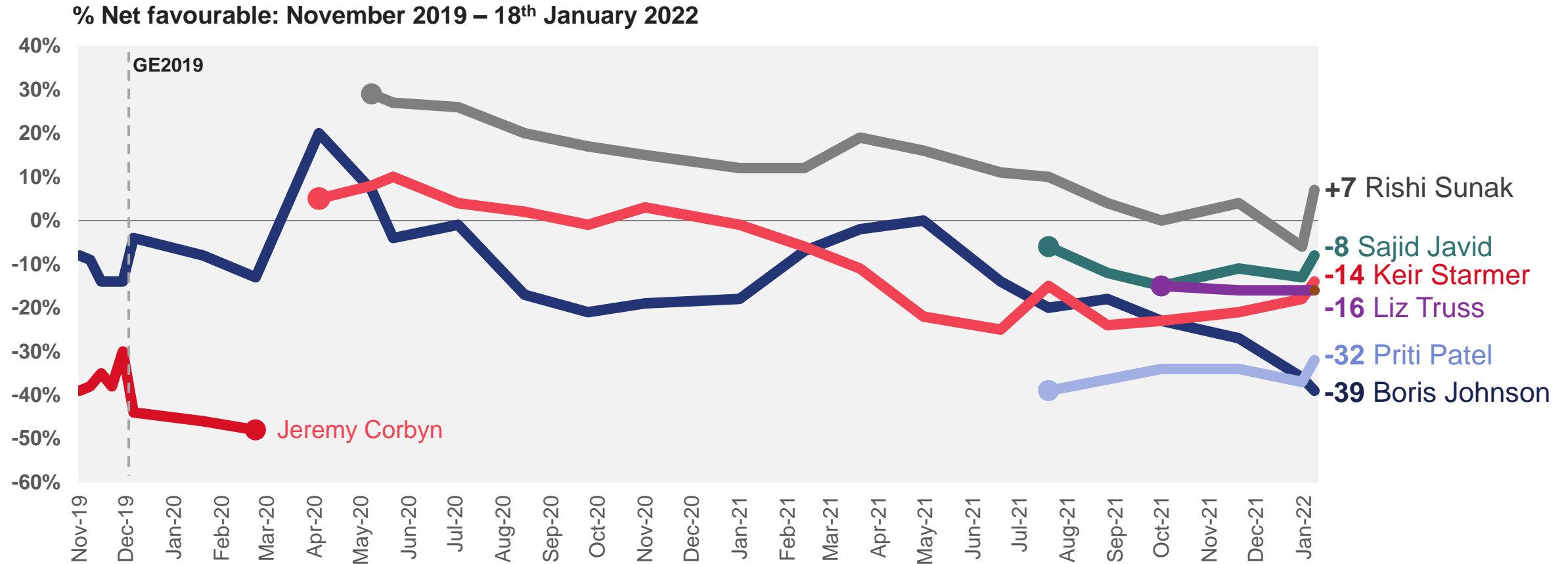


Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

Political leaders: Net favourability

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

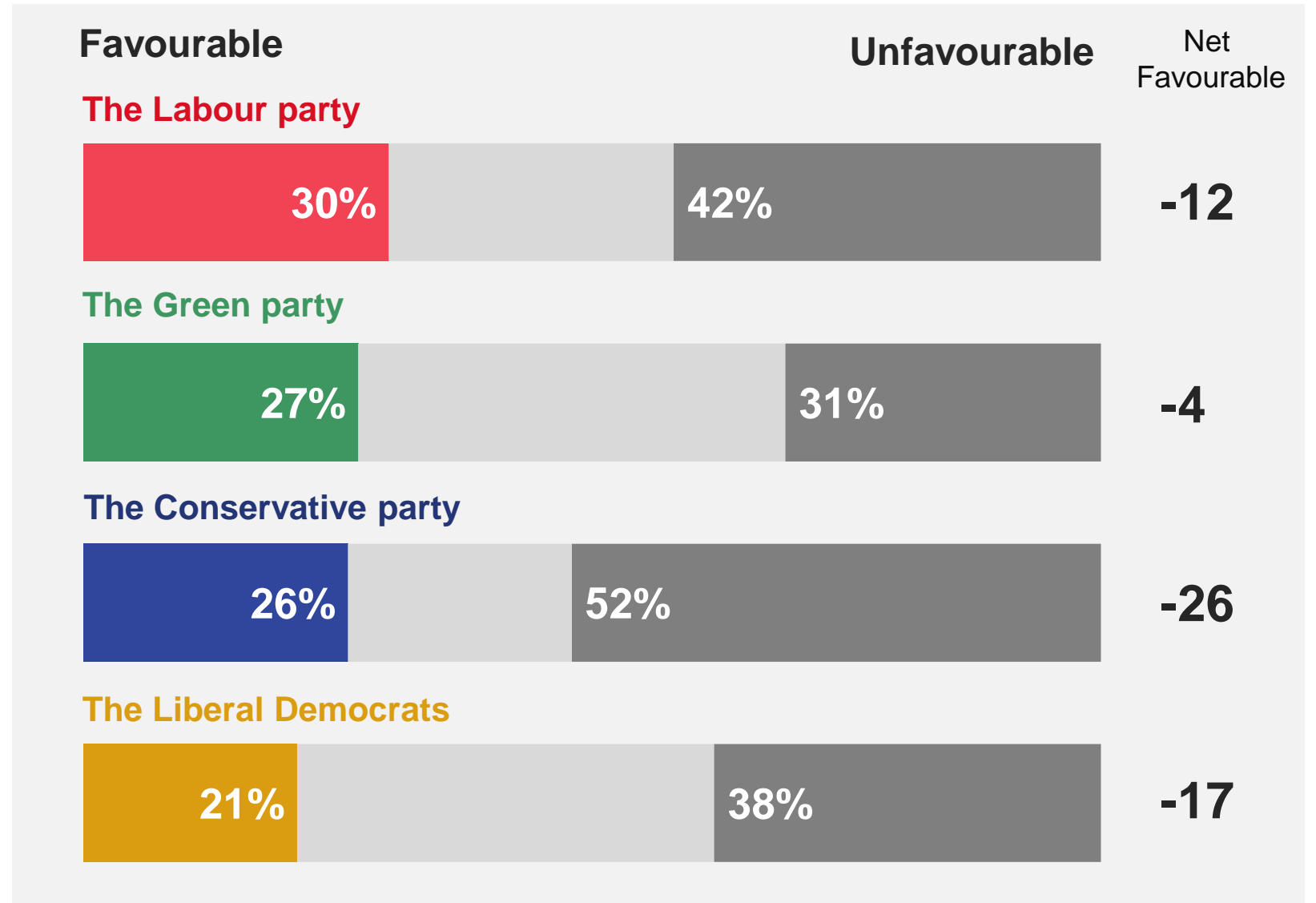


Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

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?



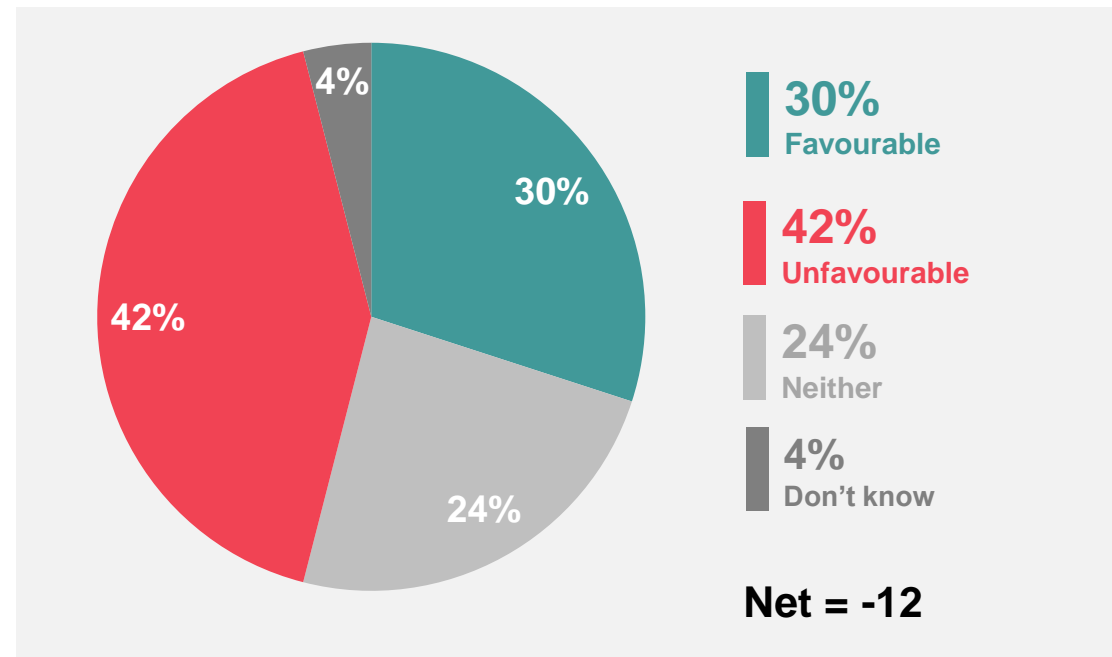
Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

