

# IPSOS UK POLITICAL PULSE

February 2022





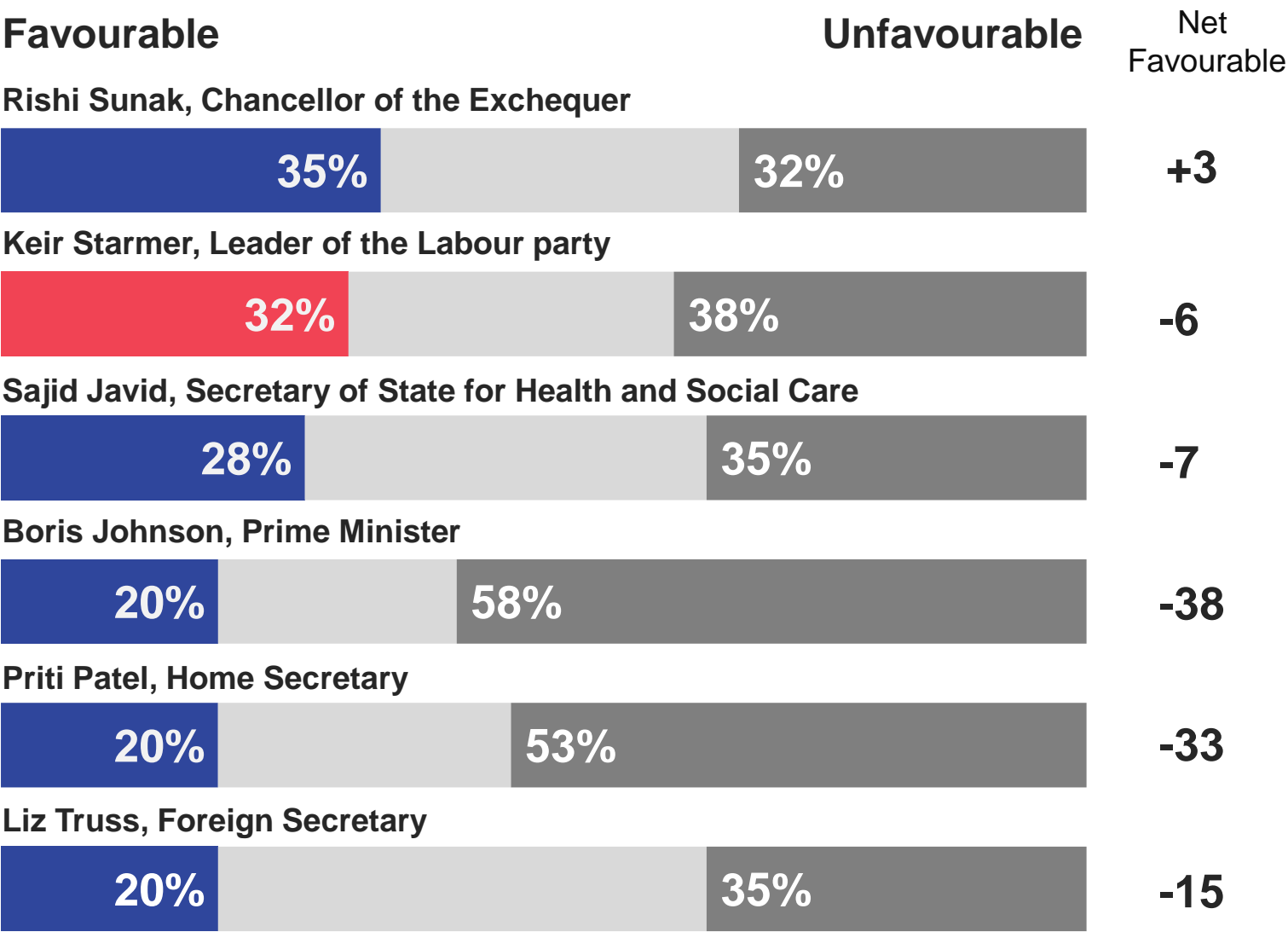


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

February 2022

# 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?

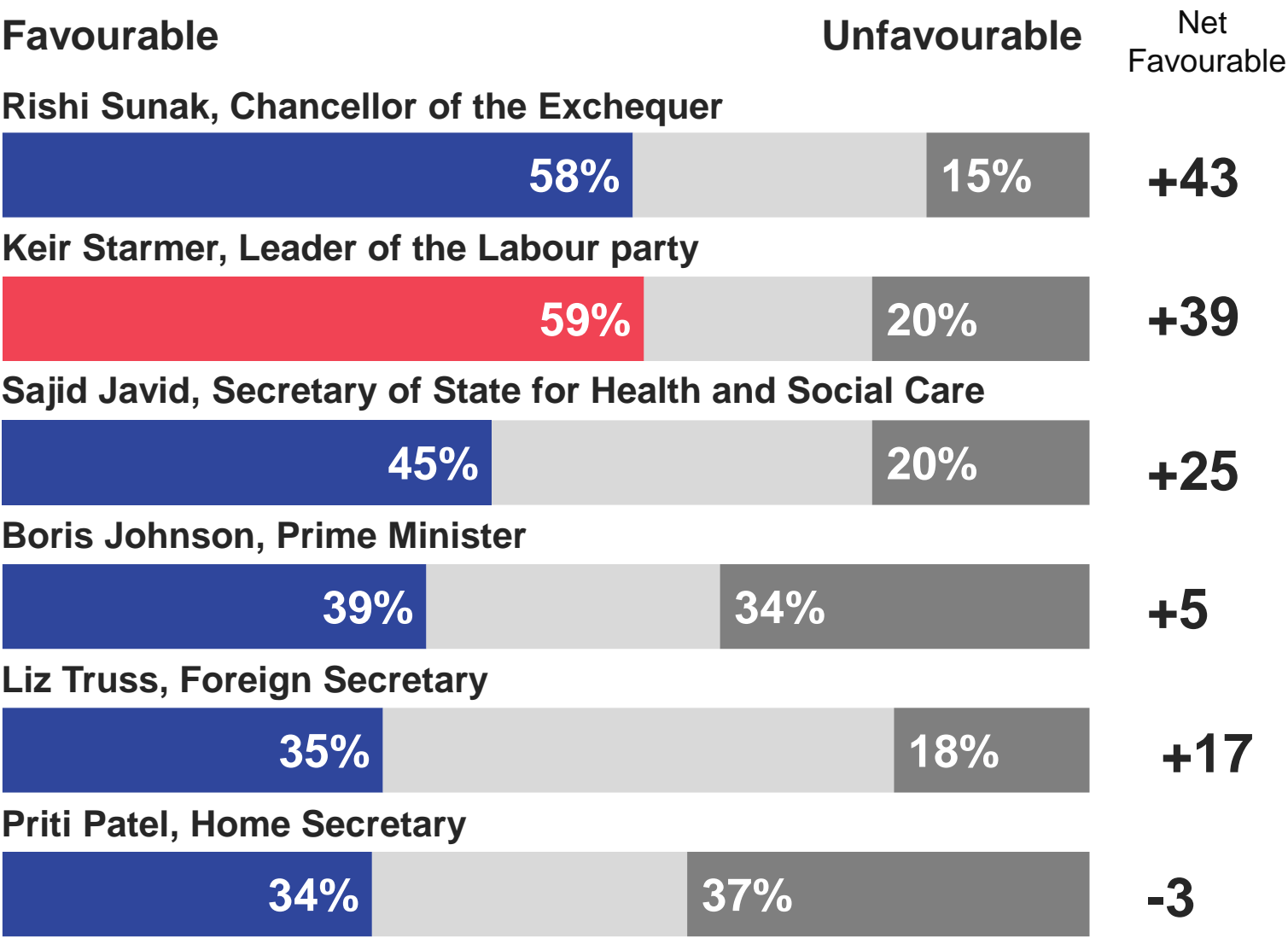


Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# 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: 1,143 Online British adults aged 18+, 1-2 February 2022  
Including 2019 Conservative (351) and 2019 Labour (326) voters.

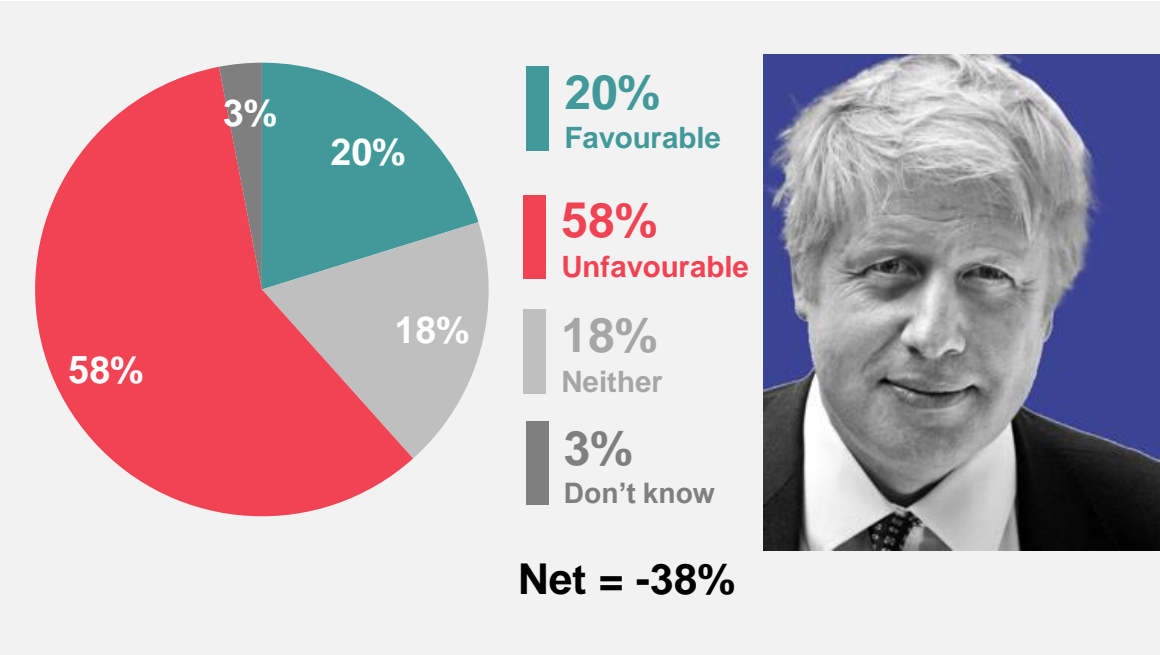




# Boris Johnson: Favourability

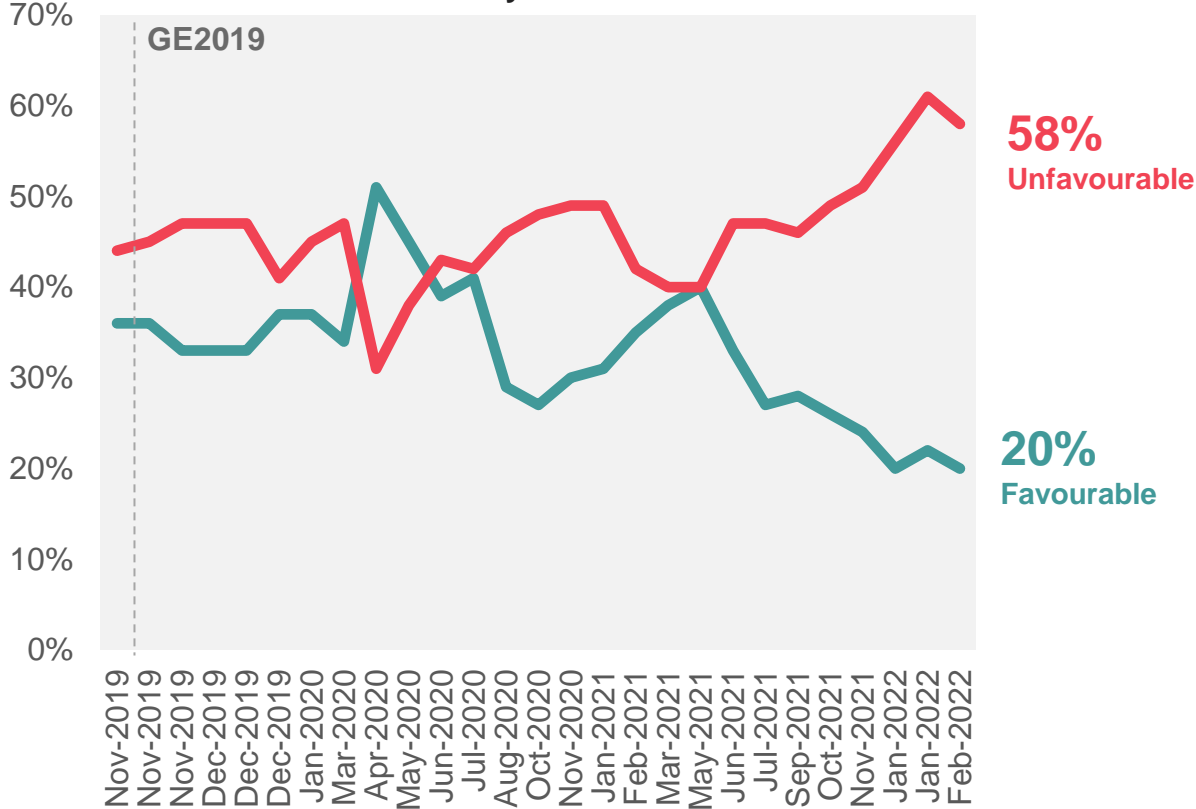
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

