

IPSOS UK POLITICAL PULSE

March 2022



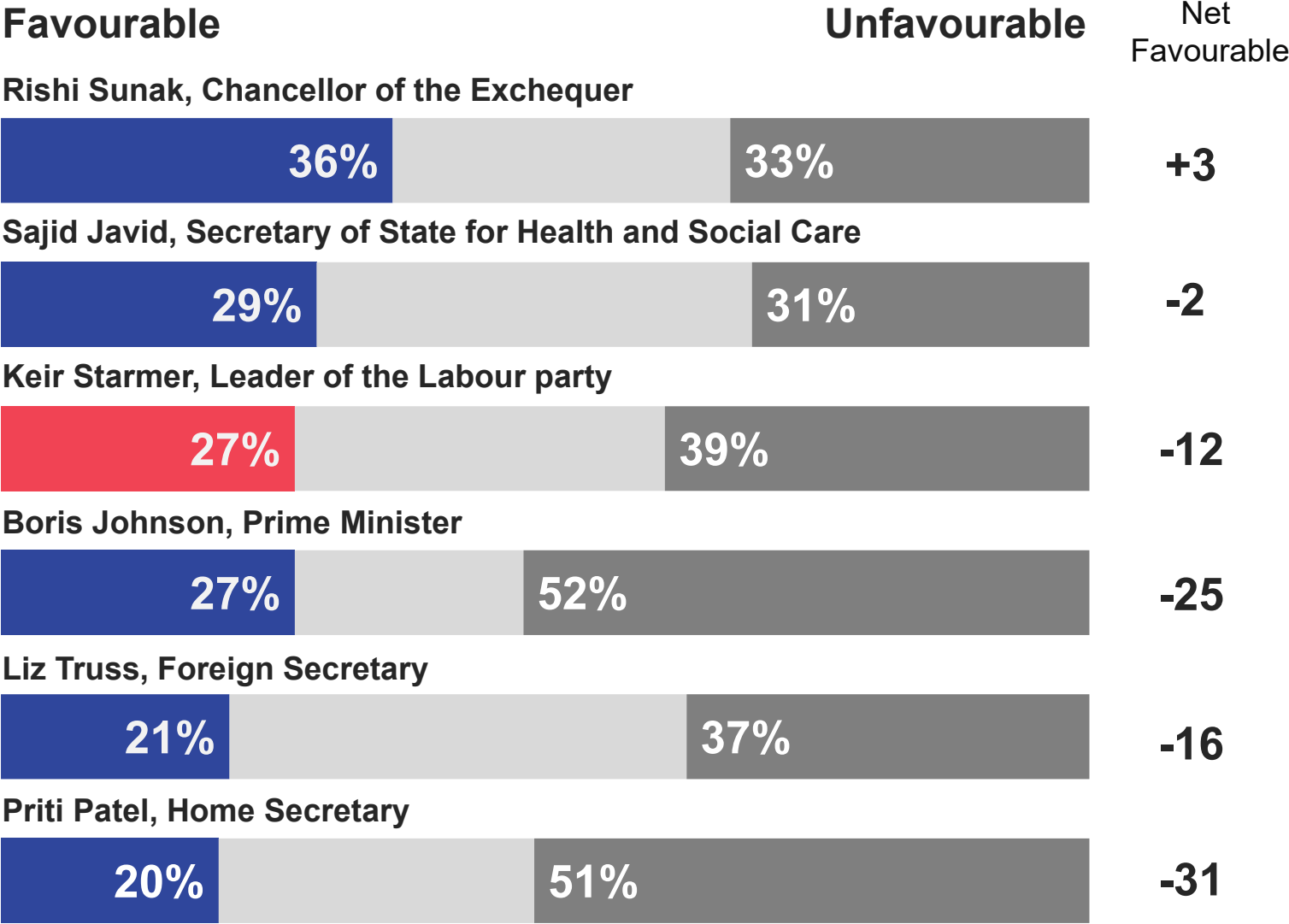


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

March 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?

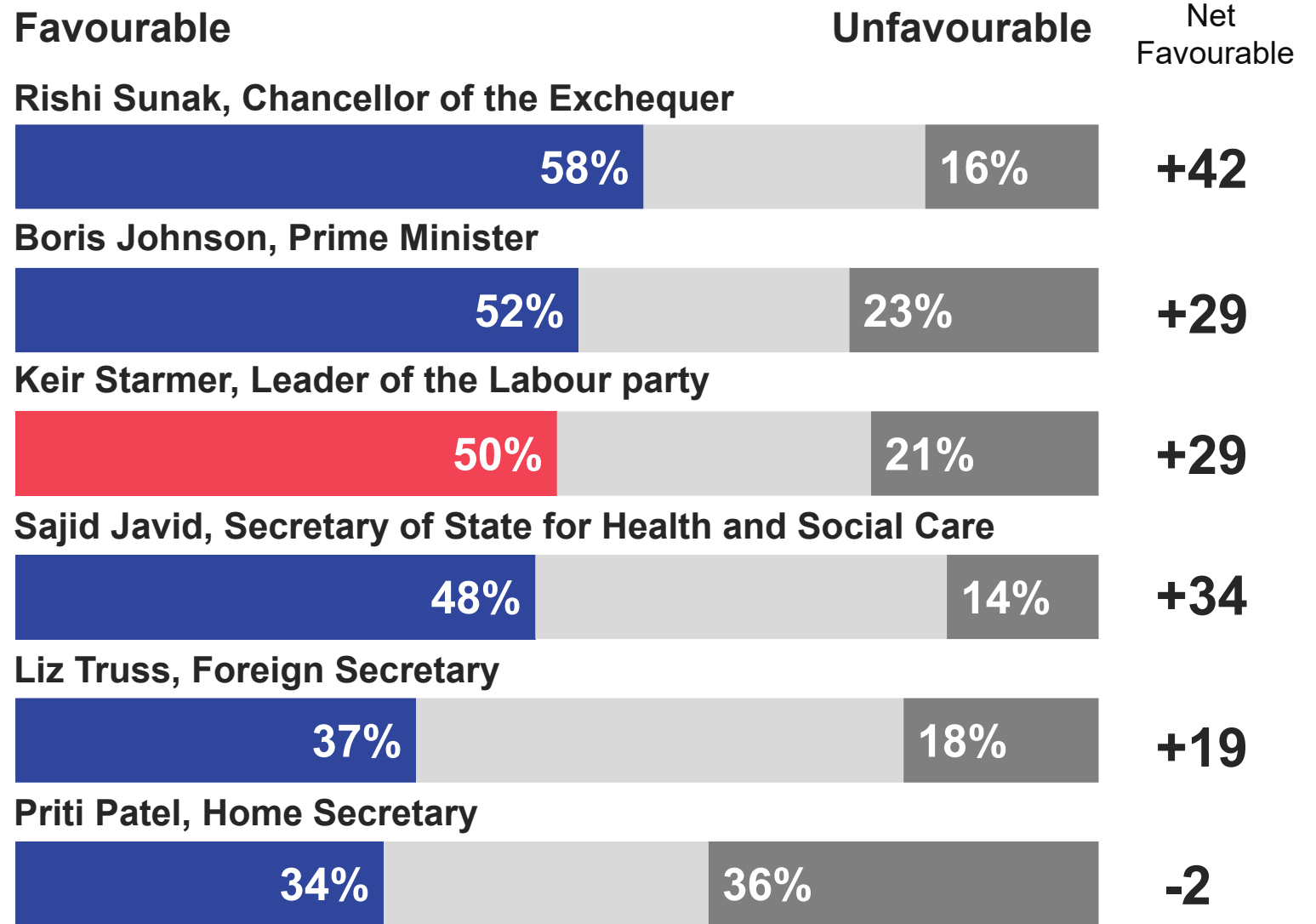


Base: 1,130 Online British adults aged 18+, 4-7 March 2022



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?



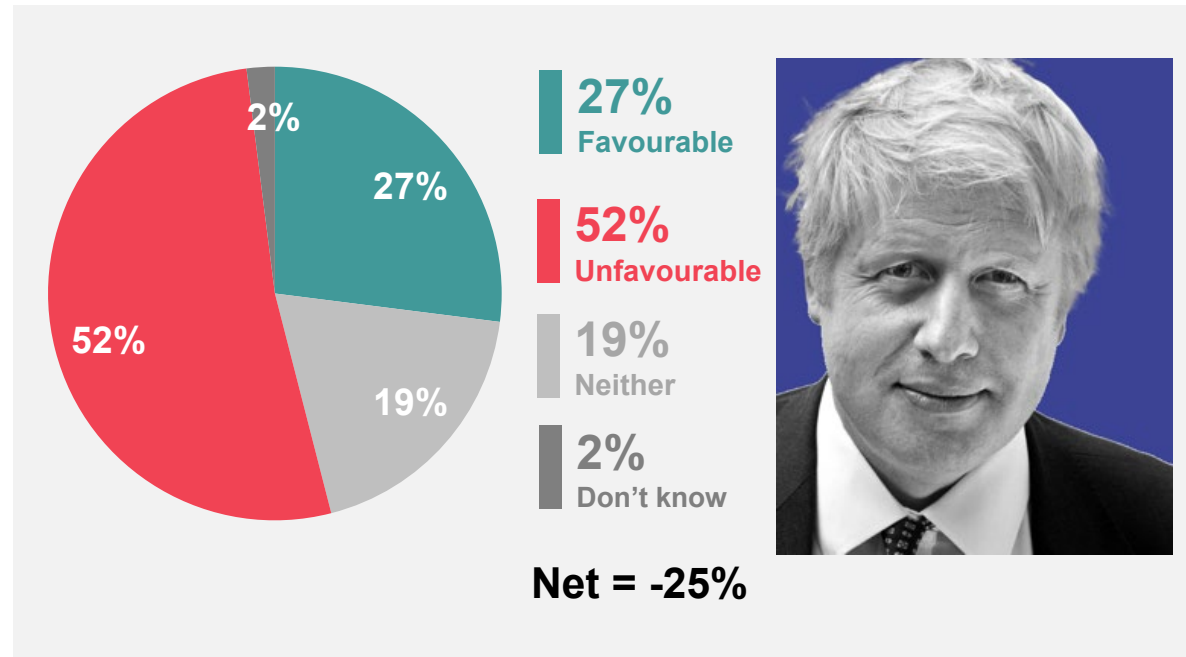
Base: 1,130 Online British adults aged 18+, 4-7 March 2022
Including 2019 Conservative (353) and 2019 Labour (302) voters.