The Labour party: Favourability

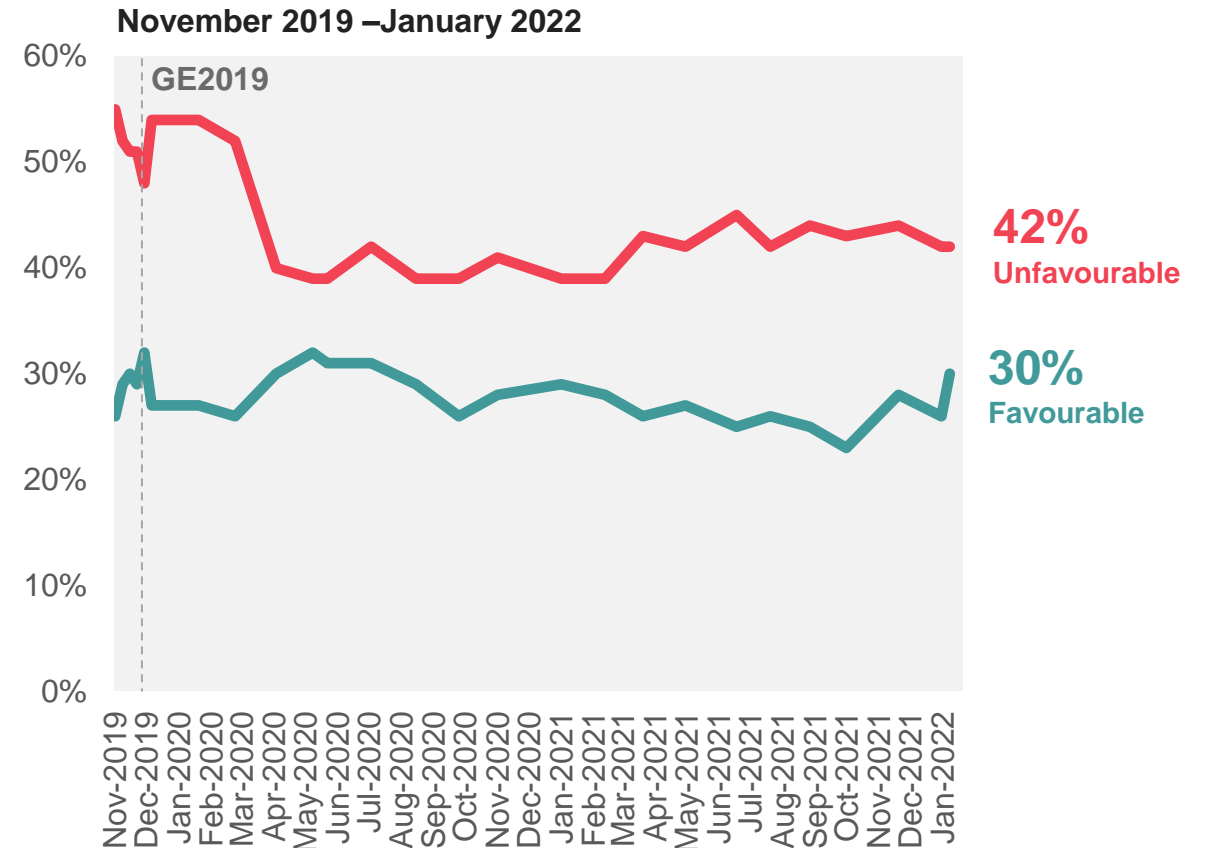
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