1-2 February 2022



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

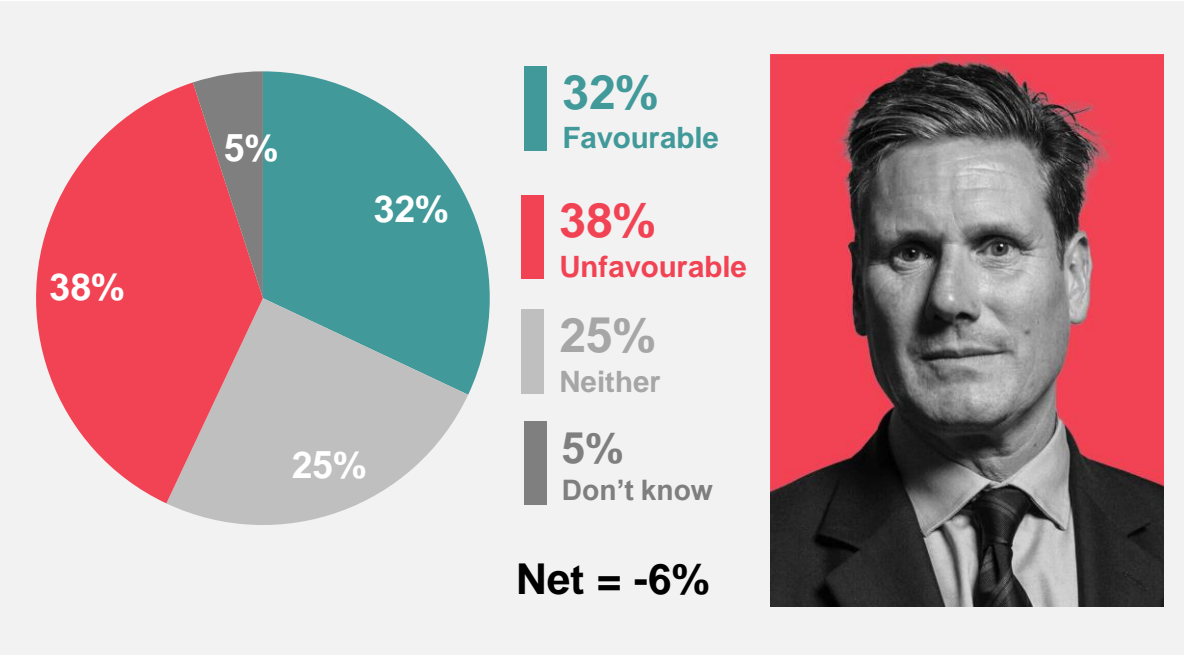
November 2019 – February 2022



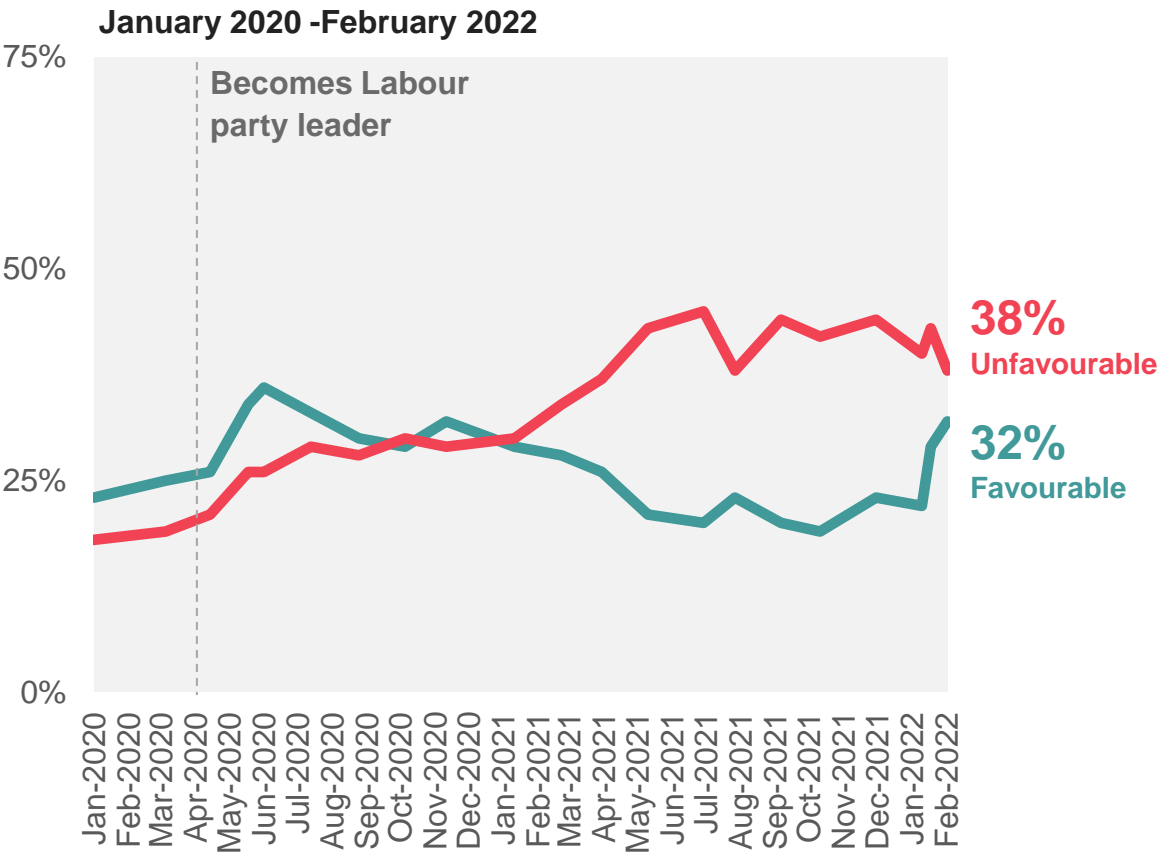
# Keir Starmer: Favourability

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

1-2 February 2022



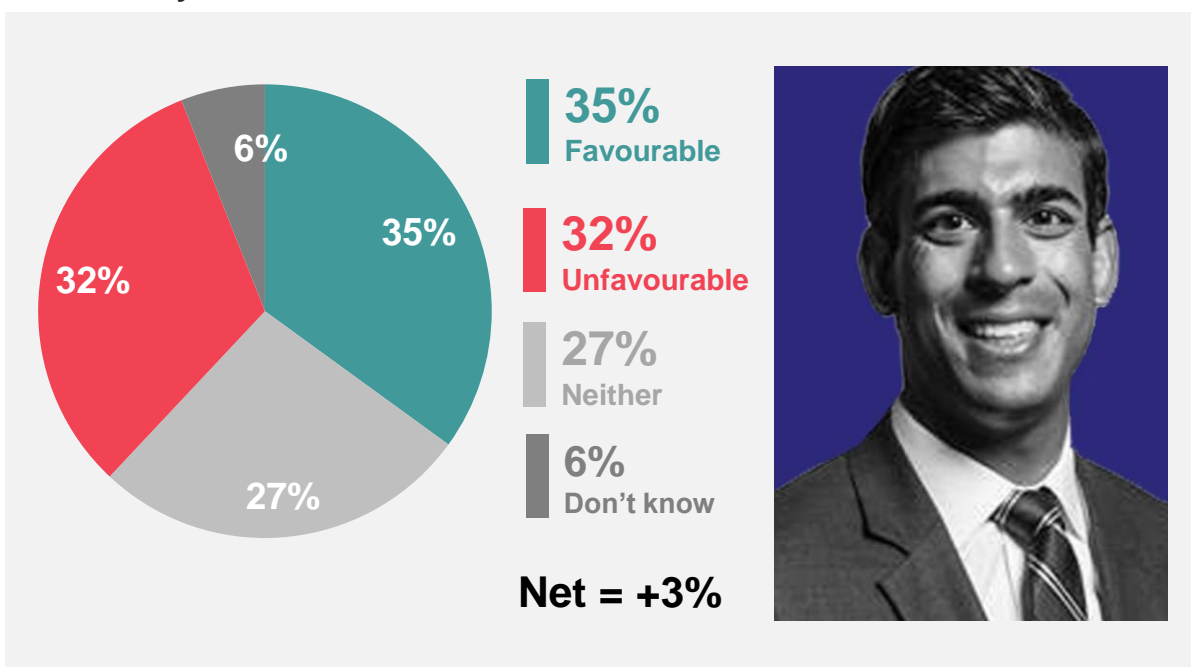
Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# Rishi Sunak: Favourability

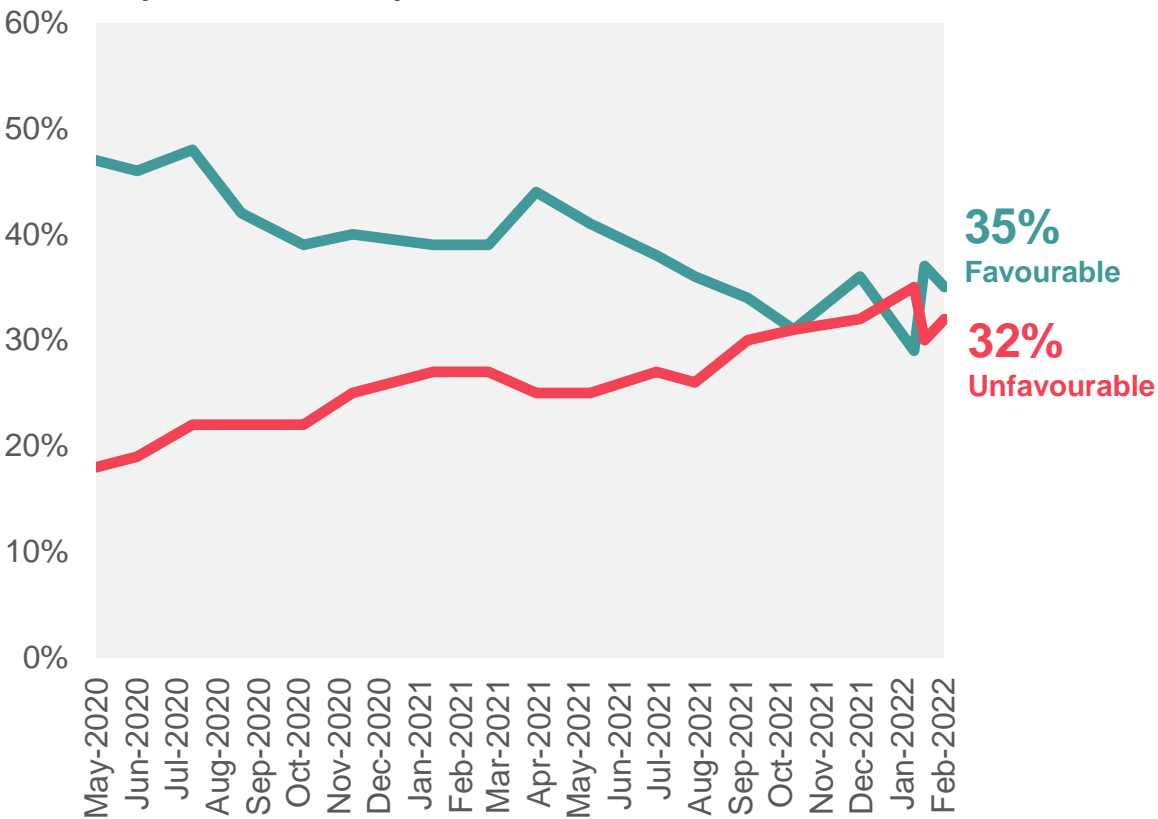
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