Boris Johnson: Favourability

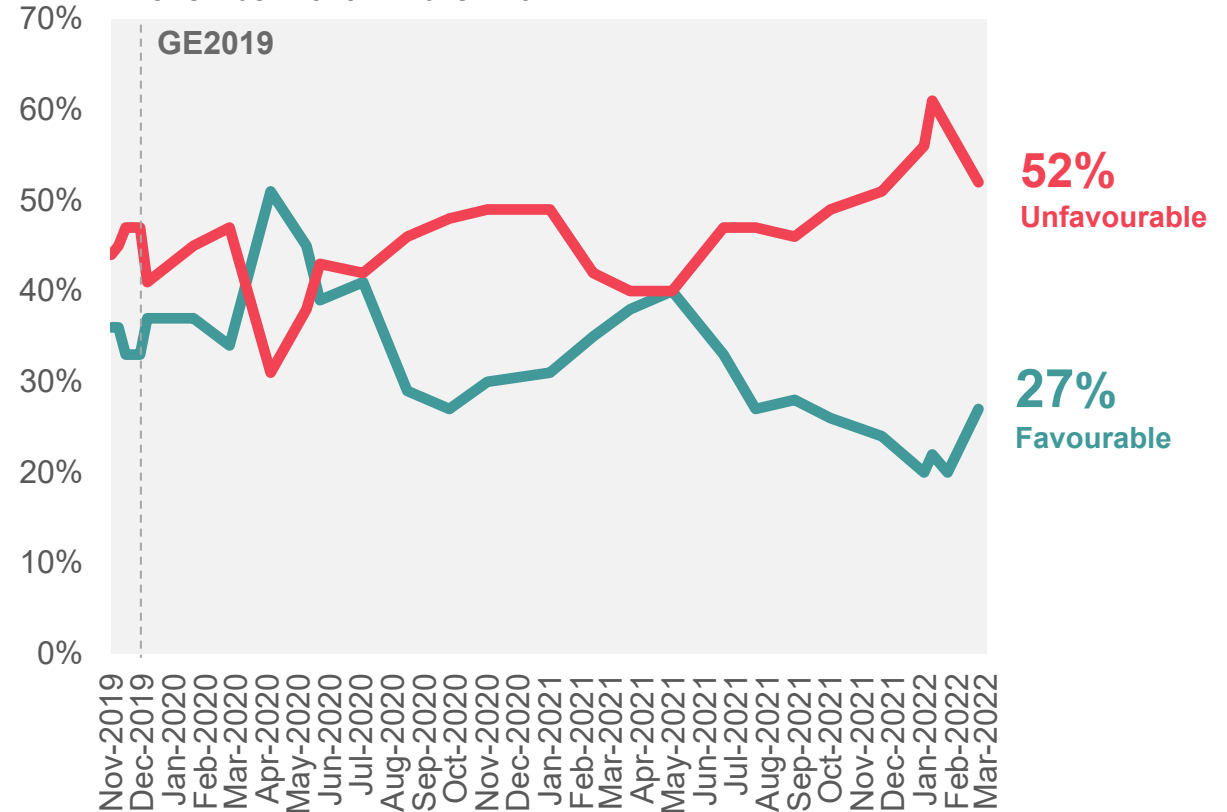
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