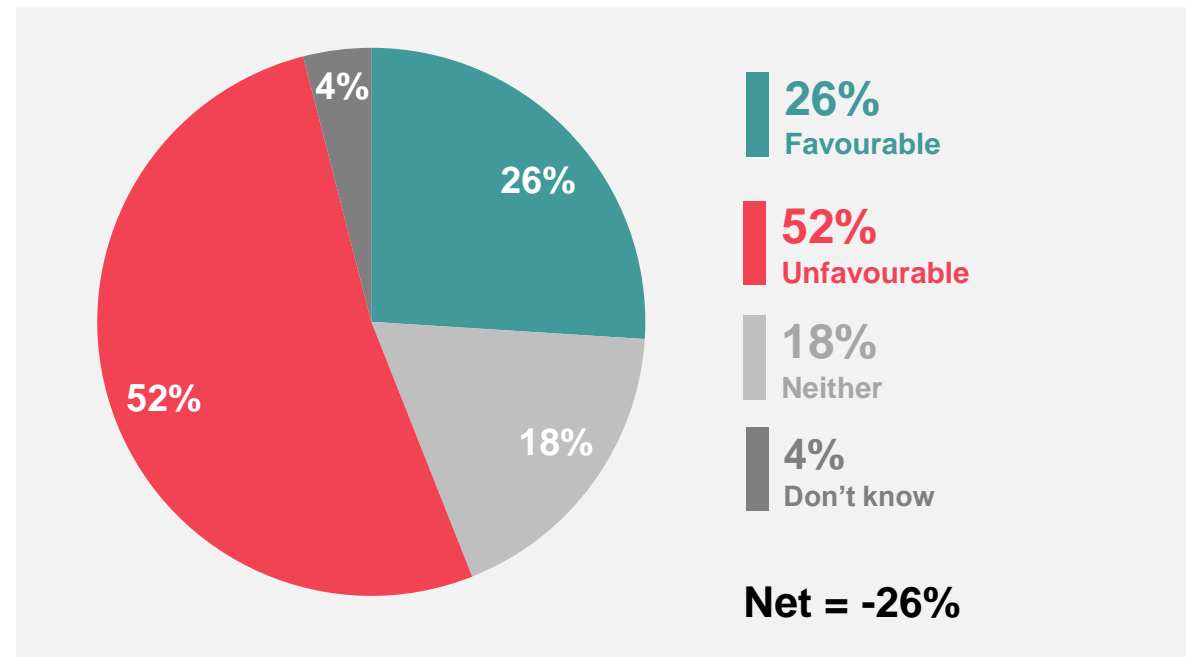
Source: Ipsos MORI



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

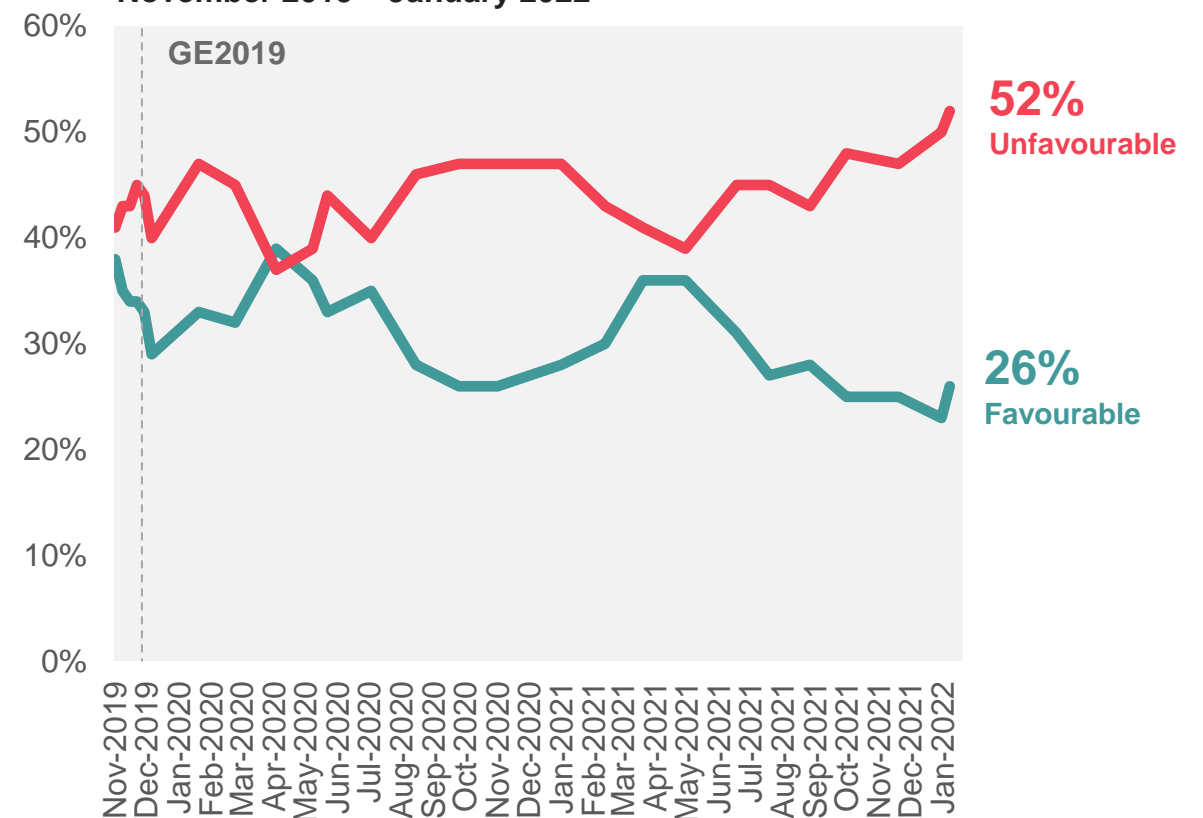
January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