1-2 February 2022



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

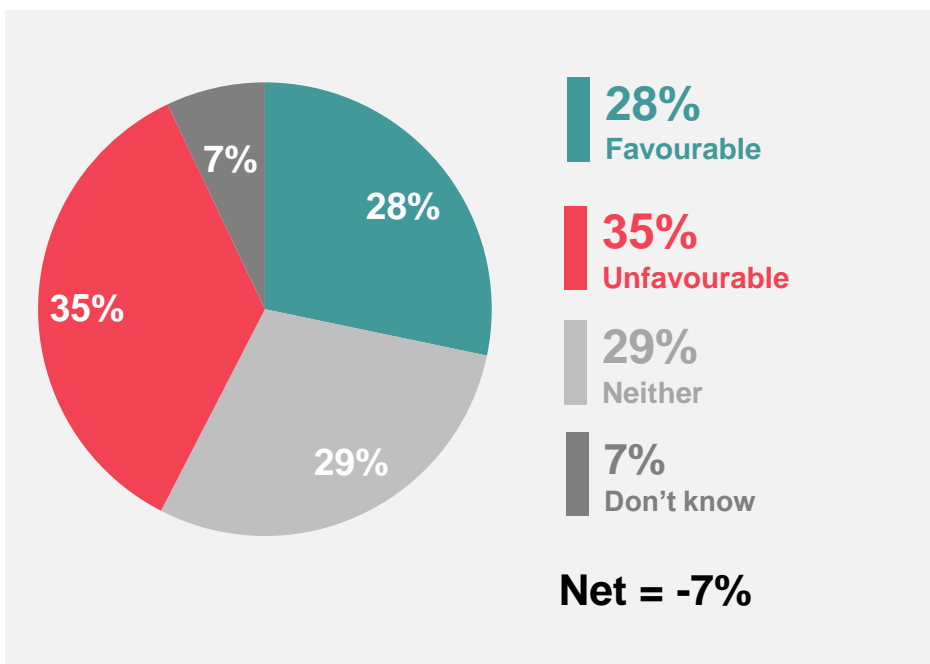
May 2020 – February 2022



# Sajid Javid: Favourability

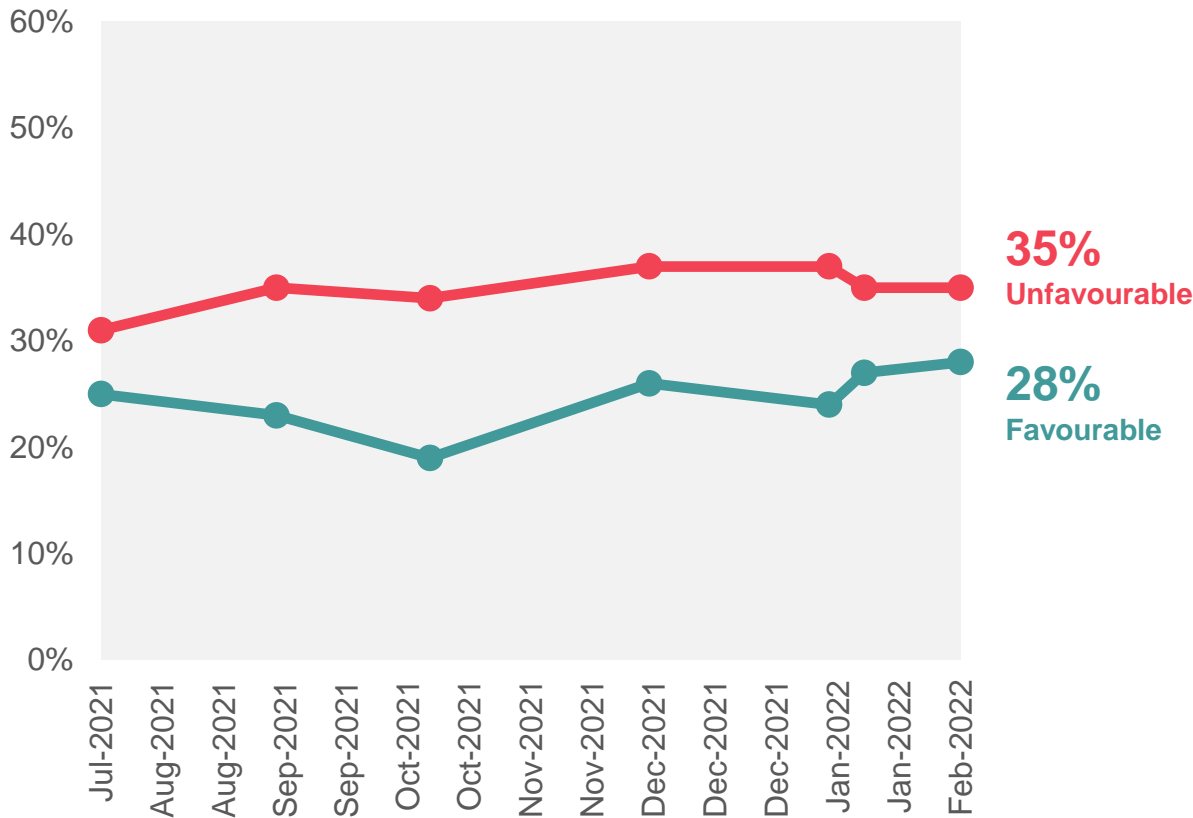
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Sajid Javid

1-2 February 2022



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

July 2021 – February 2022

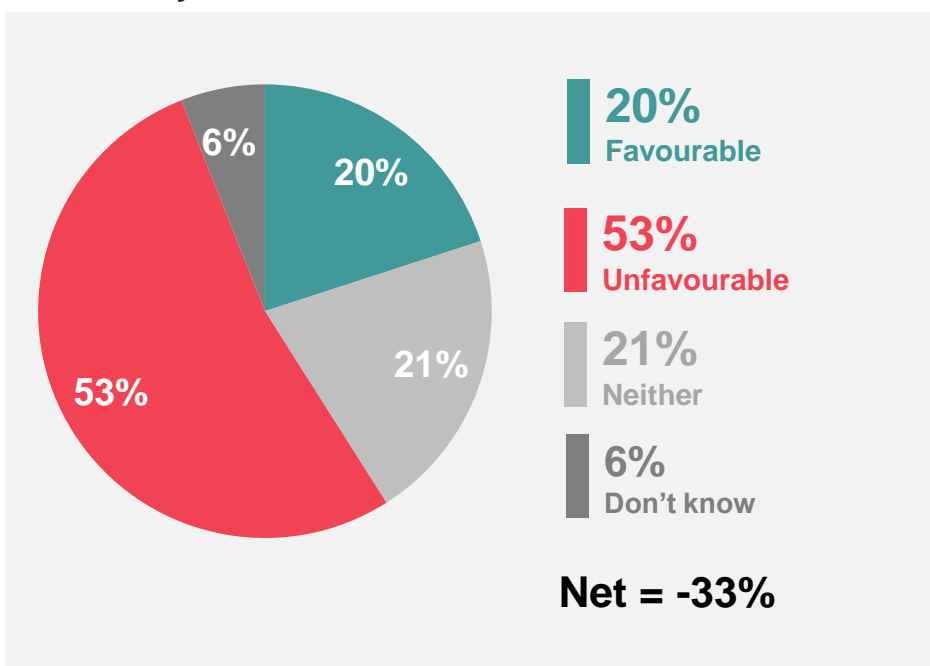




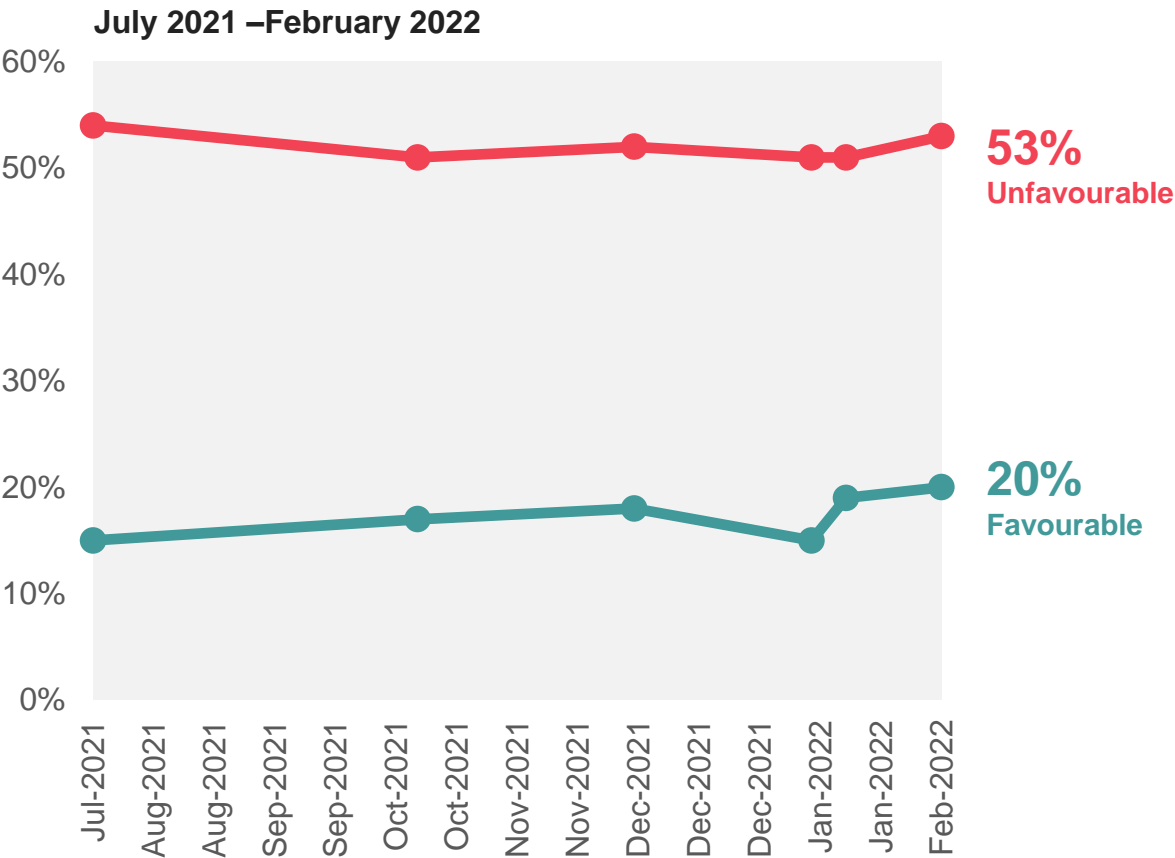
# Priti Patel: Favourability

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

1-2 February 2022



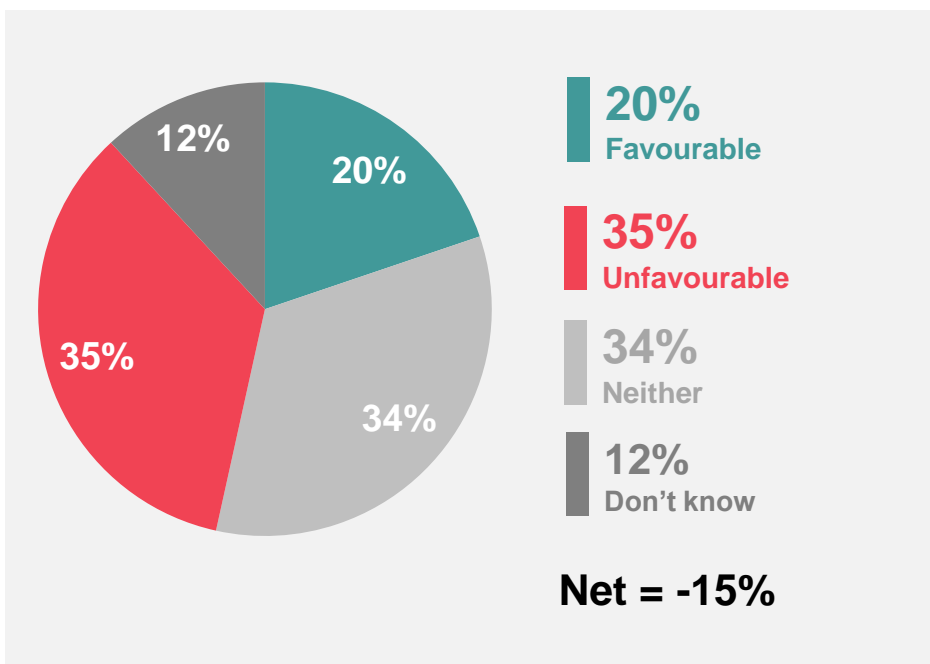
Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# Liz Truss: Favourability

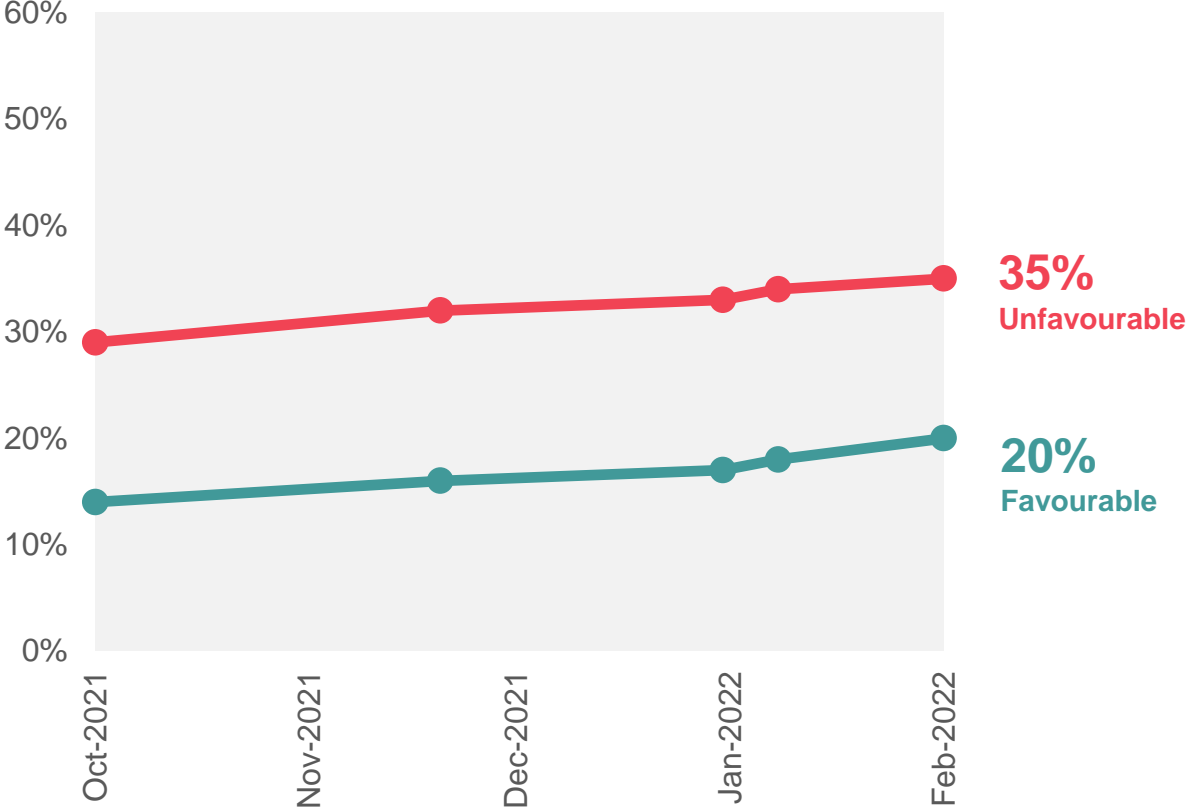
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