4-7 March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

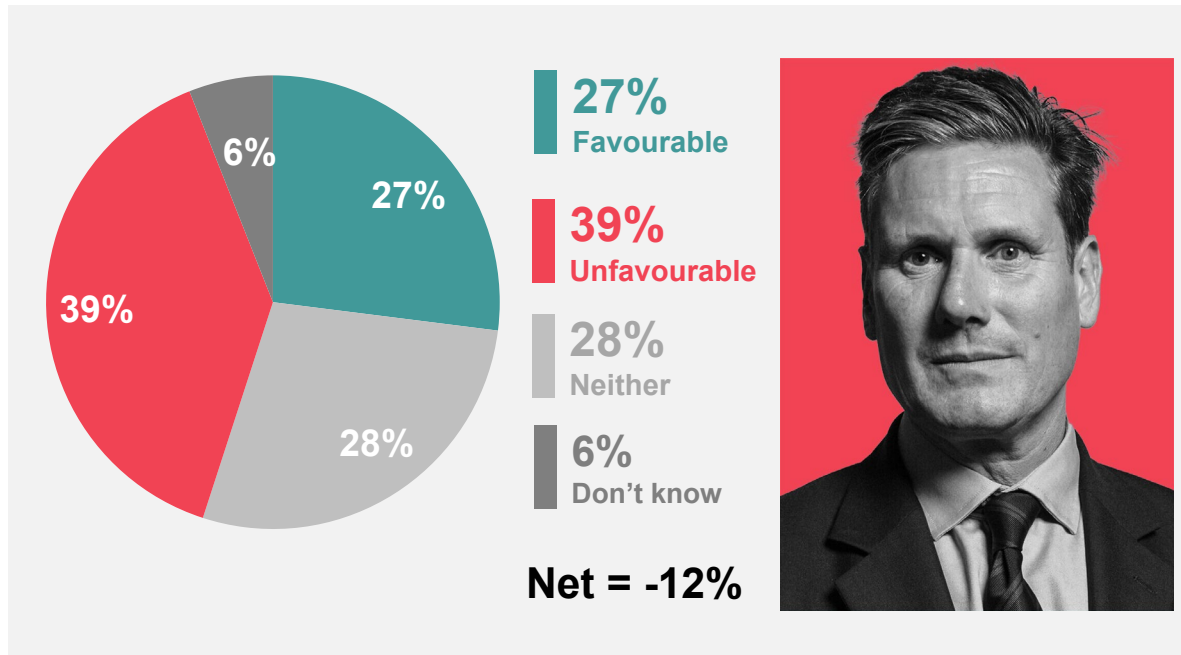
November 2019 – March 2022



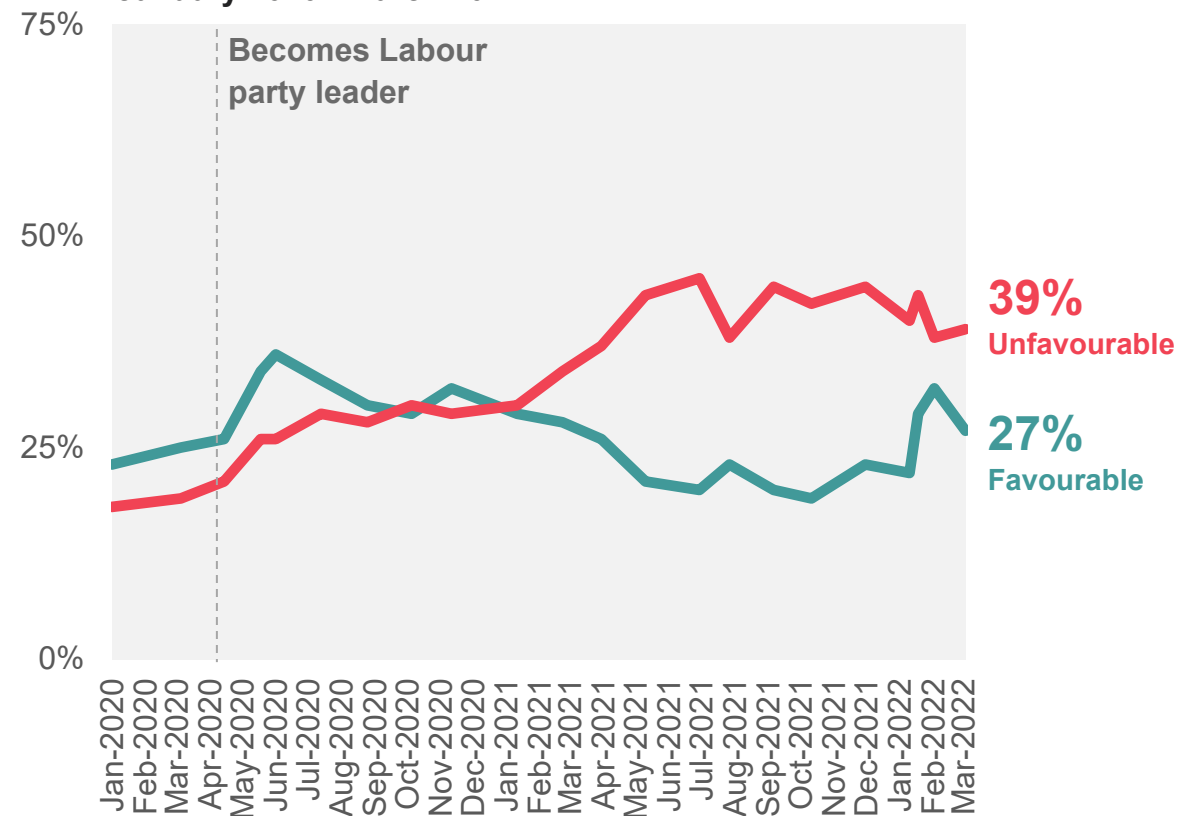
Keir Starmer: Favourability

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

4-7 March 2022



January 2020 - March 2022

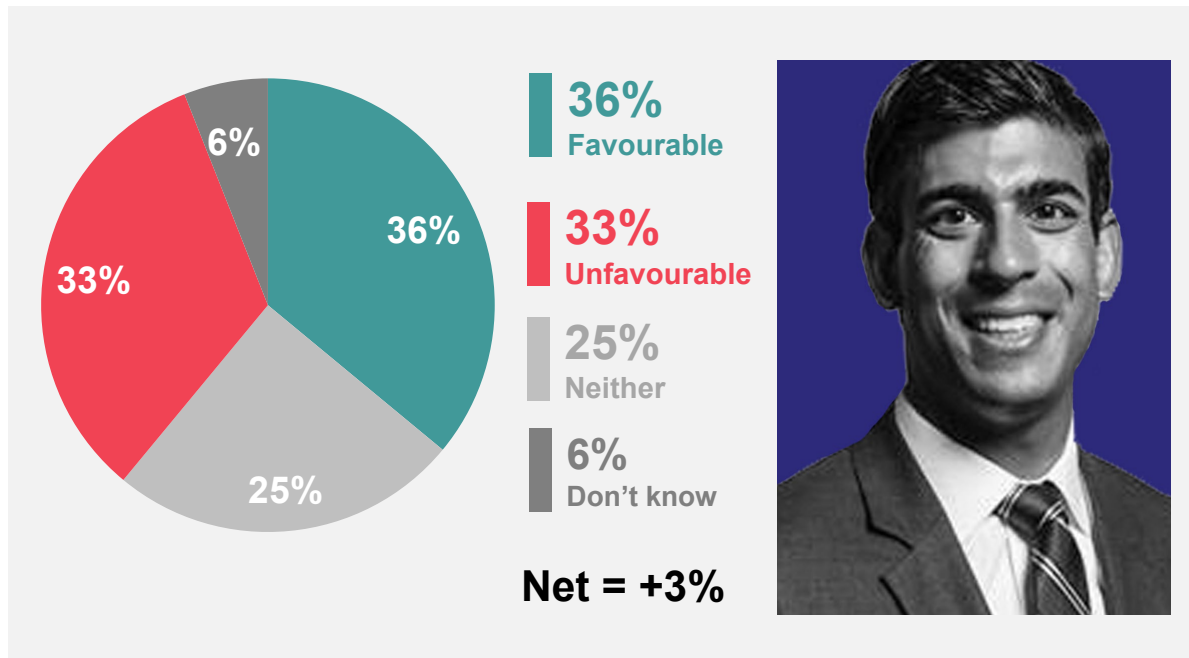


Base: 1,130 Online British adults aged 18+, 4-7 March 2022

Rishi Sunak: Favourability

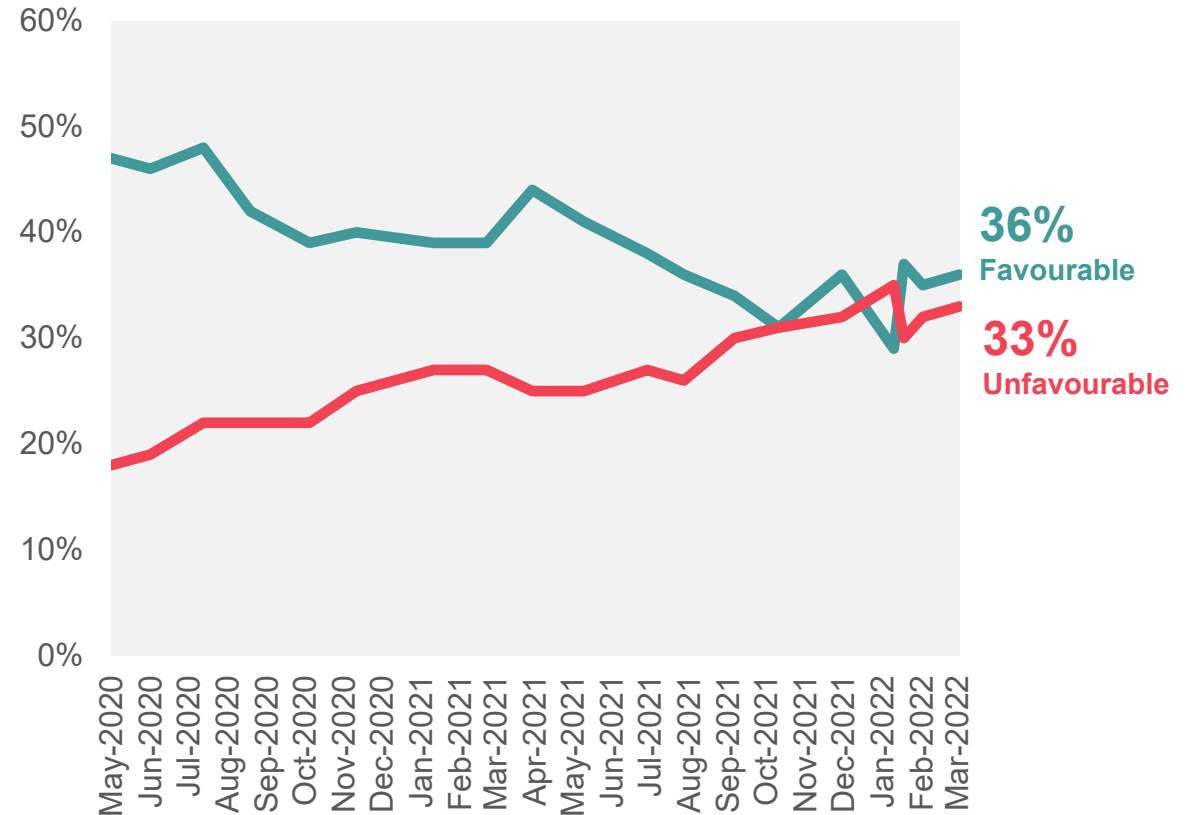
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

4-7 March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

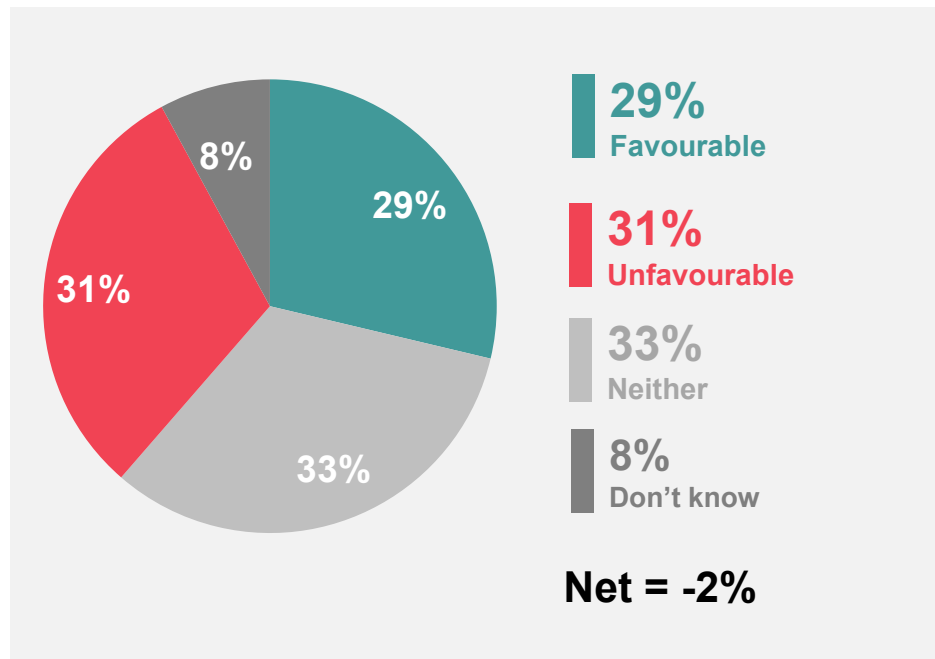
May 2020 – March 2022



Sajid Javid: Favourability

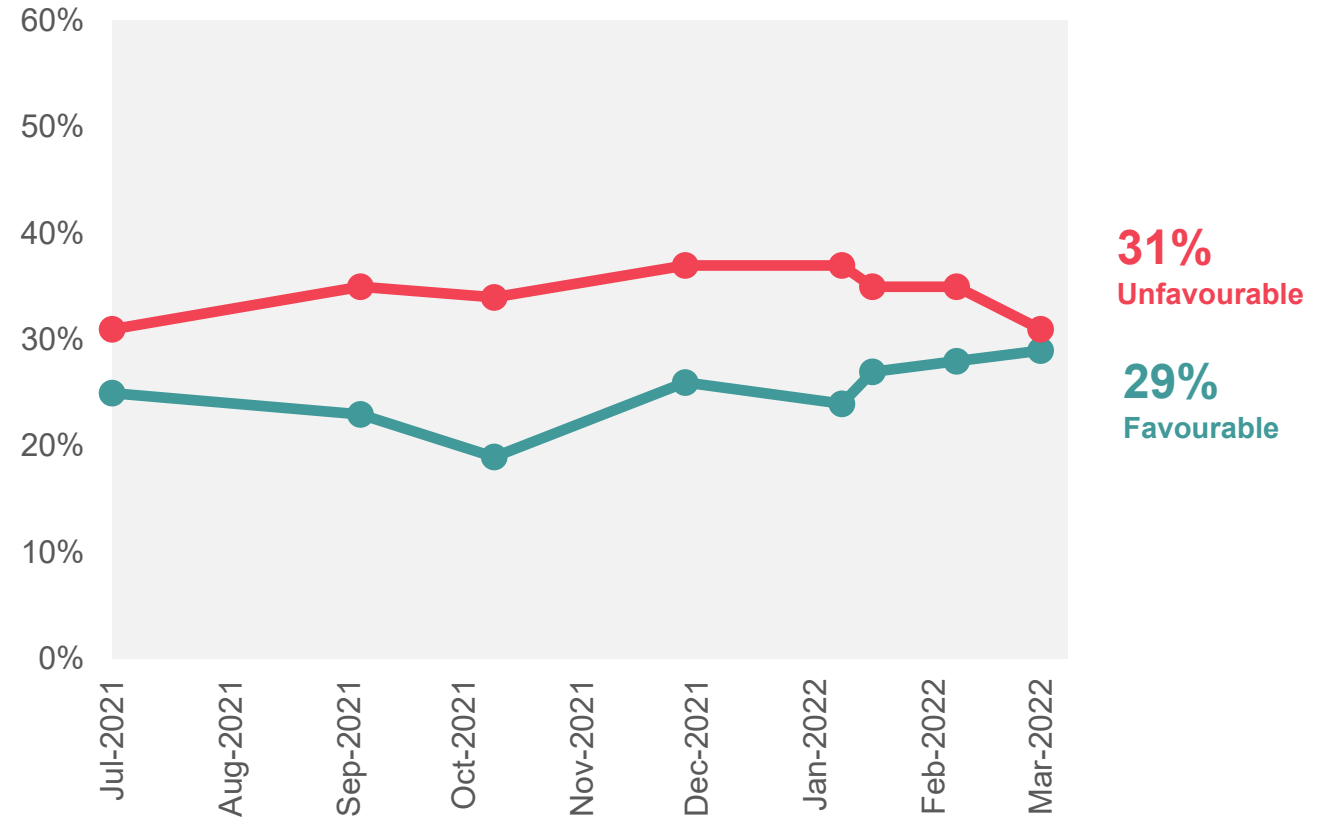
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Sajid Javid