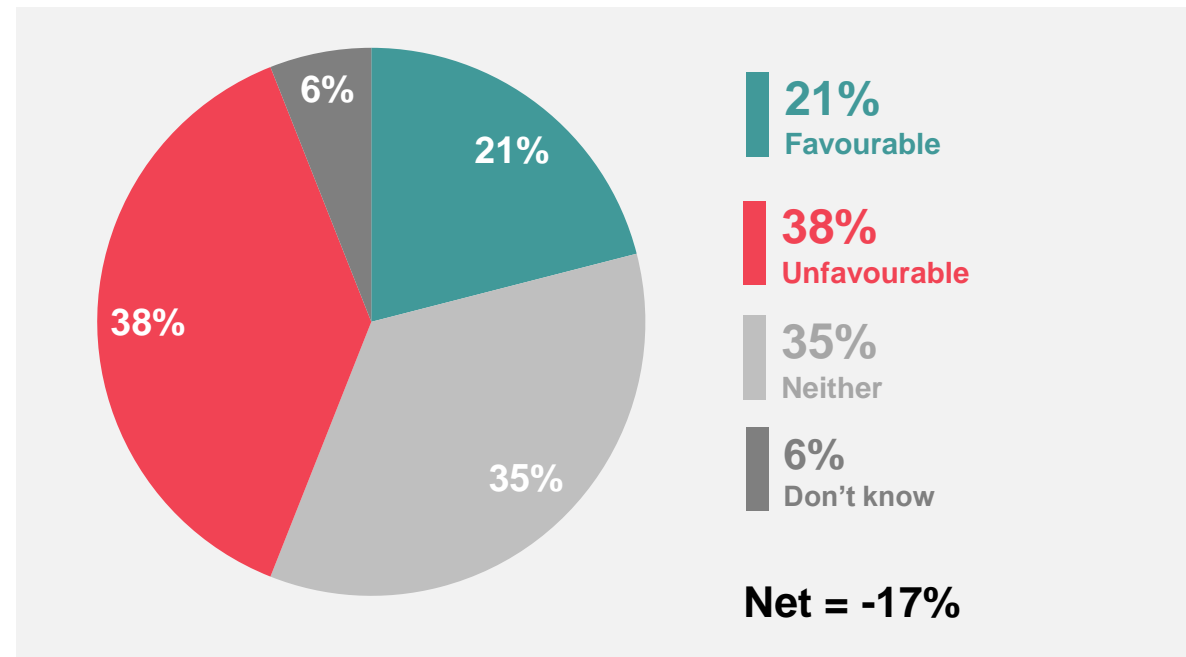
November 2019 – January 2022



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

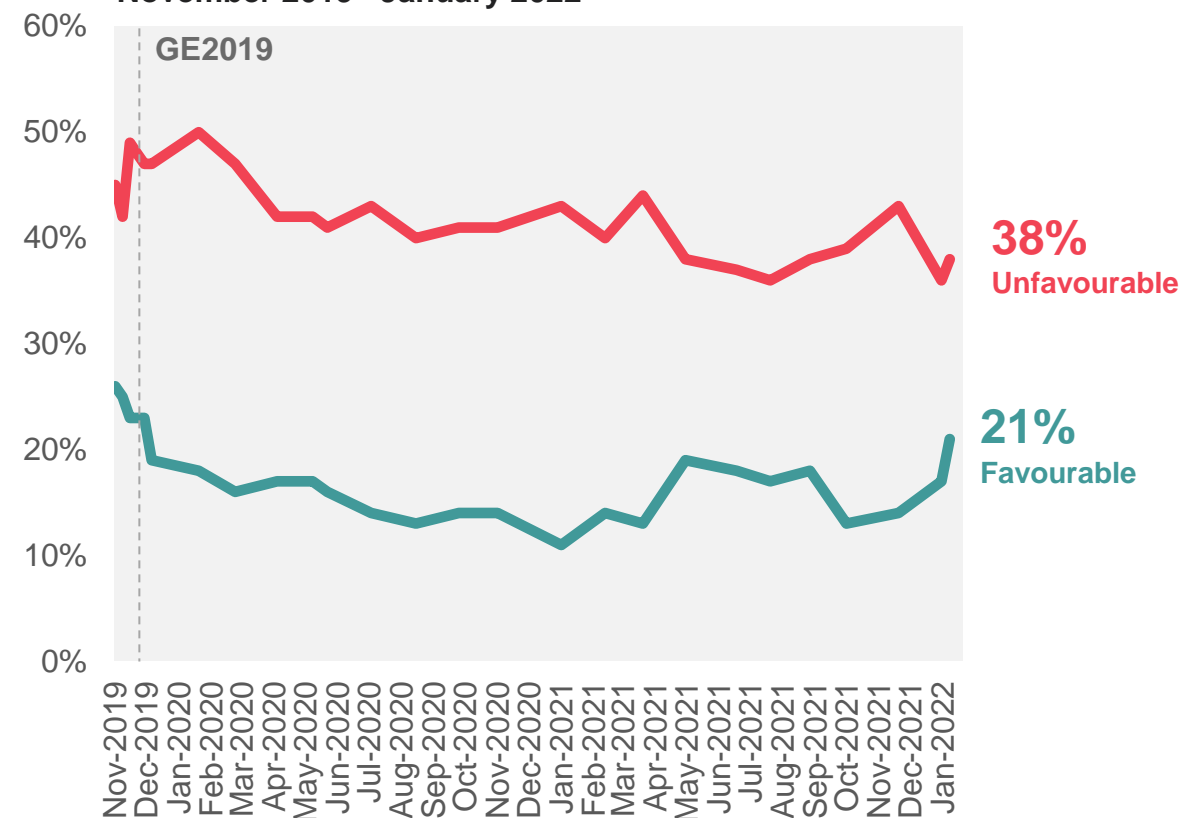
January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