1-2 February 2022



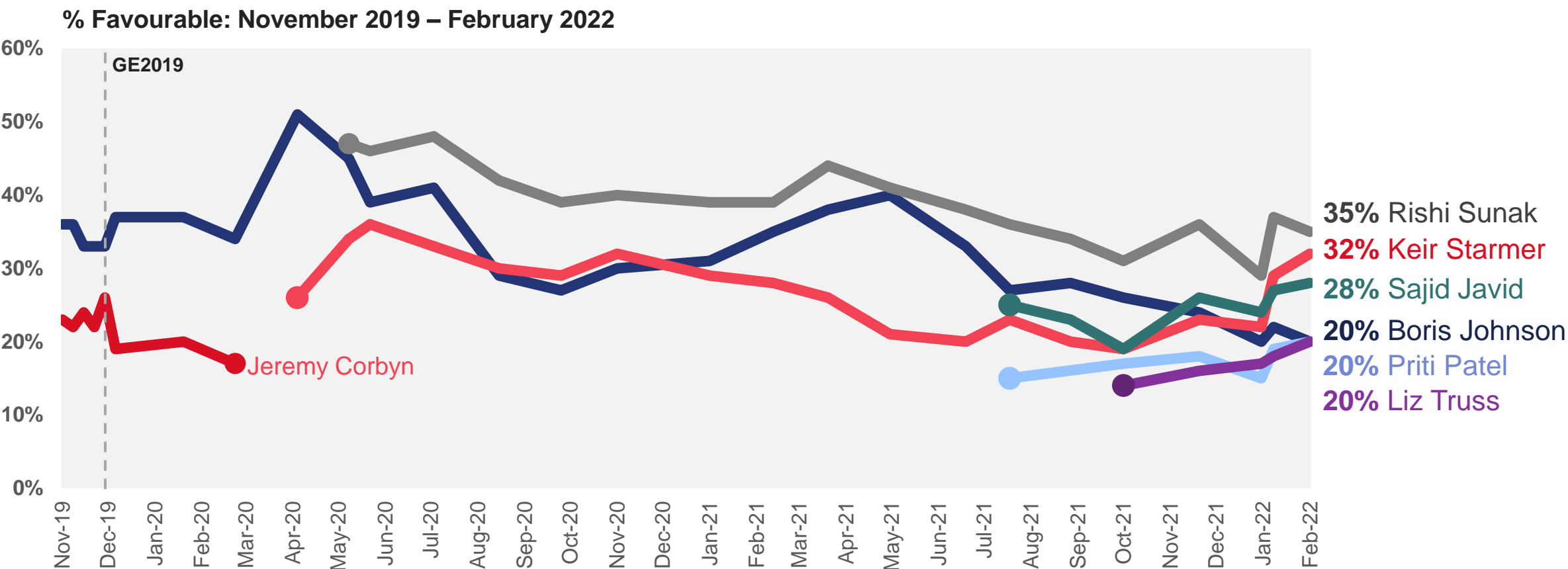
Base: 1,143 Online British adults aged 18+, 1-2 February 2022

October 2021 – February 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?

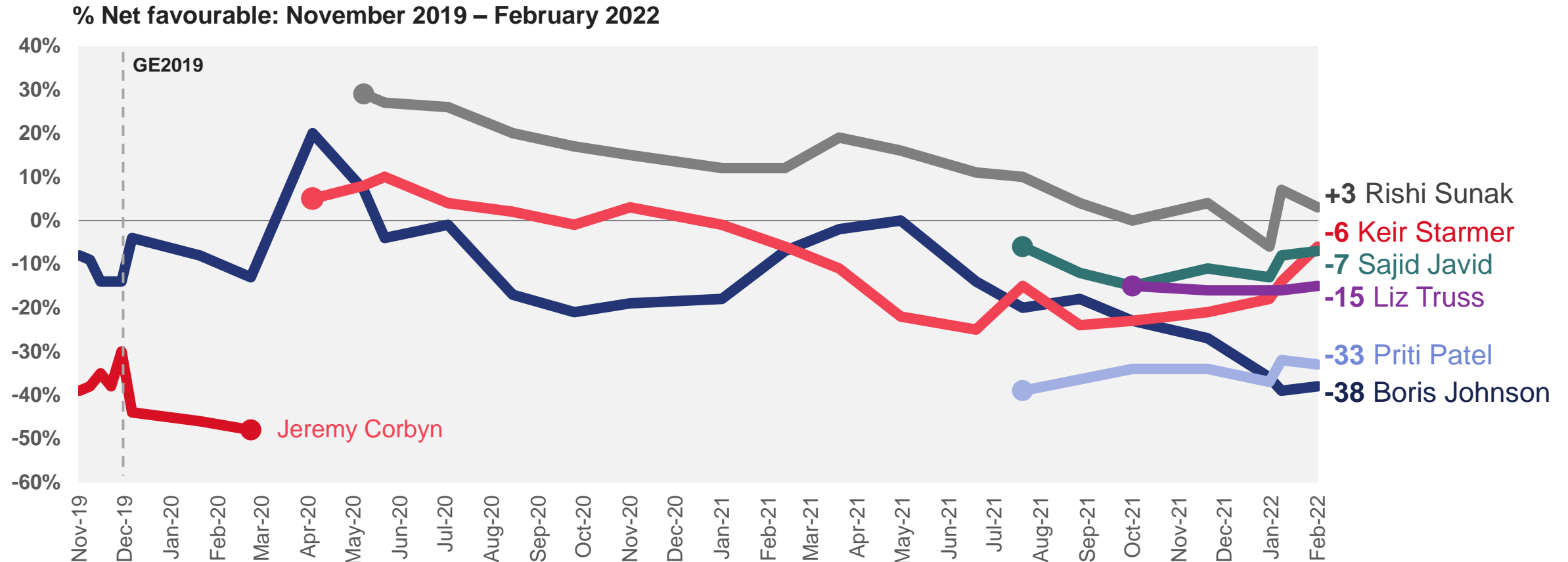


Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# 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?

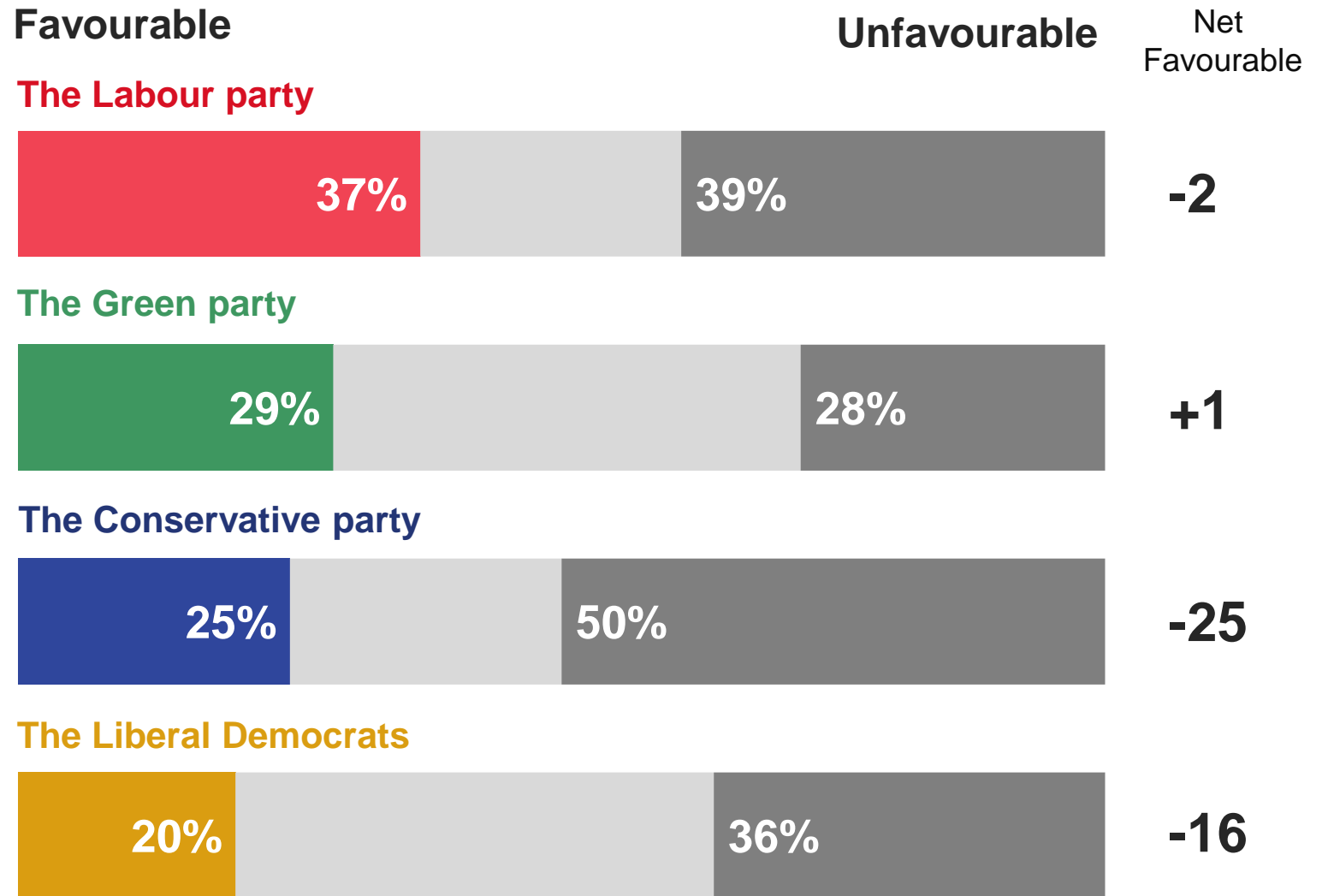


Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# 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?