4-7 March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

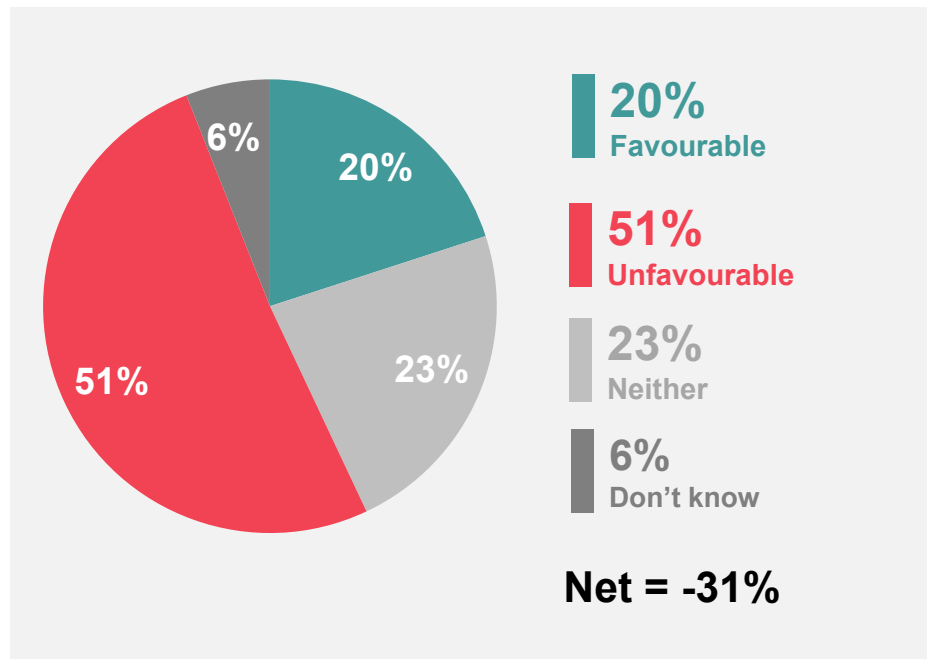
July 2021 – March 2022



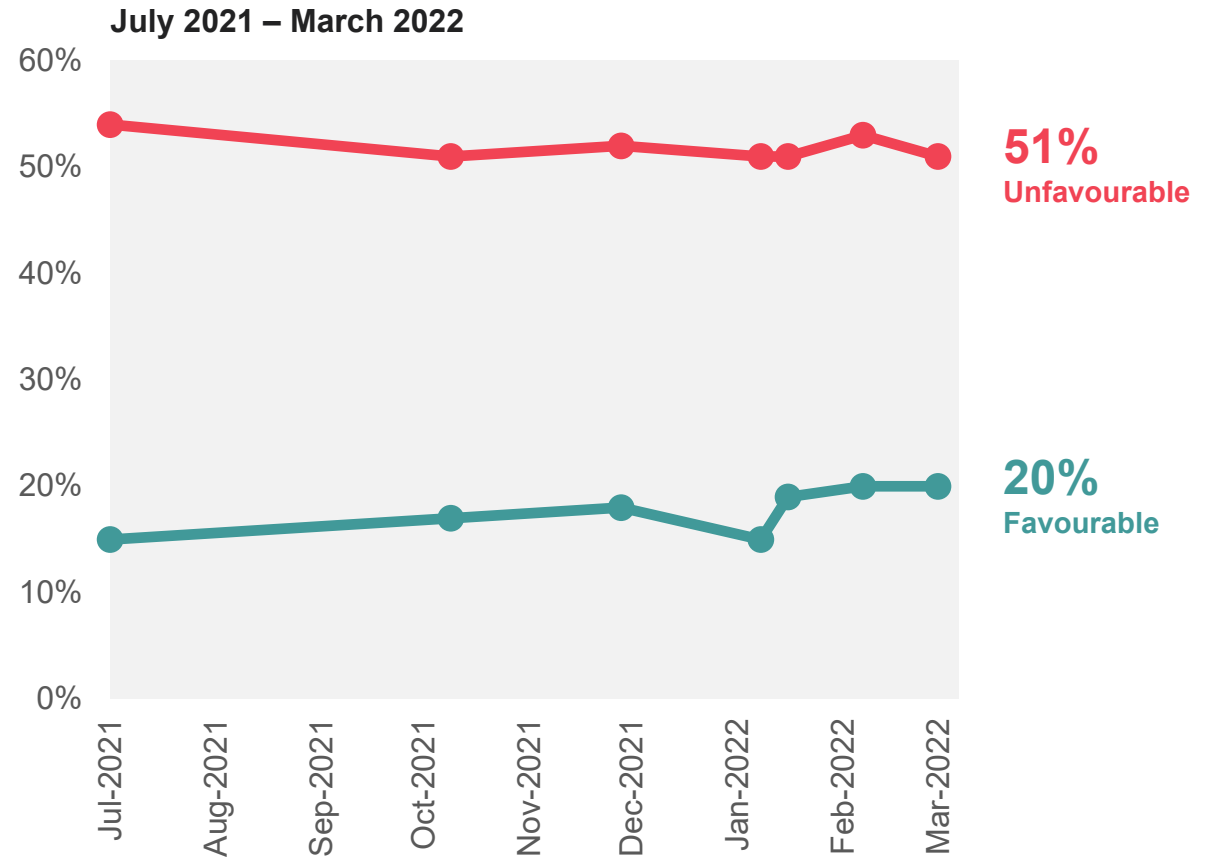
Priti Patel: Favourability

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

4-7 March 2022



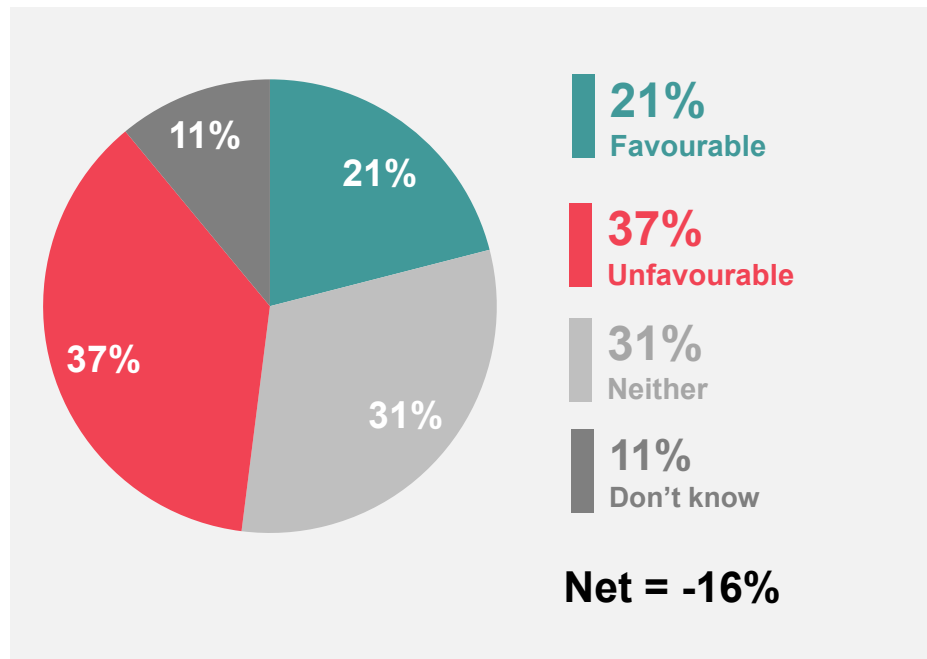
Base: 1,130 Online British adults aged 18+, 4-7 March 2022



Liz Truss: Favourability

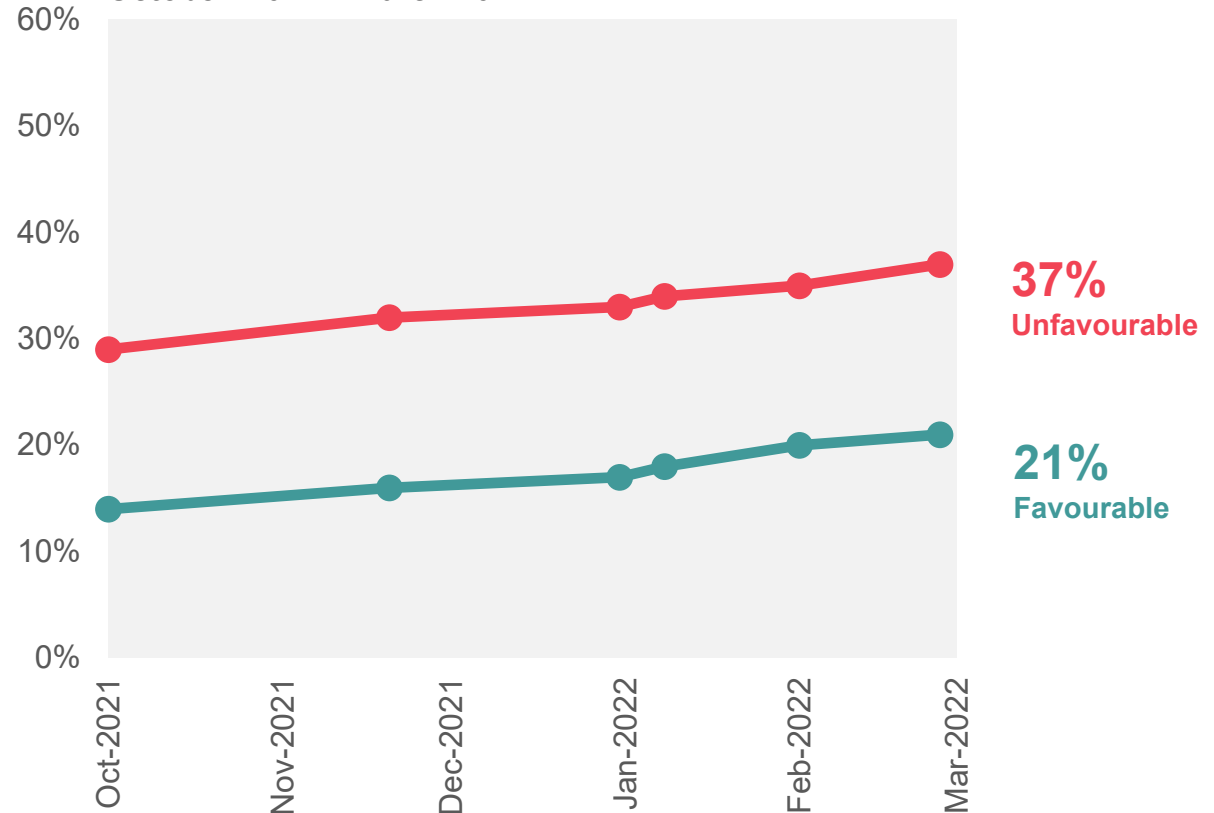
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