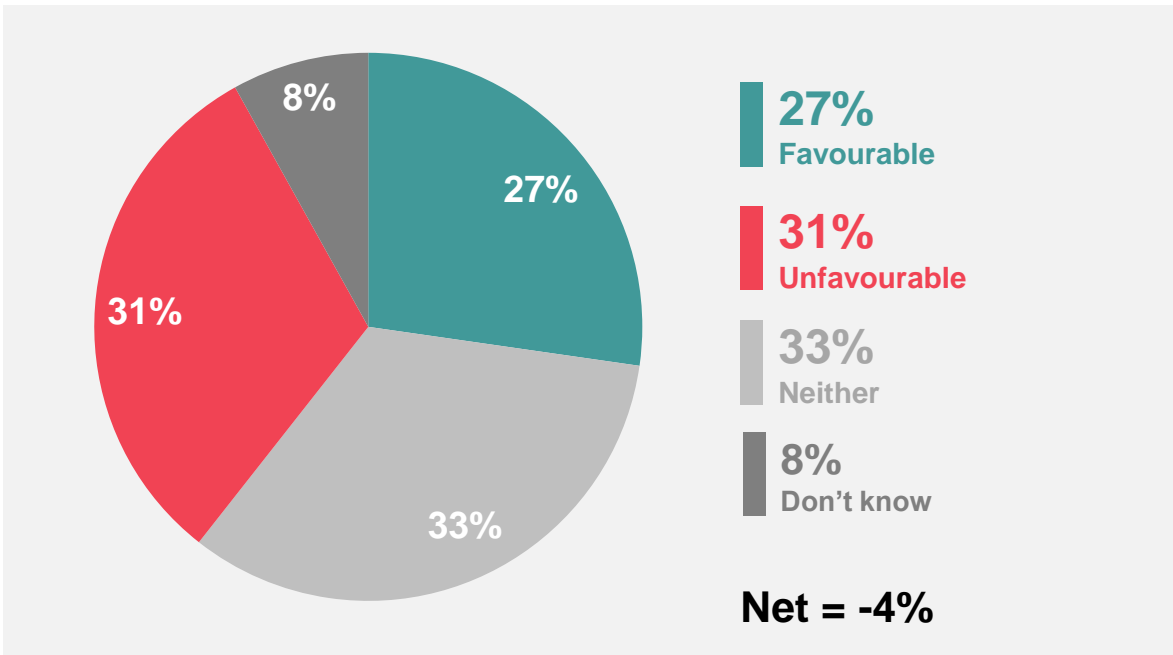
November 2019 – January 2022



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

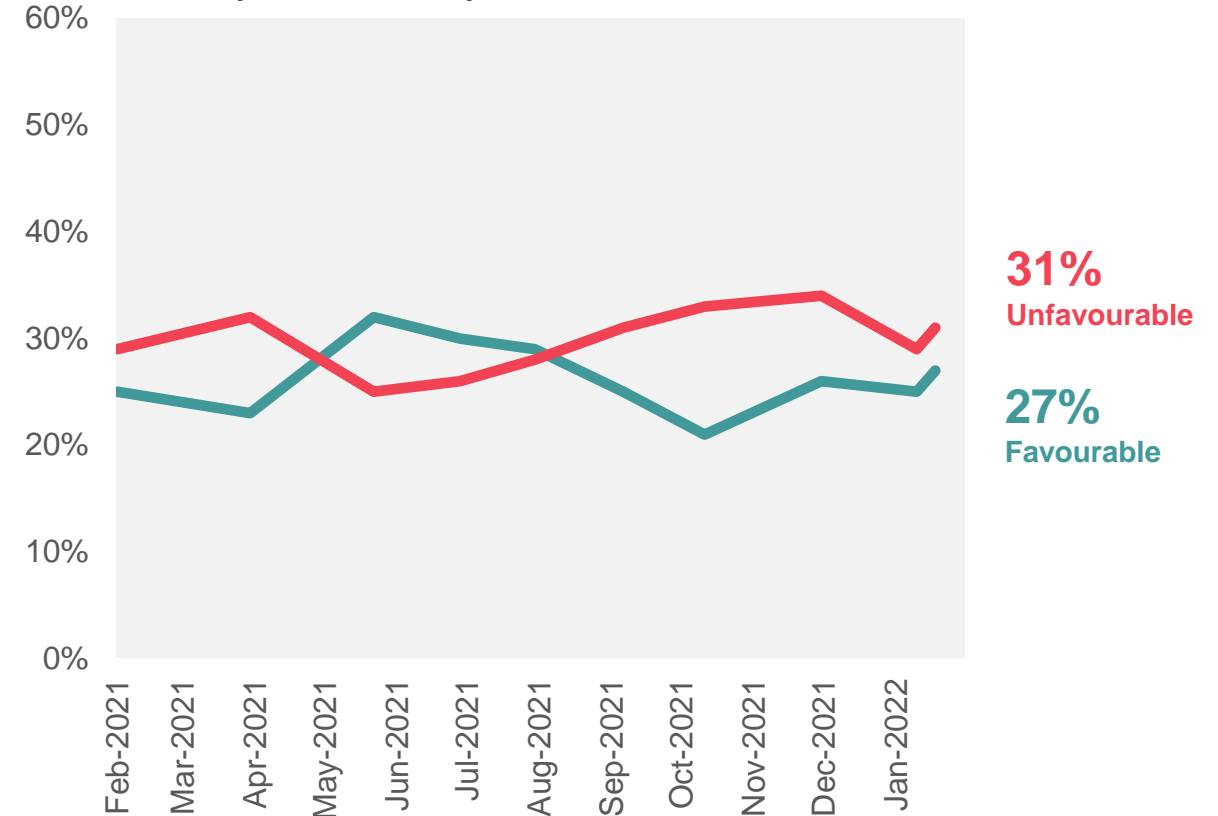
January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