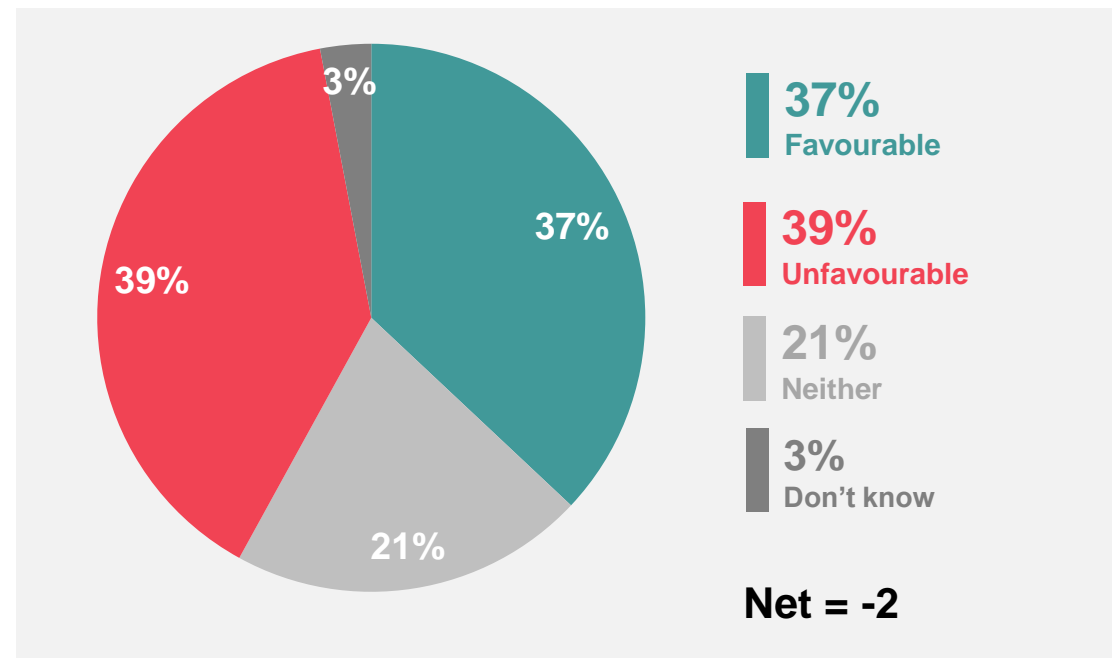


Base: 1,143 Online British adults aged 18+, 1-2 February 2022

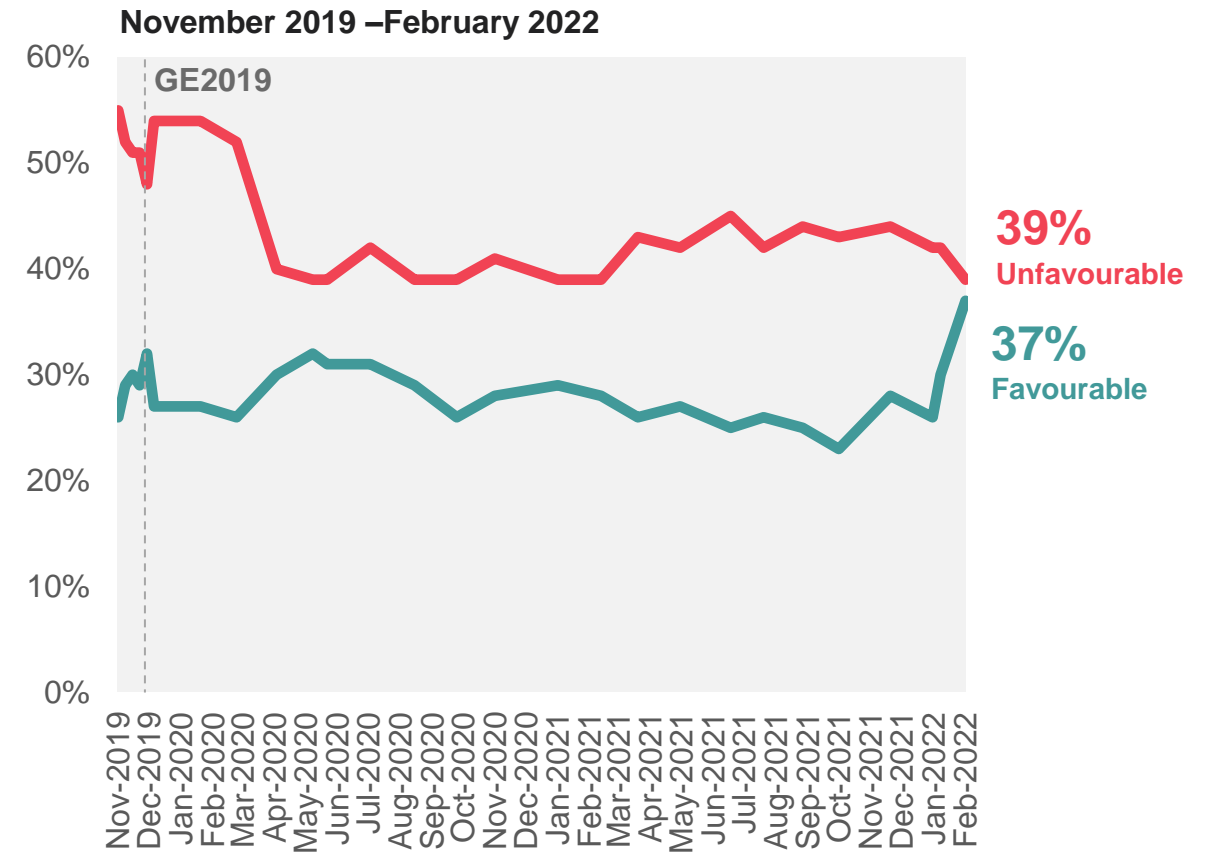
# The Labour party: Favourability

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

February 2022



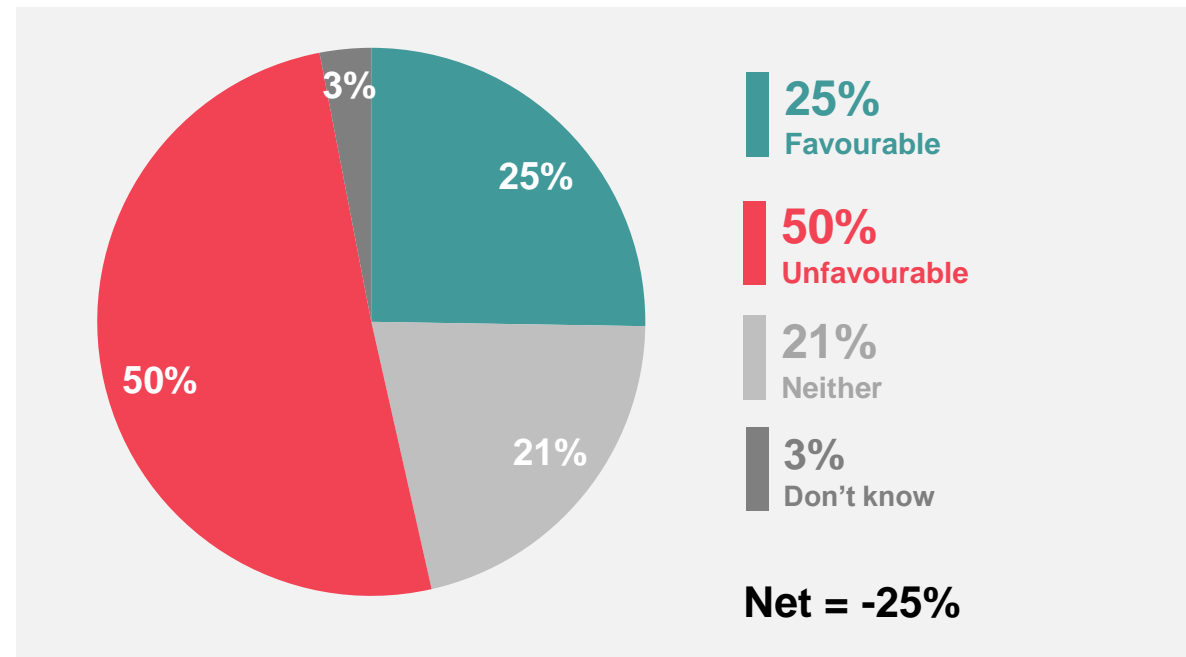
Base: 1,143 Online British adults aged 18+, 1-2 February 2022



# The Conservative party: Favourability

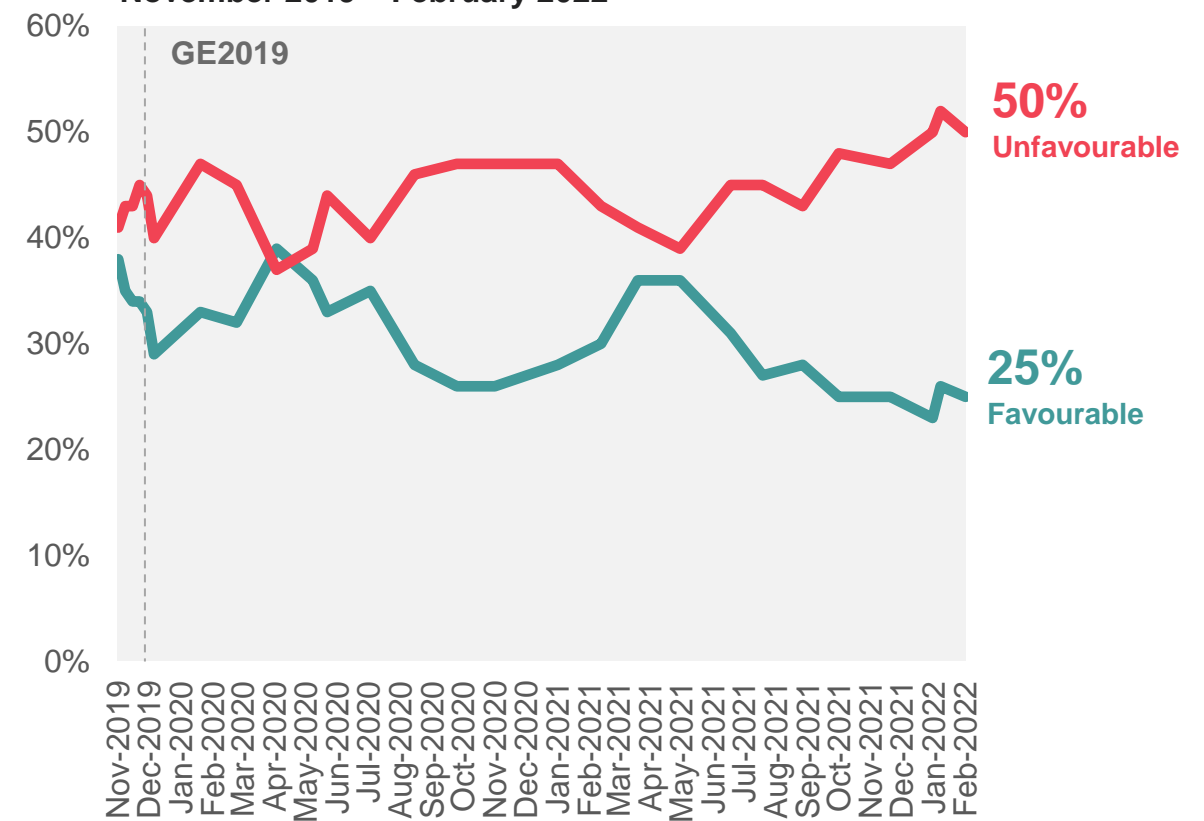
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

February 2022



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

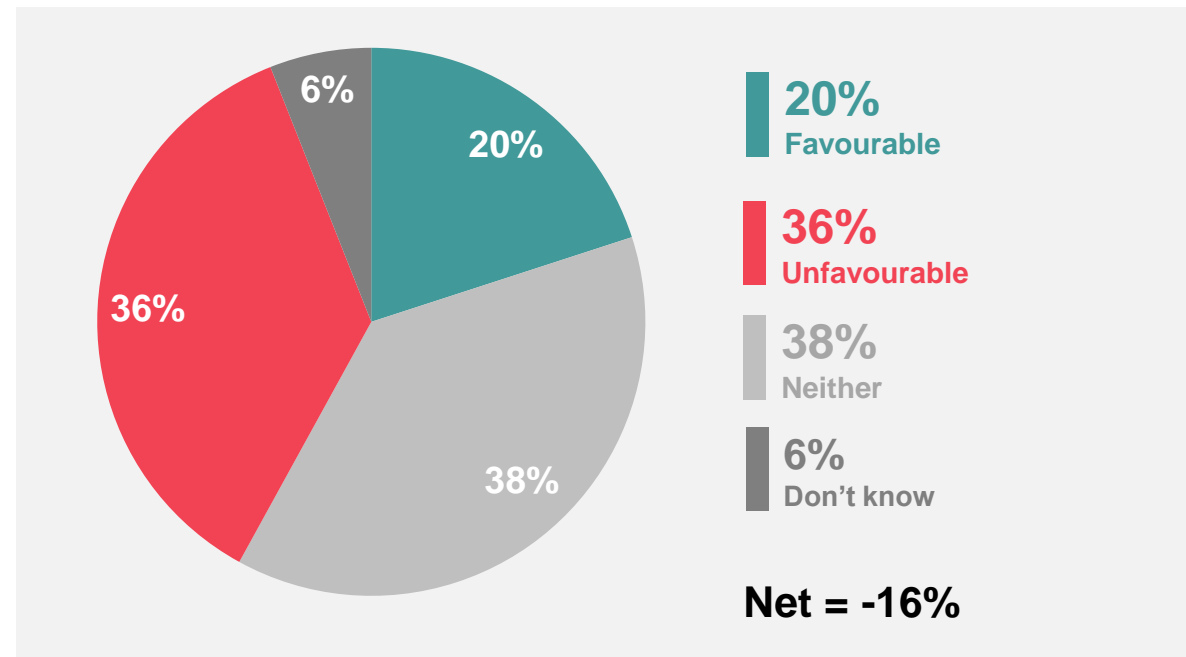
November 2019 – February 2022



# The Liberal Democrats: Favourability

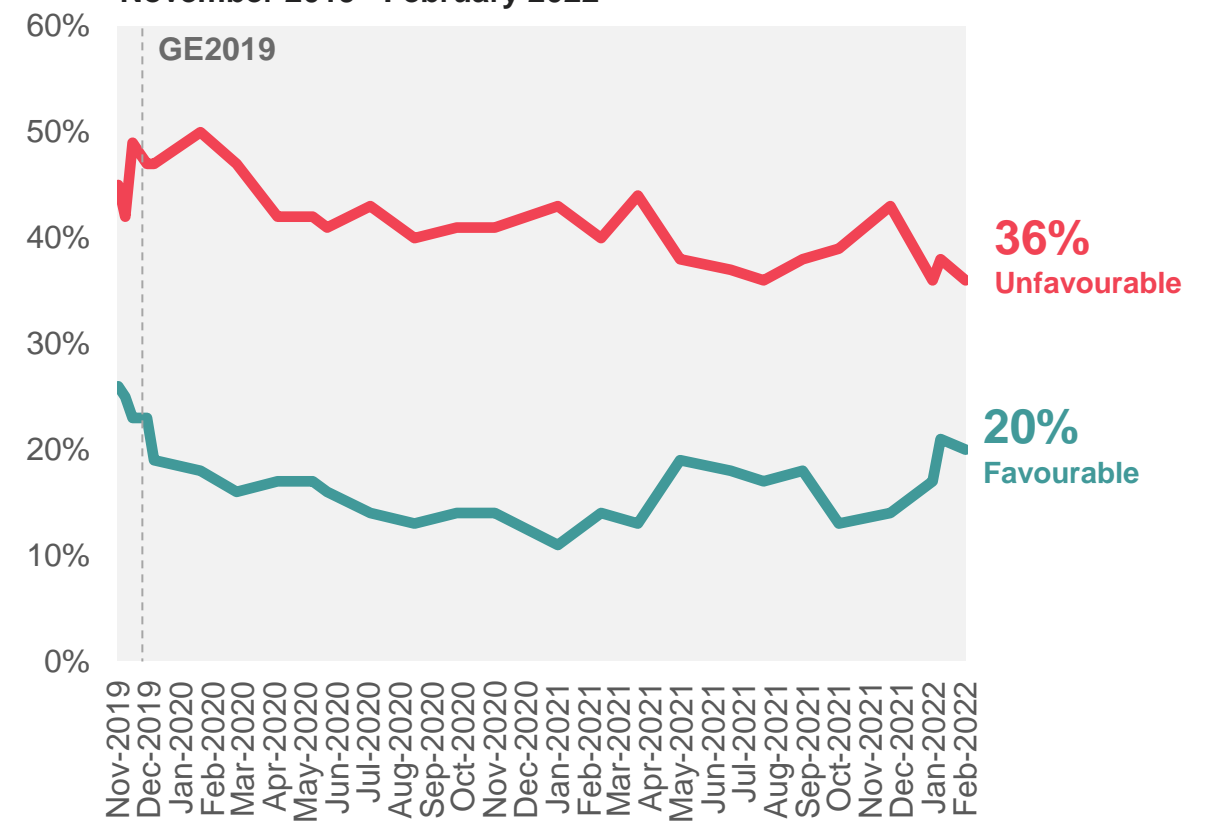
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