4-7 March 2022



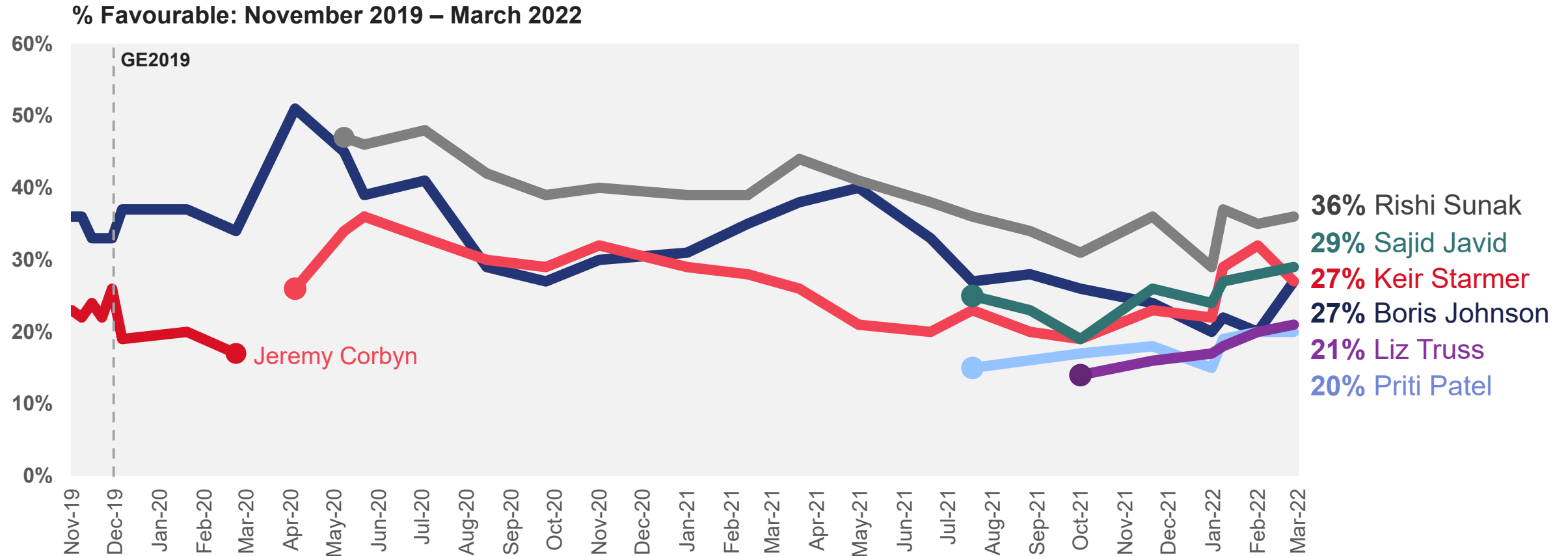
Base: 1,130 Online British adults aged 18+, 4-7 March 2022

October 2021 – March 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?

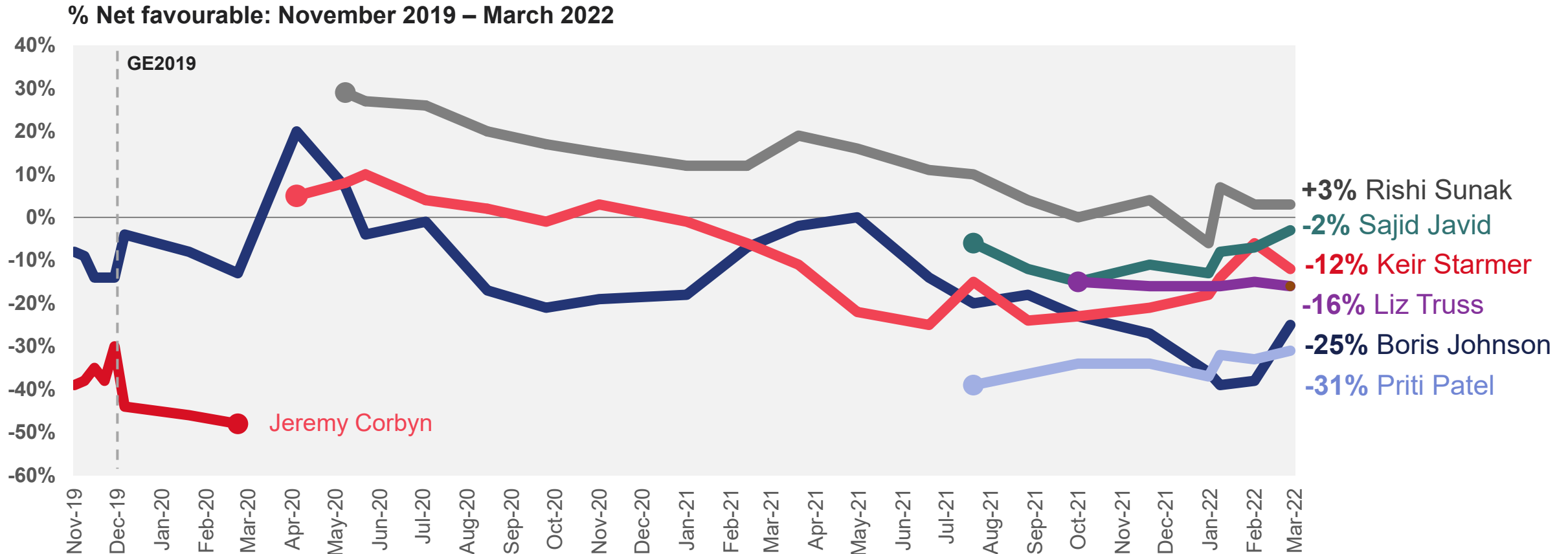


Base: 1,130 Online British adults aged 18+, 4-7 March 2022



Political leaders: Net favourability

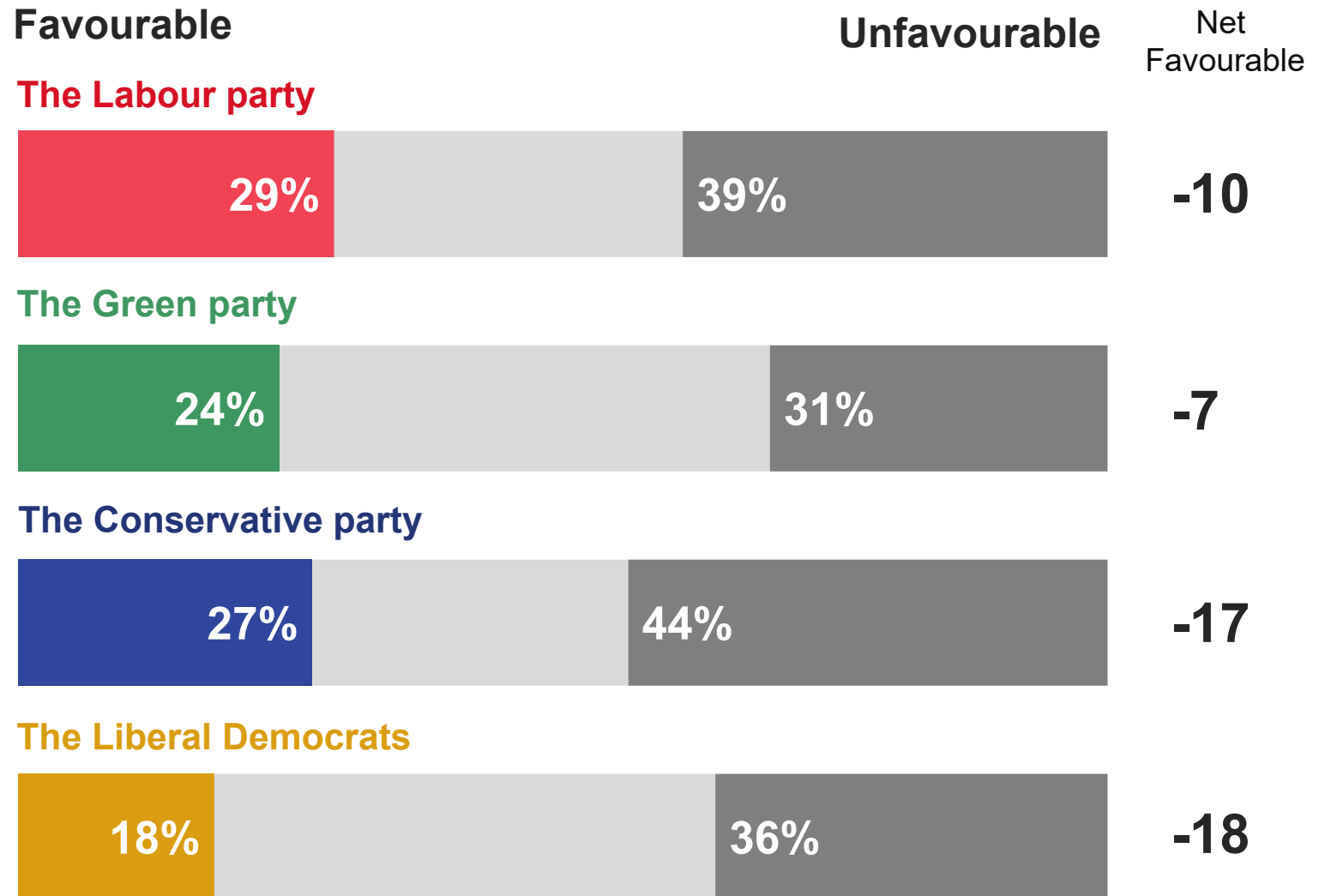
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,130 Online British adults aged 18+, 4-7 March 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?