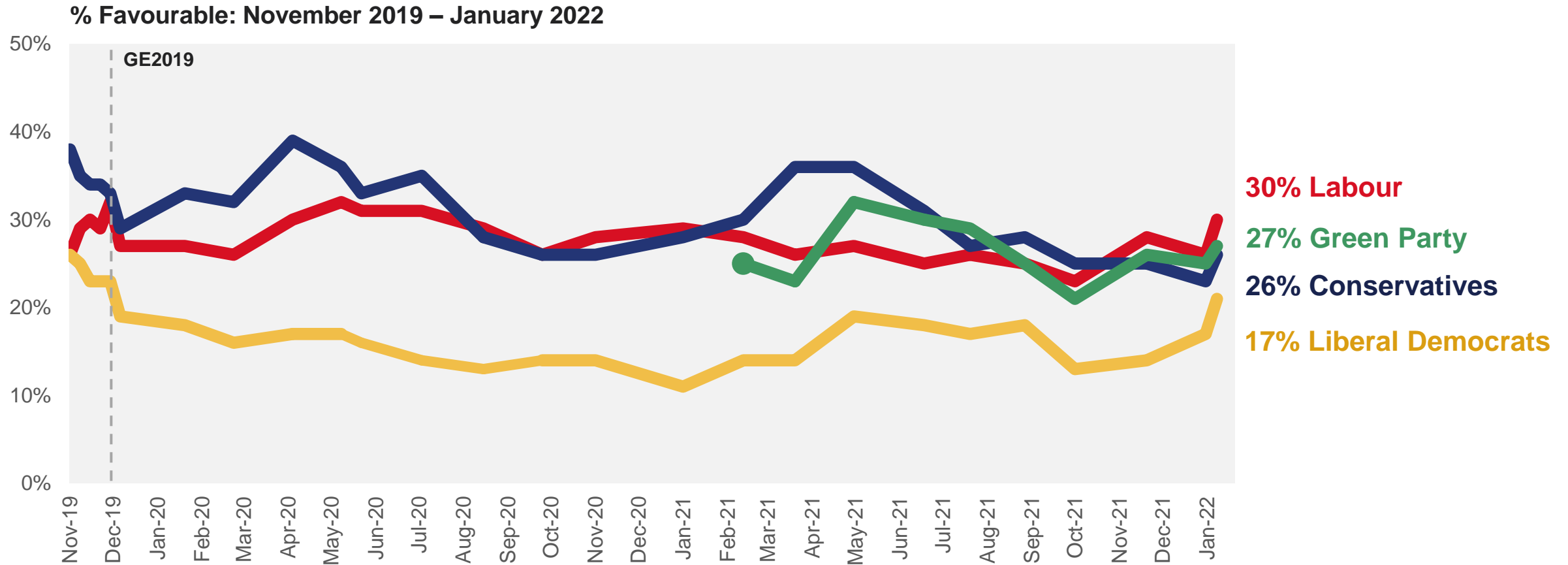
Source: Ipsos MORI

February 2021– January 2022



Political parties: Favourability

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

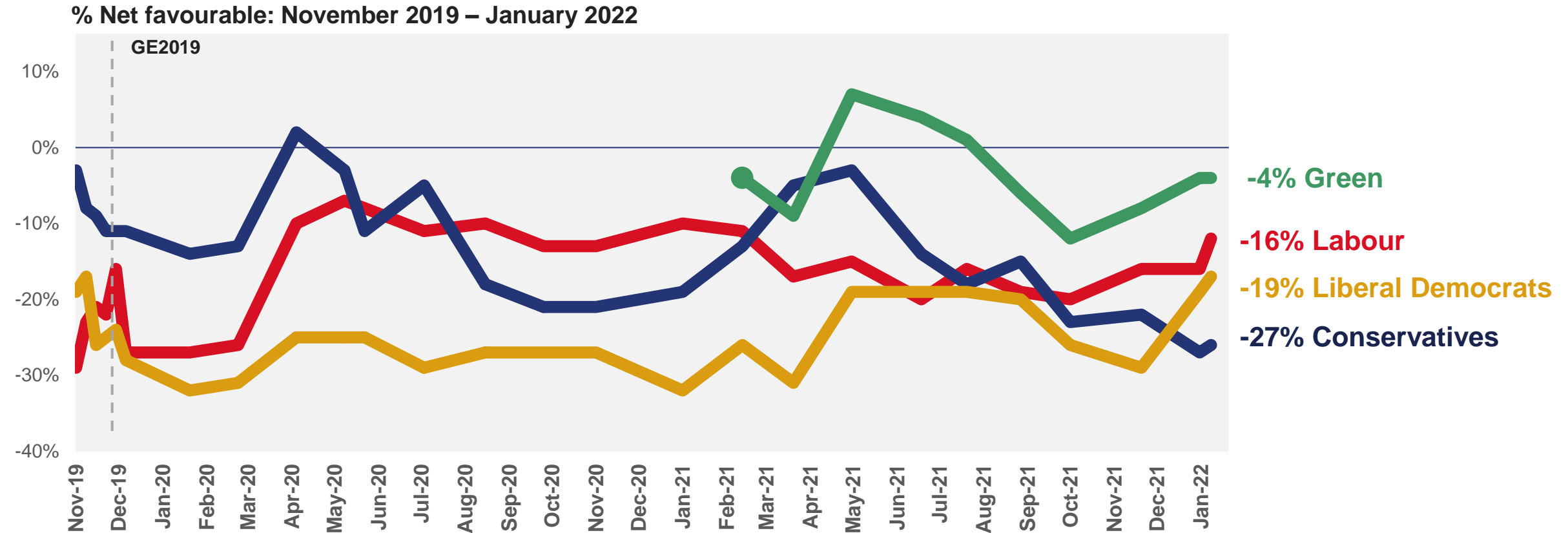


Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Source: Ipsos MORI

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: 1,119 Online British adults aged 18+, 14-18 January 2022