February 2022



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

November 2019 –February 2022

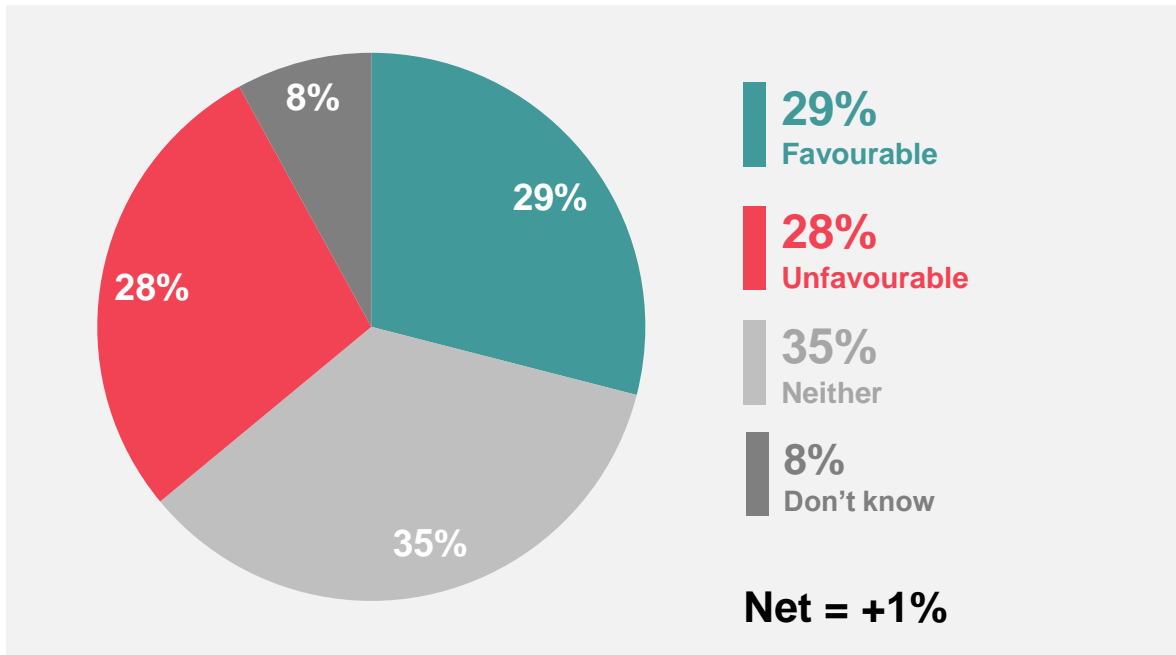




# The Green Party: Favourability

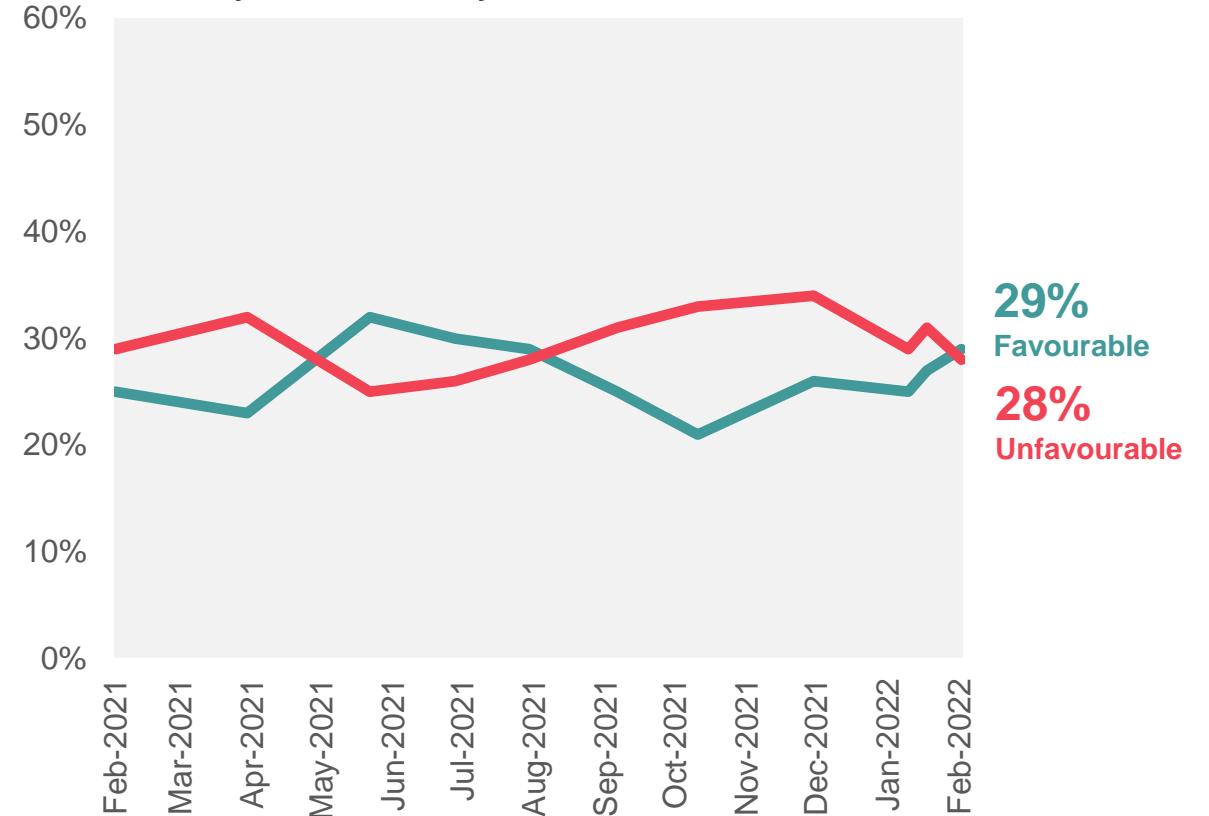
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

February 2022



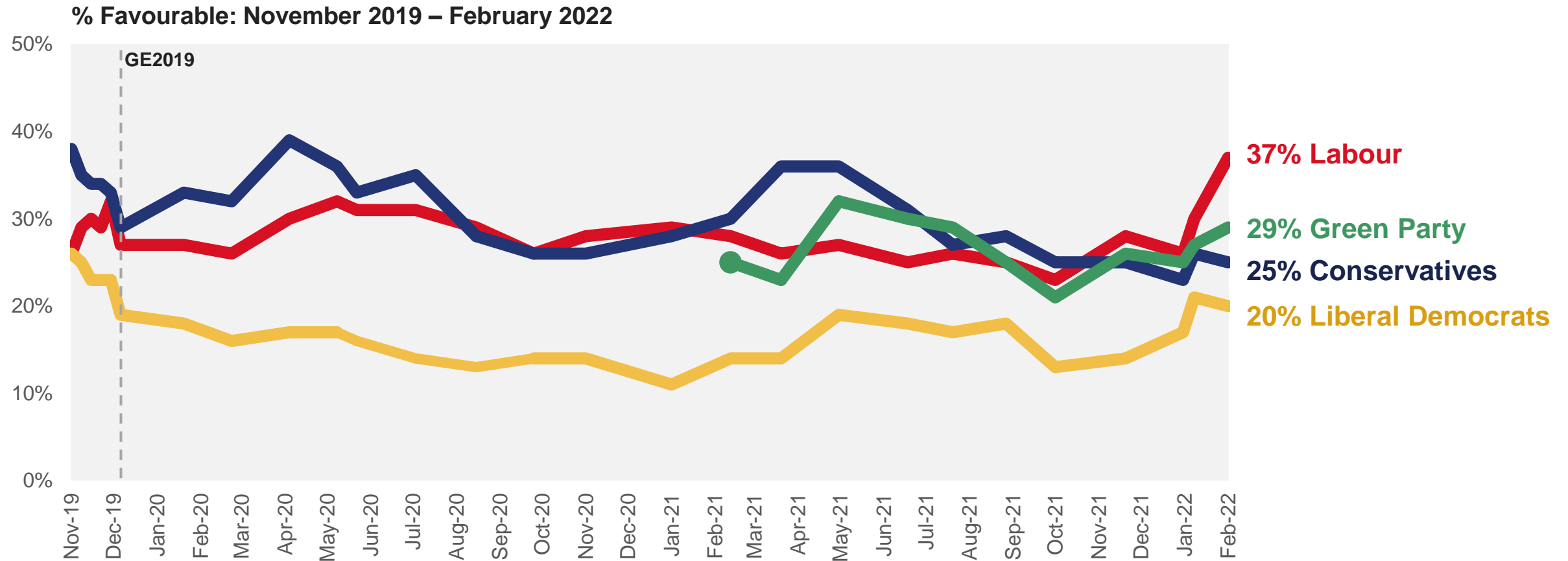
Base: 1,143 Online British adults aged 18+, 1-2 February 2022

February 2021– February 2022



# Political parties: Favourability

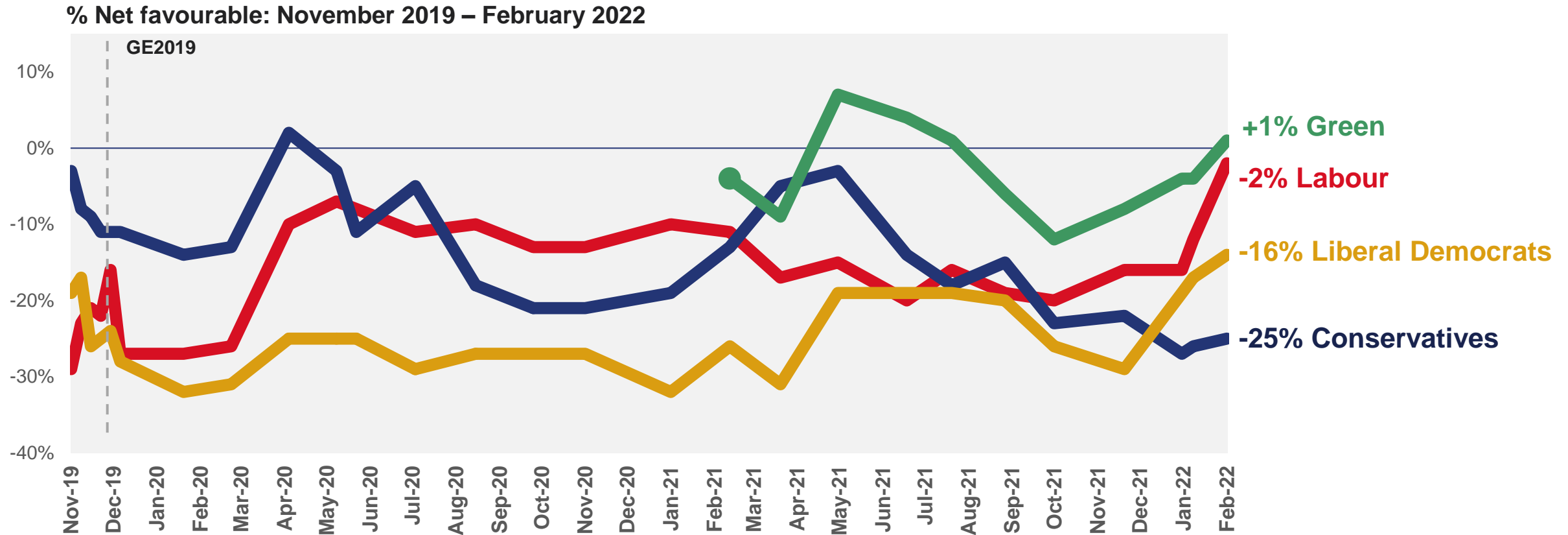
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

# 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: 1,143 Online British adults aged 18+, 1-2 February 2022





# IMAGE OF POLITICAL LEADERS

February 2022

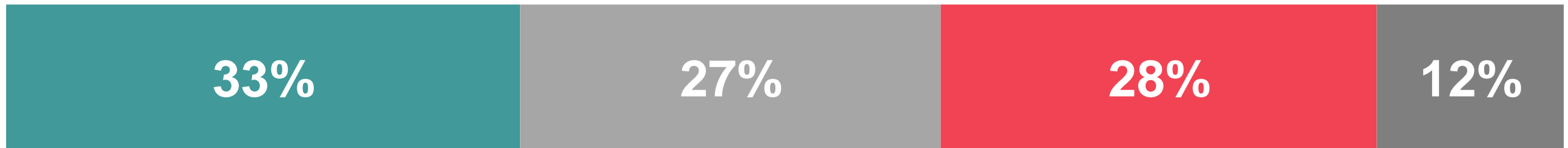


# Would another government do a better job than Boris Johnson's?

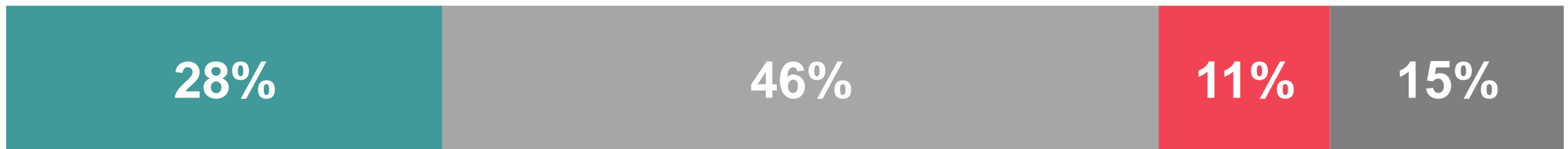
Do you think a Labour/ Conservative government led by Keir Starmer / Rishi Sunak would do a better job running the country than the current government, a worse job, or would it make no difference?