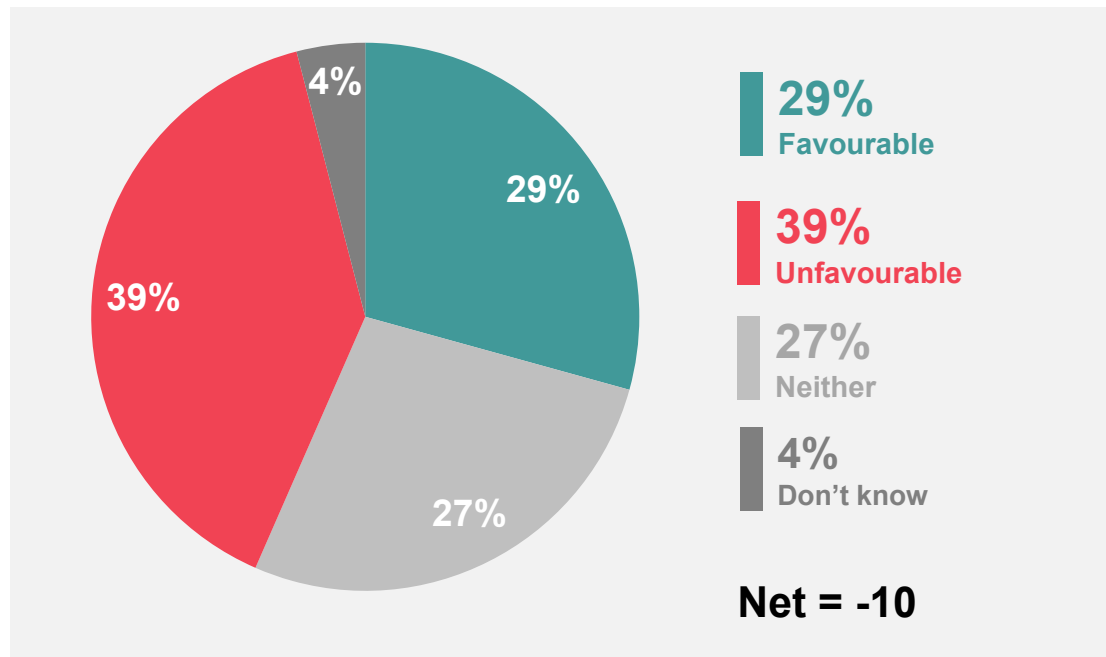


Base: 1,130 Online British adults aged 18+, 4-7 March 2022

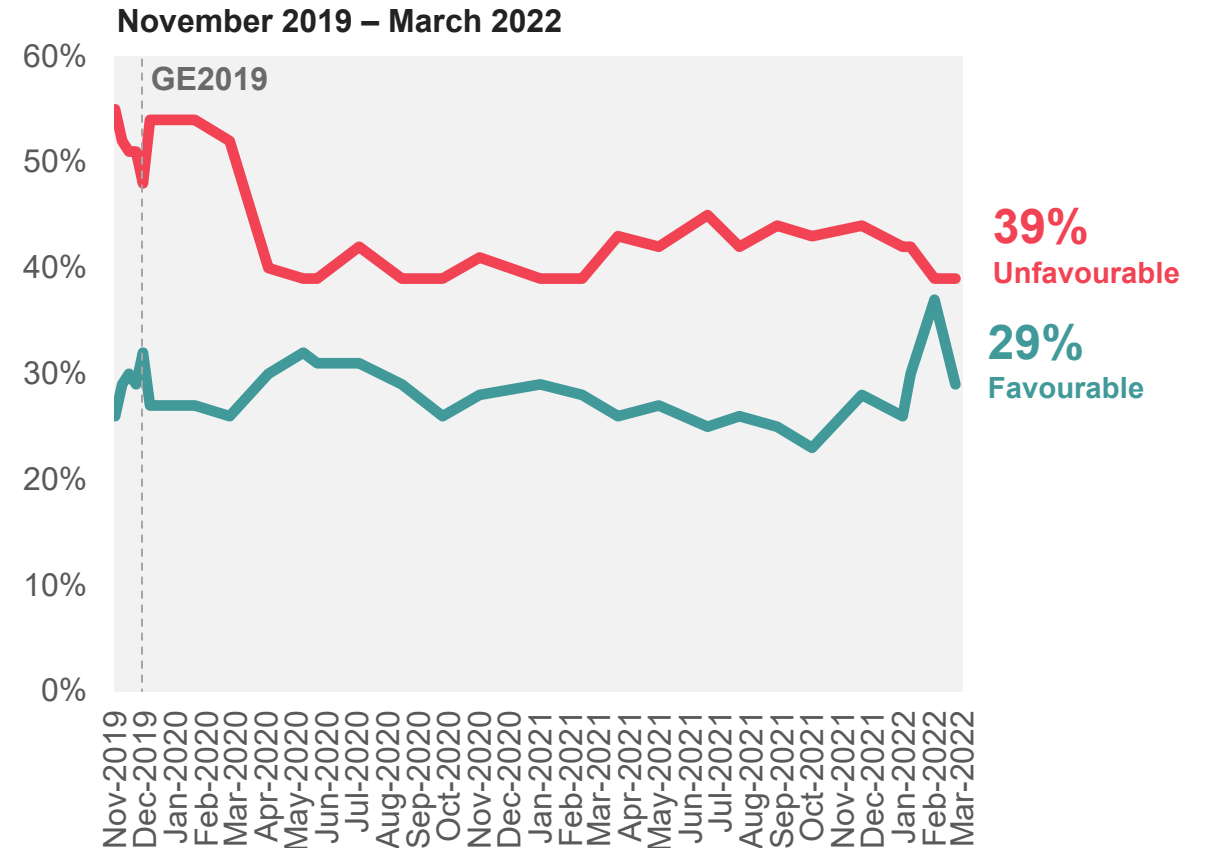
The Labour party: Favourability

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

4-7 March 2022



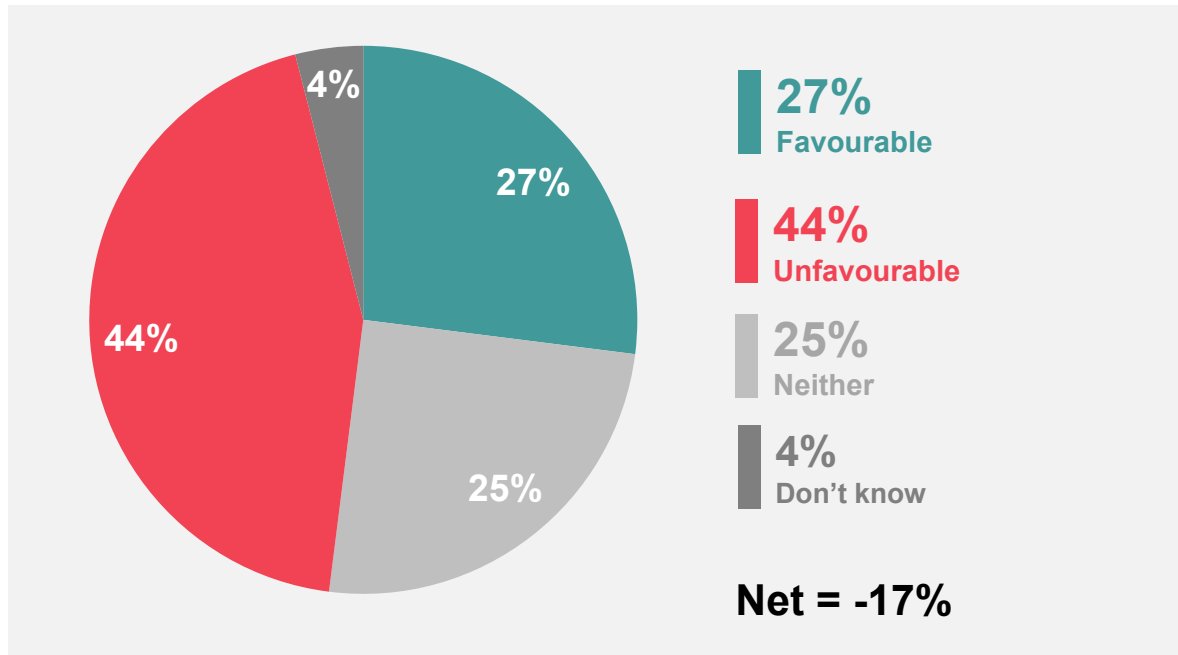
Base: 1,130 Online British adults aged 18+, 4-7 March 2022