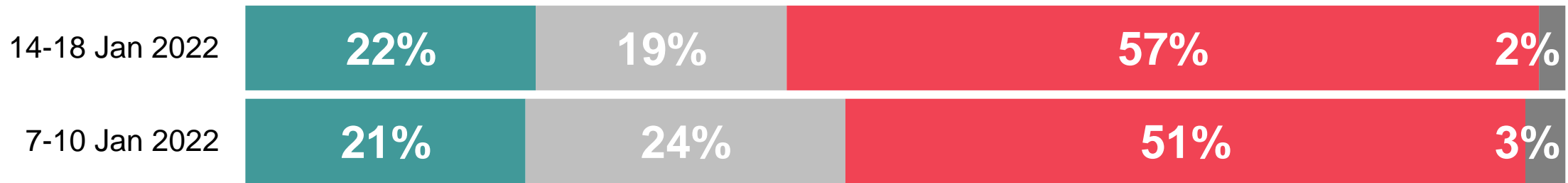
Source: Ipsos MORI

Who would make a good Prime Minister?

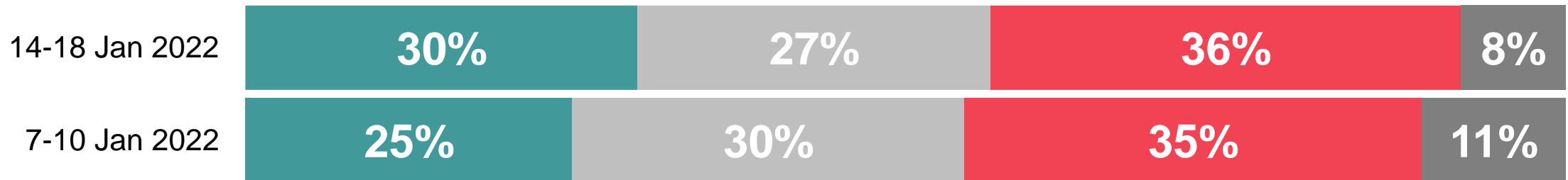
In your opinion do you think that current Prime Minister Boris Johnson is / Labour Leader Keir Starmer would be a good Prime Minister, a bad Prime Minister, or neither?

Very/fairly good Neither good nor bad Very/ fairly bad Don't know

Current Prime Minister Boris Johnson is...



Labour Leader Keir Starmer would be...



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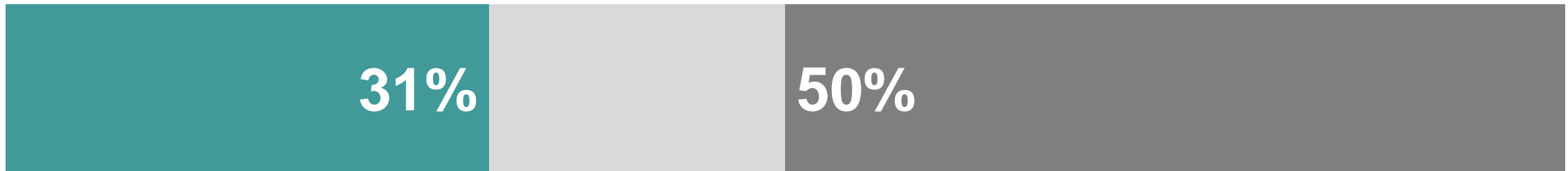
Will Keir Starmer become Prime Minister?

In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

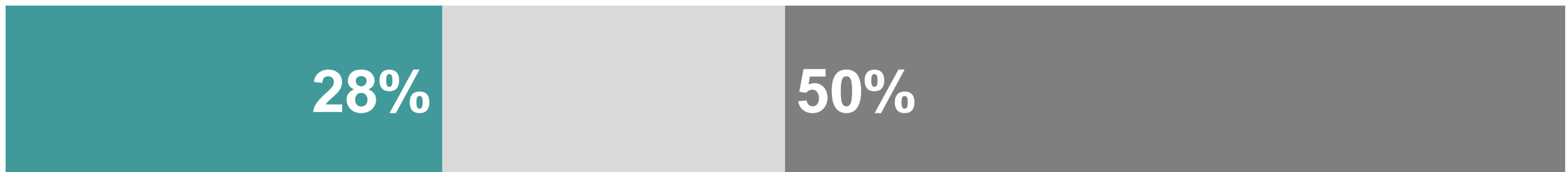
Very/fairly likely

Not very / at all likely

14-18 January 2022



7-10 January 2022



Base: 1,119 Online British adults aged 18+, 14-18 January 2022

Ipsos MORI

Political Pulse January 2022

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