**Better job**   **Make no difference**   **Worse job**   **Don't know**

## A Labour government led by Keir Starmer



## A Conservative government led by Rishi Sunak



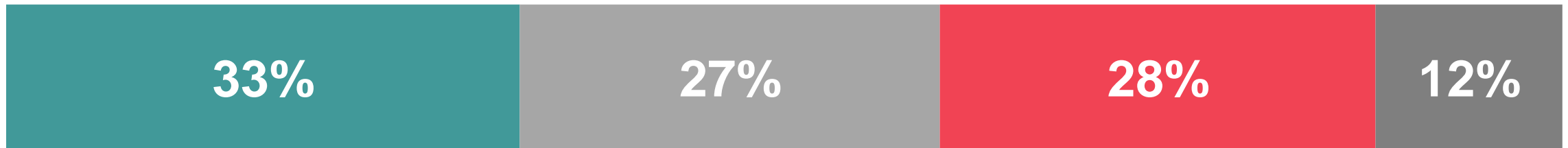
Base: 1,143 Online British adults aged 18+, 1-2 February 2022.

# Would a Labour government led by Keir Starmer do a better job?

Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it make no difference?

**Better job**   **Make no difference**   **Worse job**   **Don't know**

**February 2022**



**June 2021**



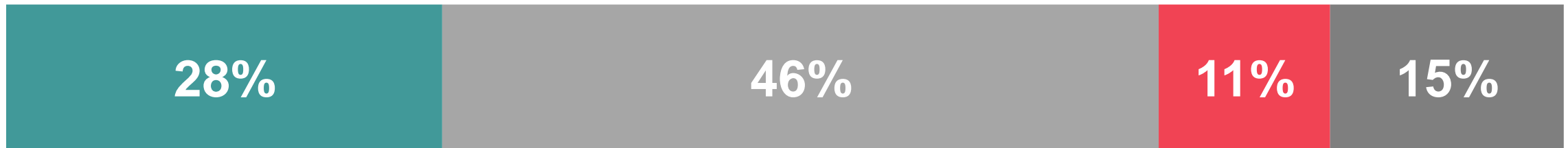
Base: 1,143 Online British adults aged 18+, 1-2 February 2022.

# Would a government led by Rishi Sunak do a better job?

Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it make no difference?

**Better job**   **Make no difference**   **Worse job**   **Don't know**

## Among all



## Among 2019 Conservative voters



Base: 1,143 Online British adults aged 18+, 1-2 February 2022.

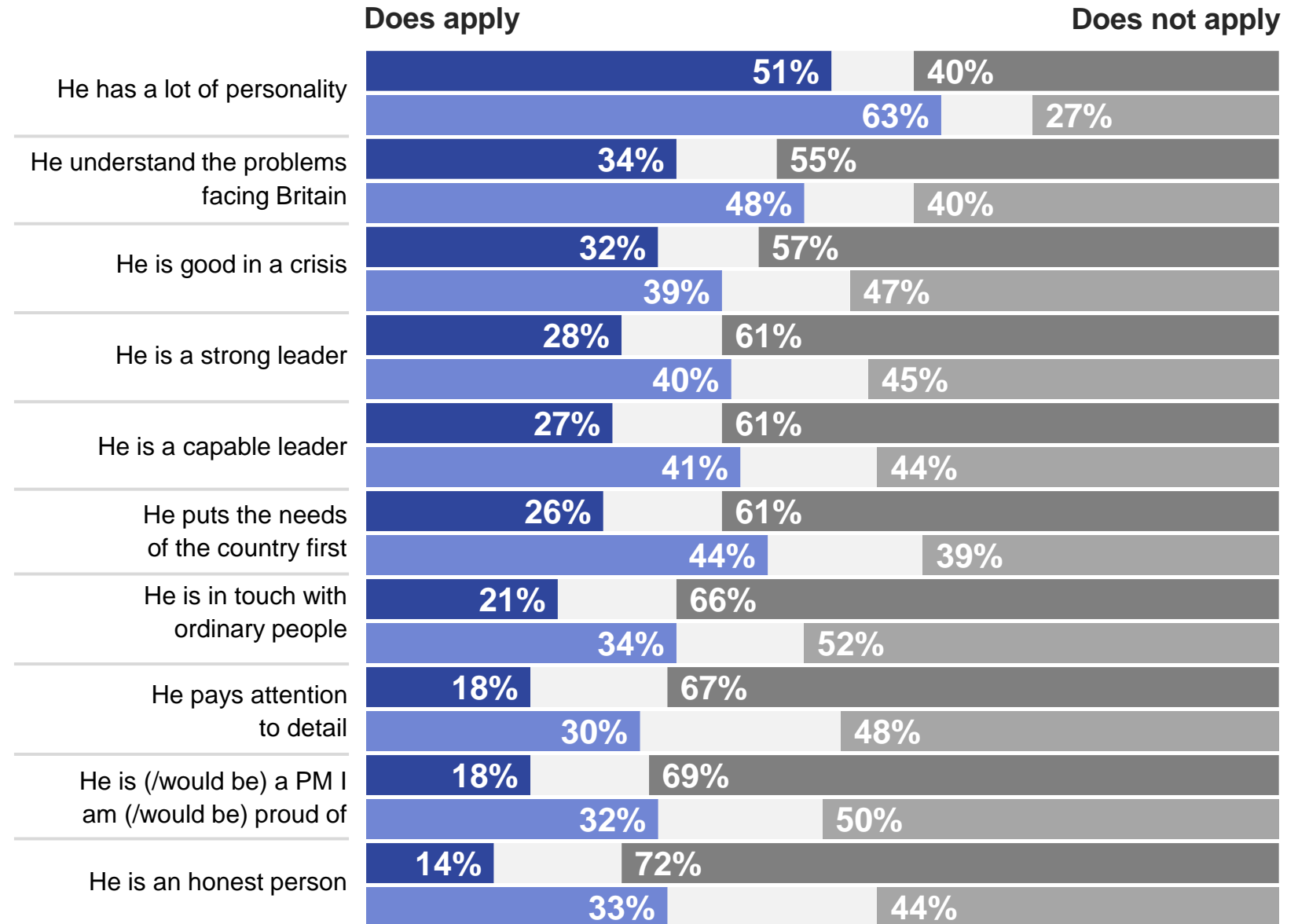
# Image of party leaders

## Boris Johnson *trend data*

Do you think each of the following statements does or does not apply to...?

February 2022

March 2021



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

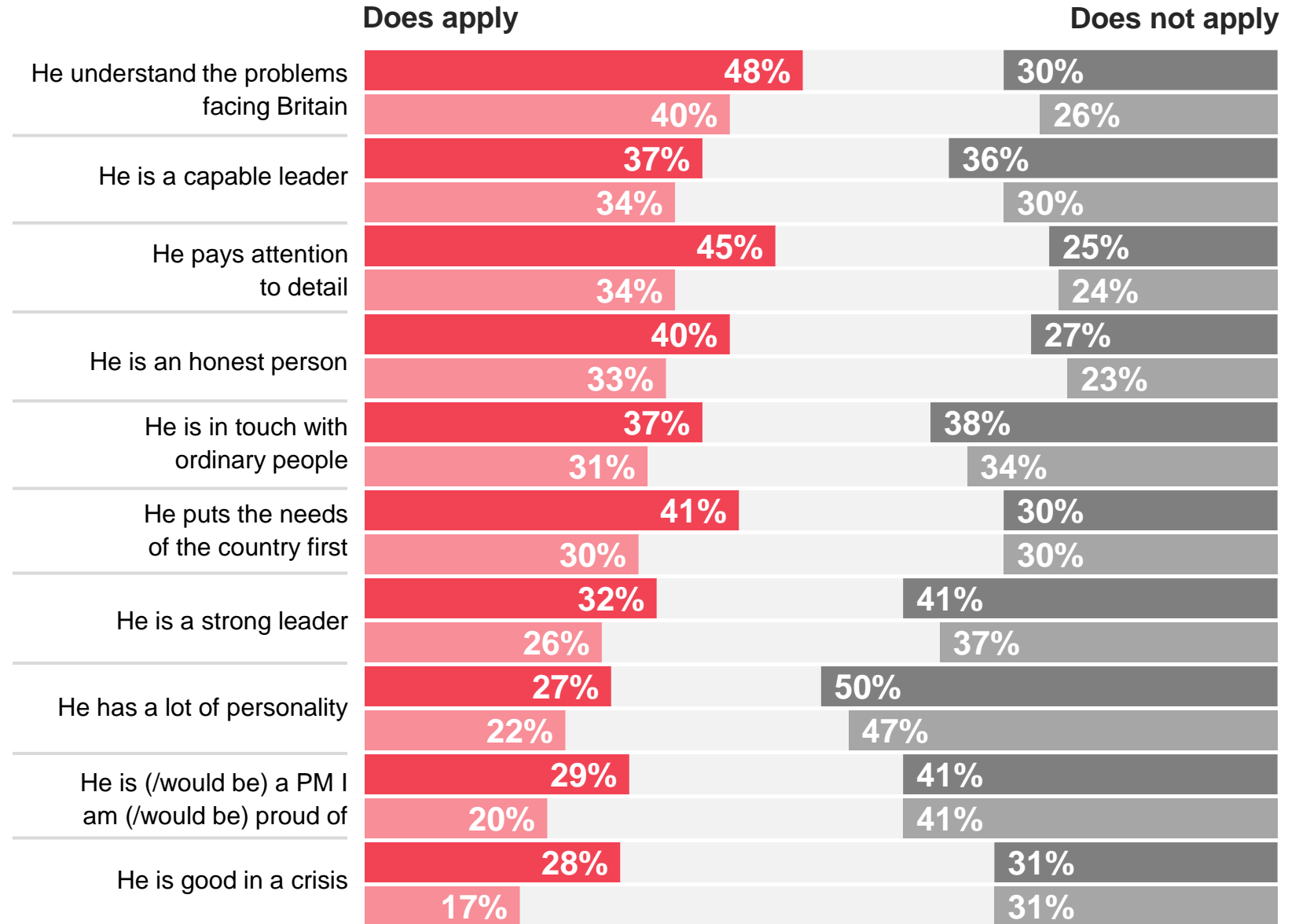
# Image of party leaders

## Keir Starmer trend data

Do you think each of the following statements does or does not apply to...?

February 2022

March 2021



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

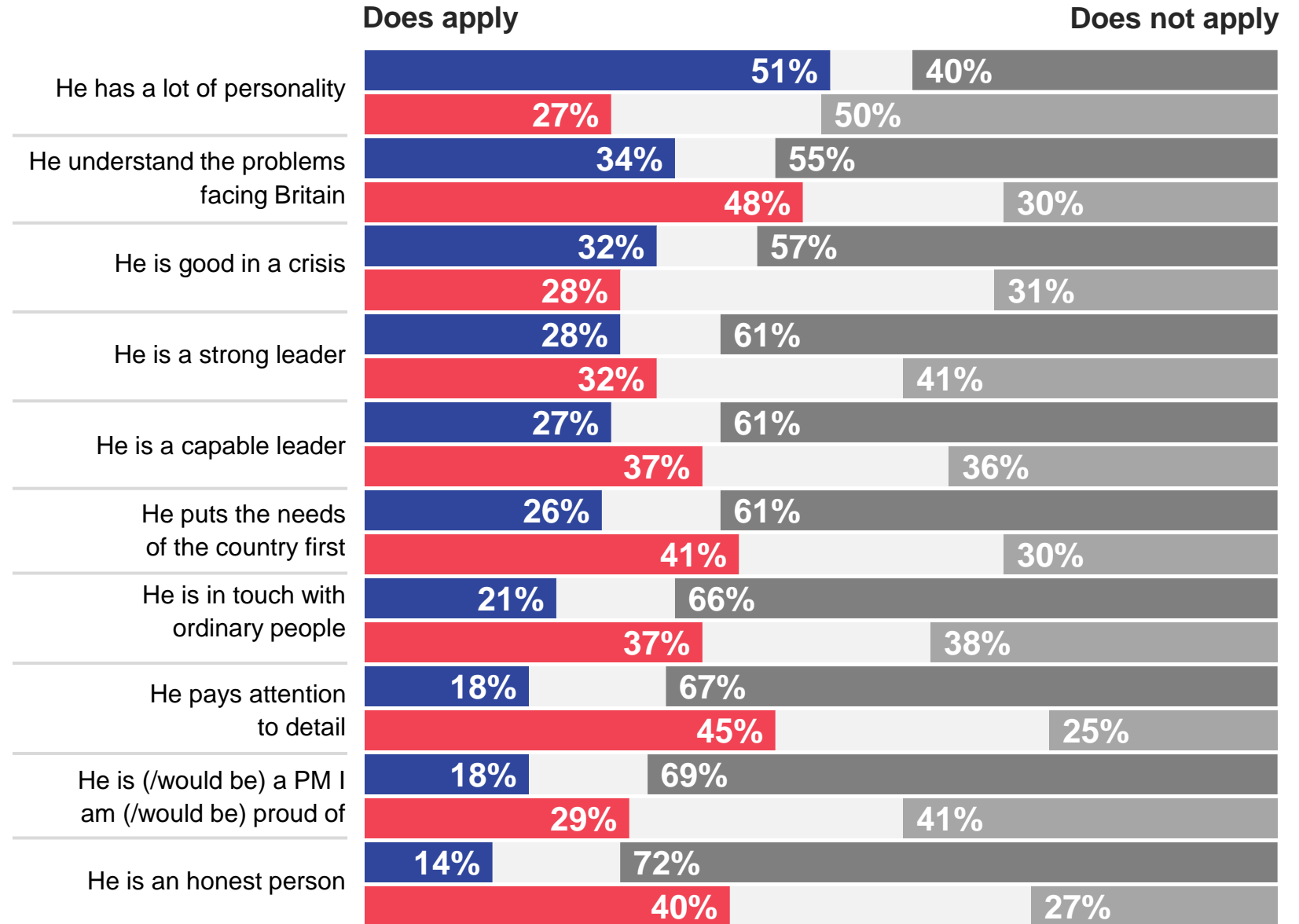
# Image of party leaders

## Boris Johnson versus Keir Starmer

Do you think each of the following statements does or does not apply to...?