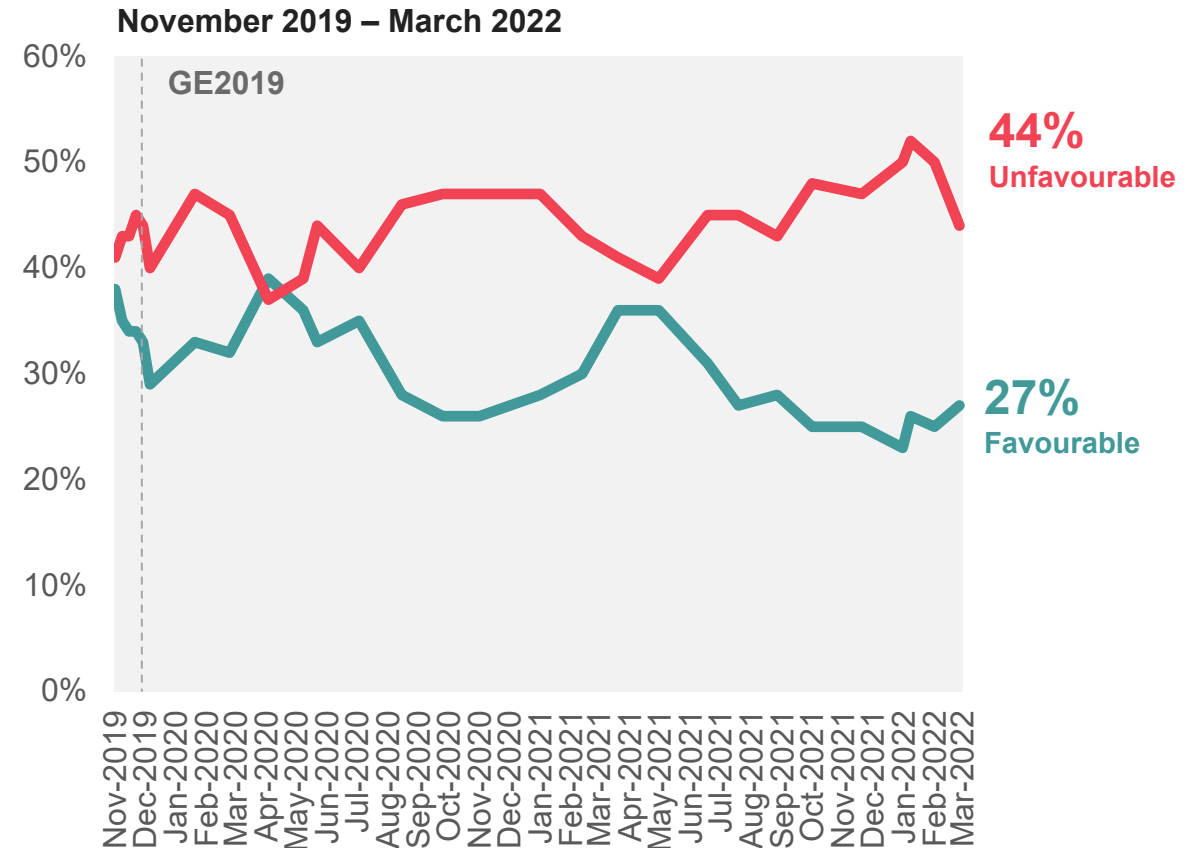
The Conservative party: Favourability

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

4-7 March 2022



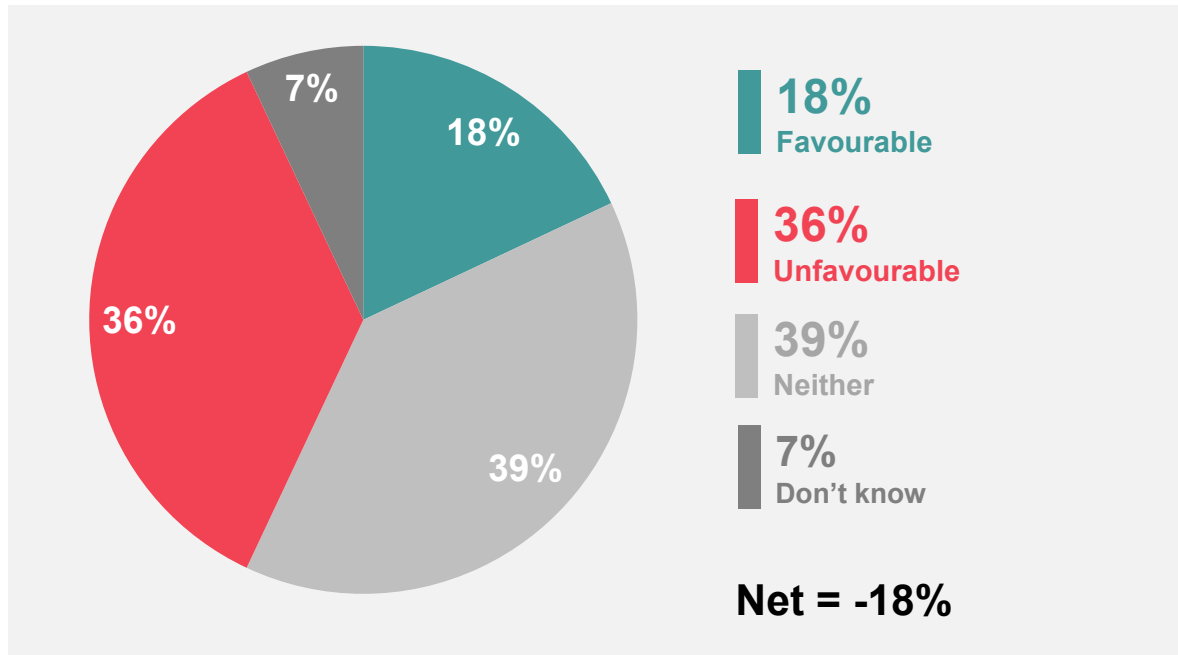
Base: 1,130 Online British adults aged 18+, 4-7 March 2022



The Liberal Democrats: Favourability

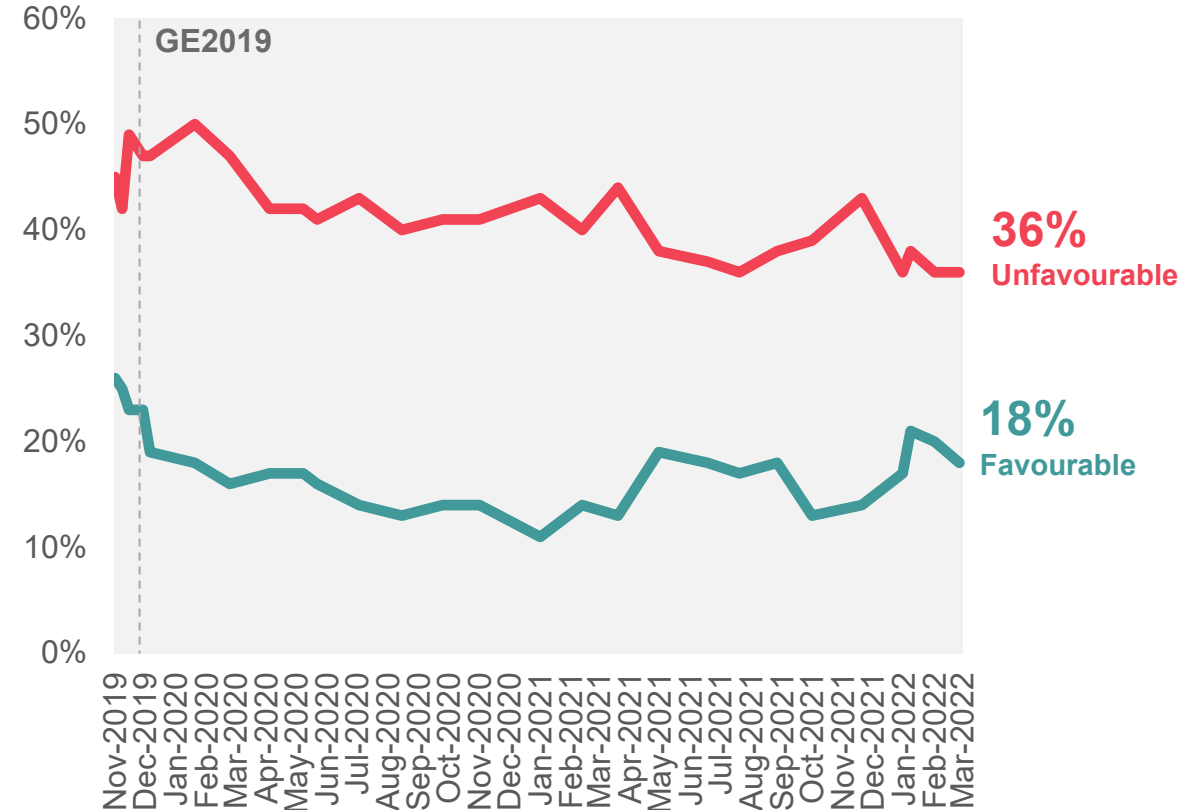
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