**The Prime Minister,  
Boris Johnson**

**Leader of the Labour  
party, Keir Starmer**



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

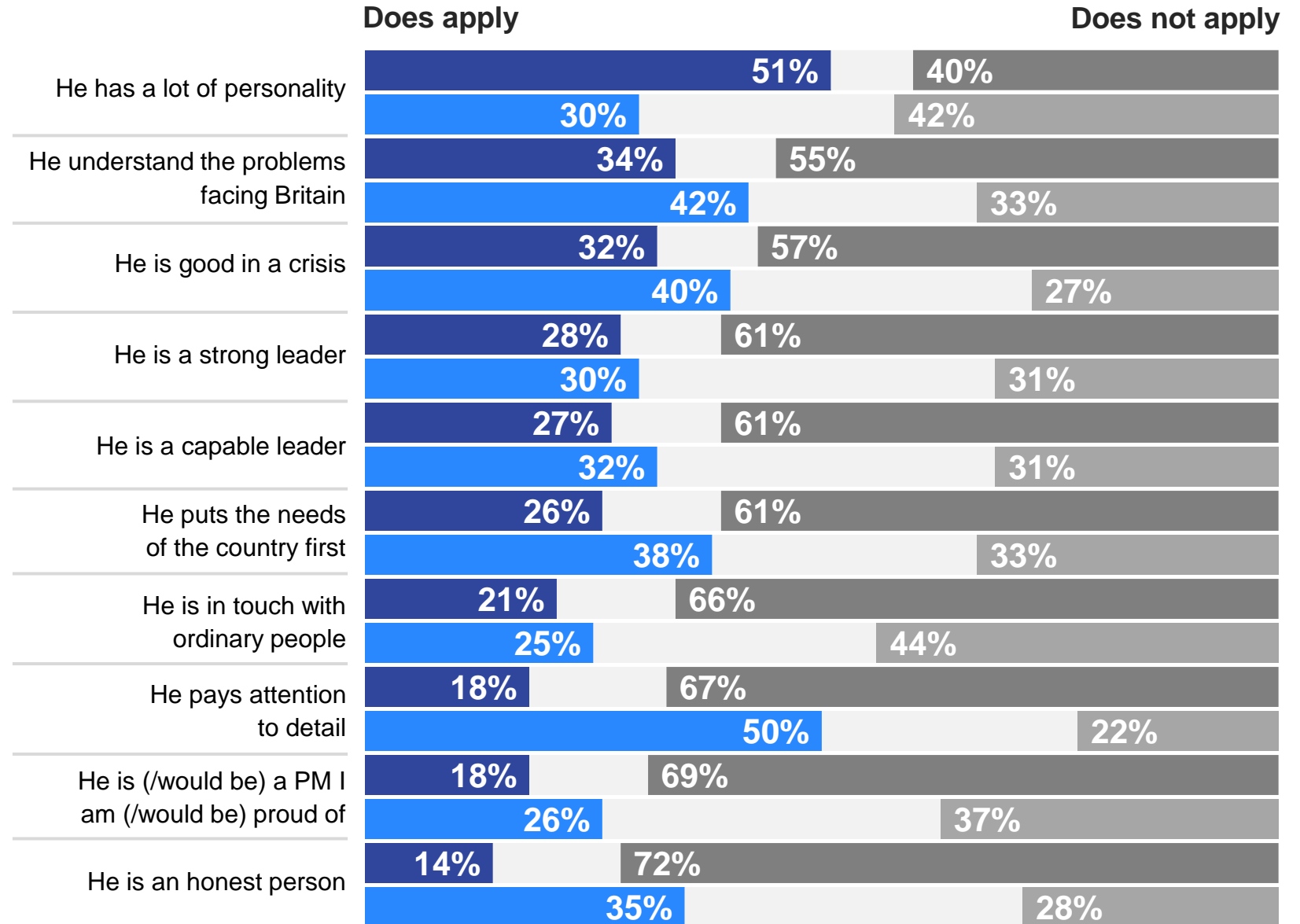
# Image of party leaders

## Boris Johnson versus Rishi Sunak

Do you think each of the following statements does or does not apply to...?

The Prime Minister,  
Boris Johnson

The Chancellor of the  
Exchequer, Rishi Sunak



Base: 1,143 Online British adults aged 18+, 1-2 February 2022



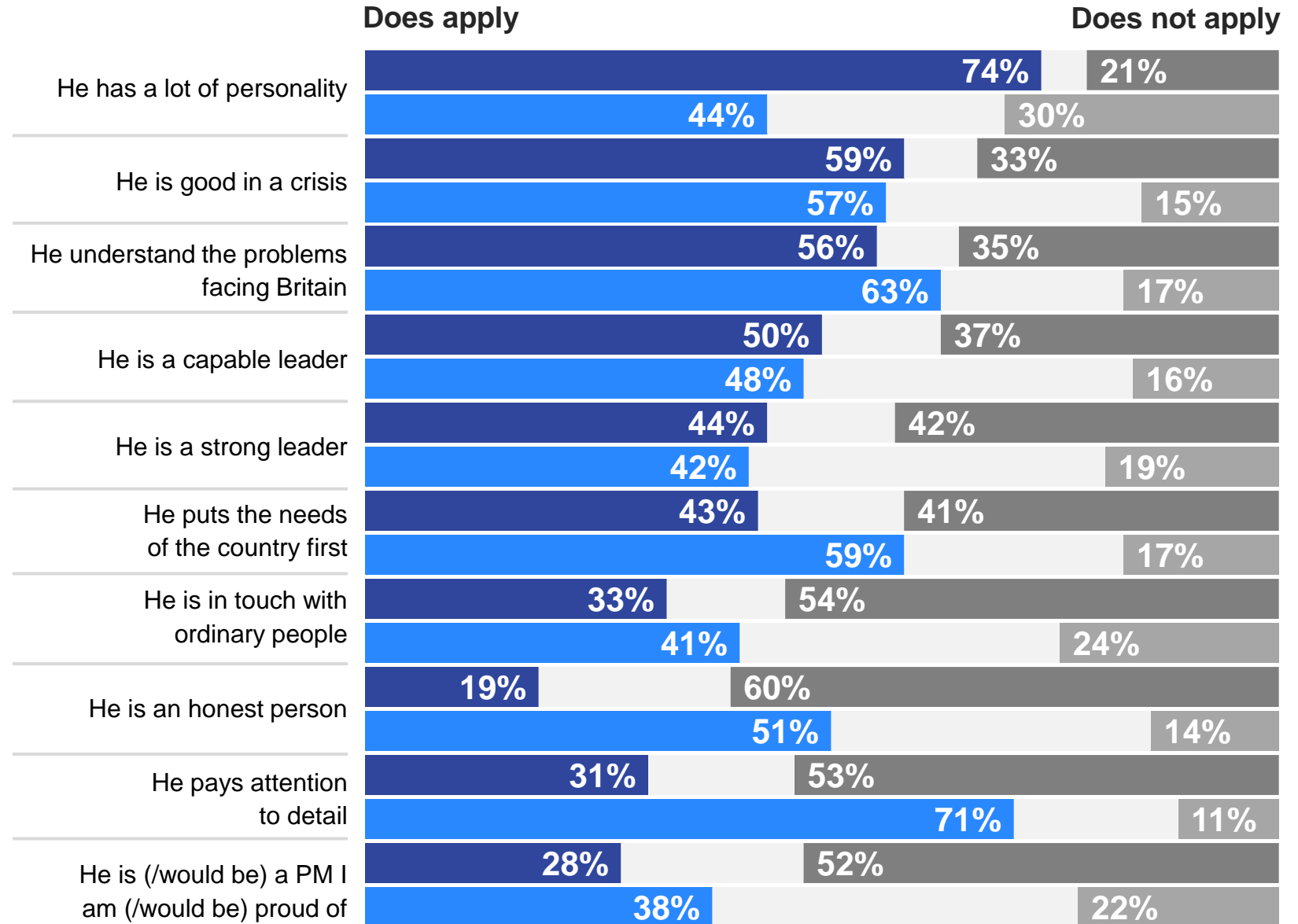
# Image of party leaders

## Boris Johnson versus Rishi Sunak: Among 2019 Conservatives

Do you think each of the following statements does or does not apply to...?

**The Prime Minister, Boris Johnson**

**The Chancellor of the Exchequer, Rishi Sunak**



Base: 1,143 Online British adults aged 18+, 1-2 February 2022. including 351 2019 Conservative voters.

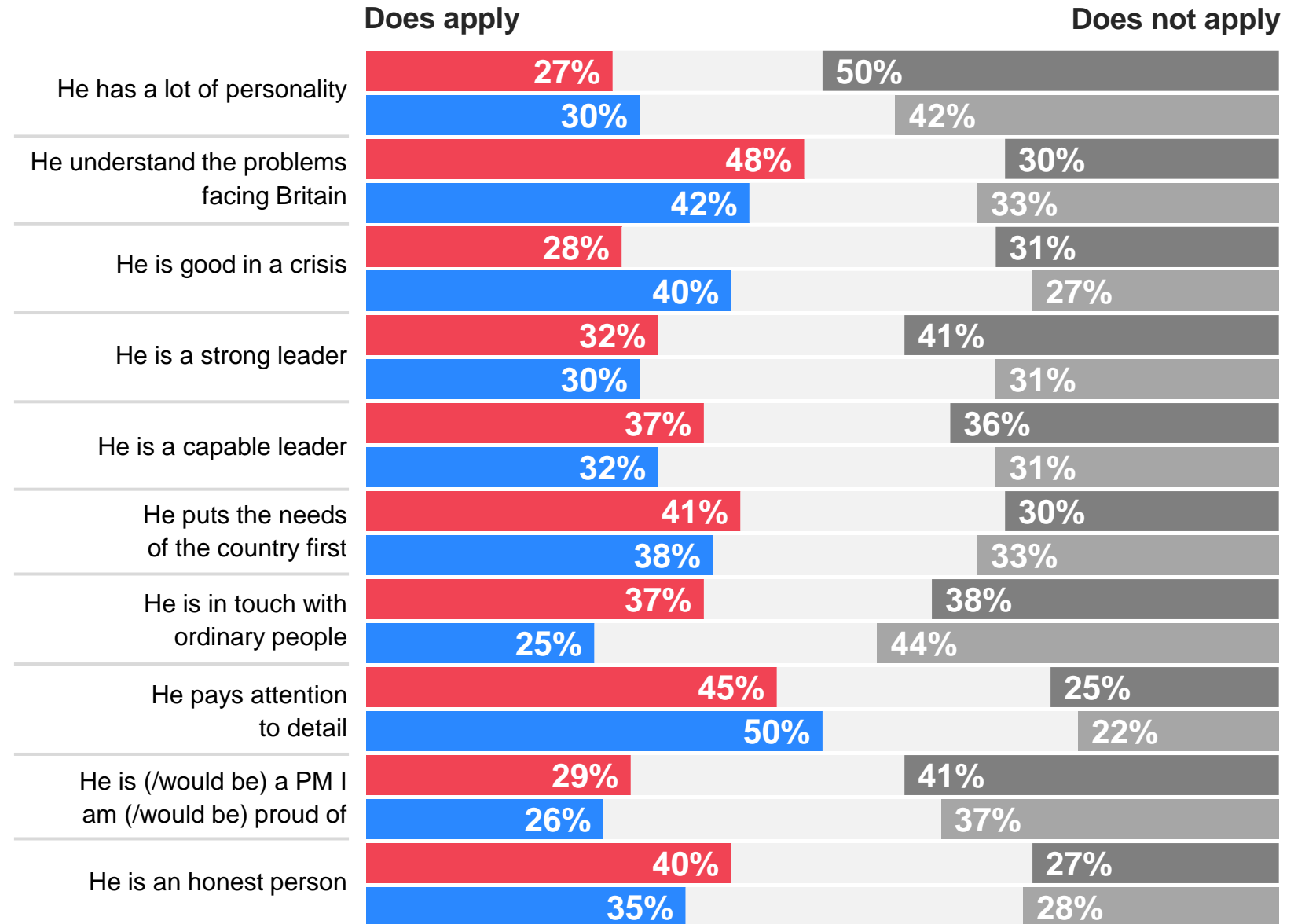
# Image of party leaders

## Keir Starmer versus Rishi Sunak

Do you think each of the following statements does or does not apply to...?

**Leader of the Labour party, Keir Starmer**

**The Chancellor of the Exchequer, Rishi Sunak**



Base: 1,143 Online British adults aged 18+, 1-2 February 2022

# Ipsos UK

## Political Pulse February 2022

### For more information

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