4-7 March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

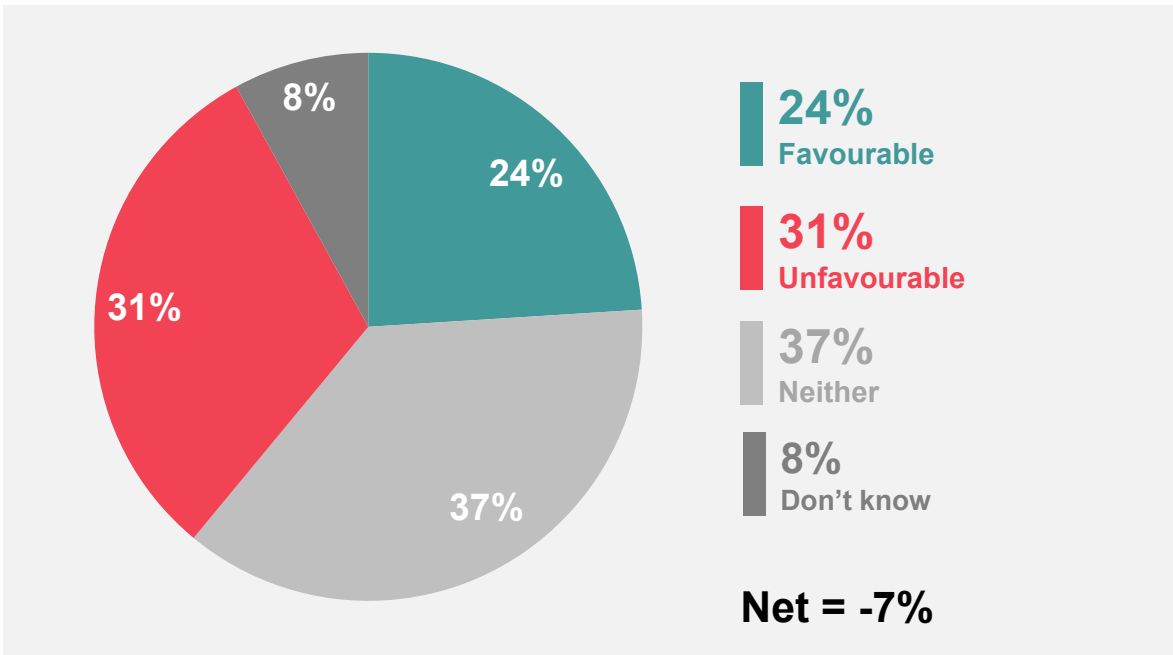
November 2019 – March 2022



The Green Party: Favourability

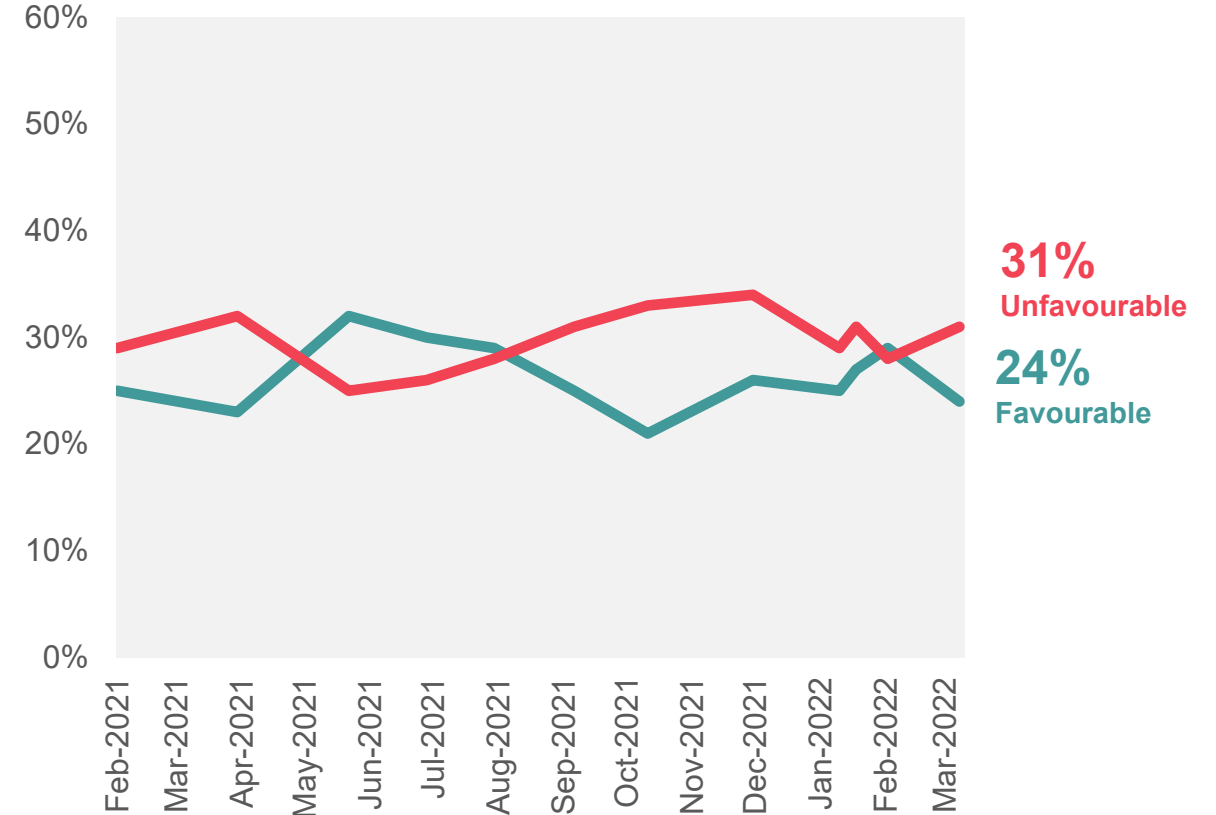
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

4-7 March 2022



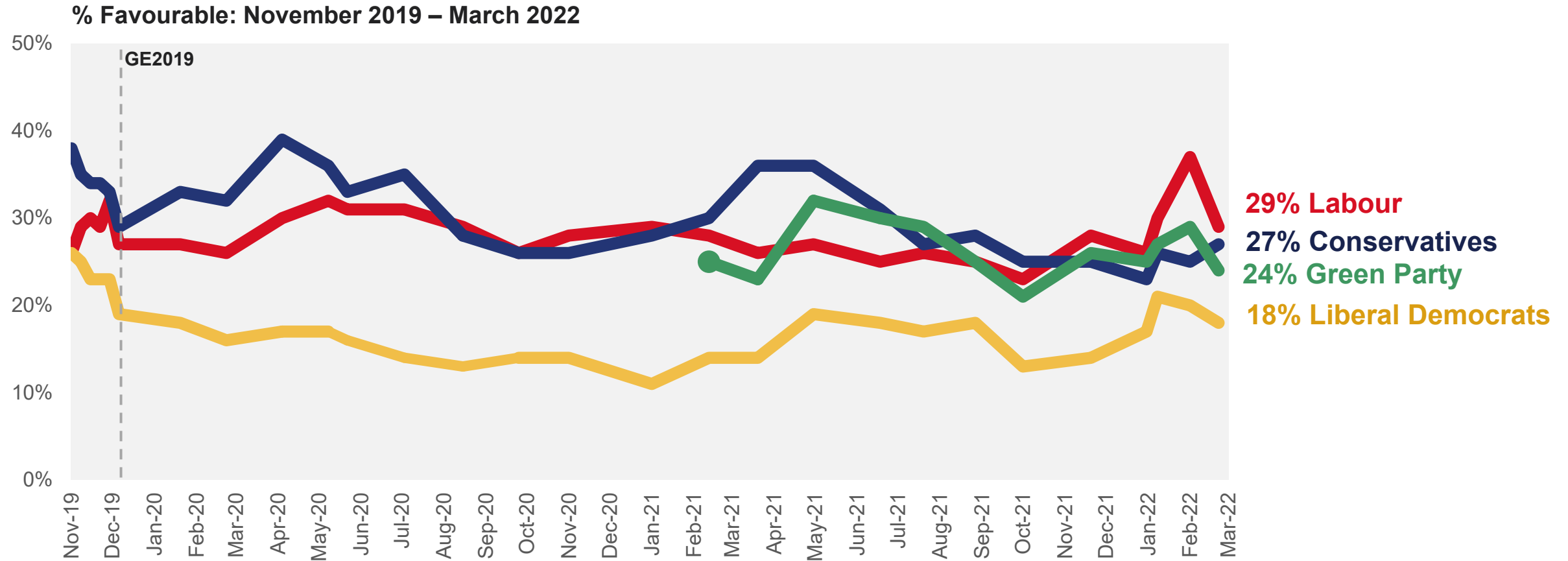
Base: 1,130 Online British adults aged 18+, 4-7 March 2022

February 2021– March 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?

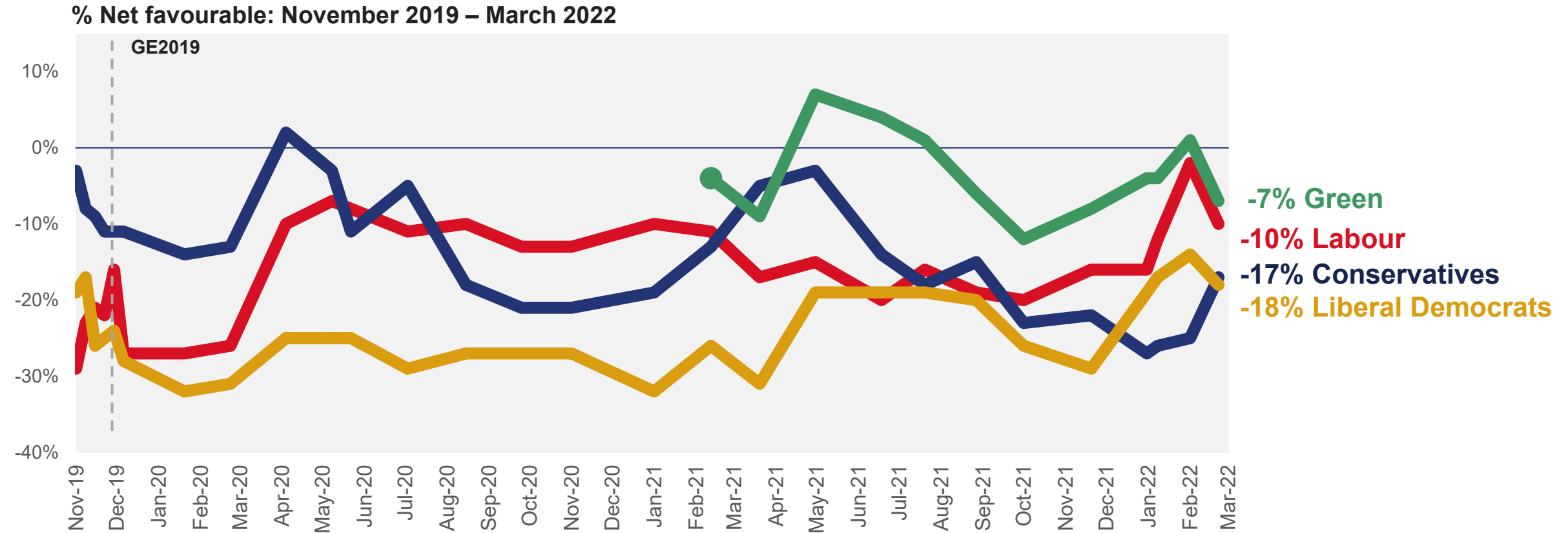


Base: 1,130 Online British adults aged 18+, 4-7 March 2022



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: 1,130 Online British adults aged 18+, 4-7 March 2022

DIRECTION OF THE COUNTRY

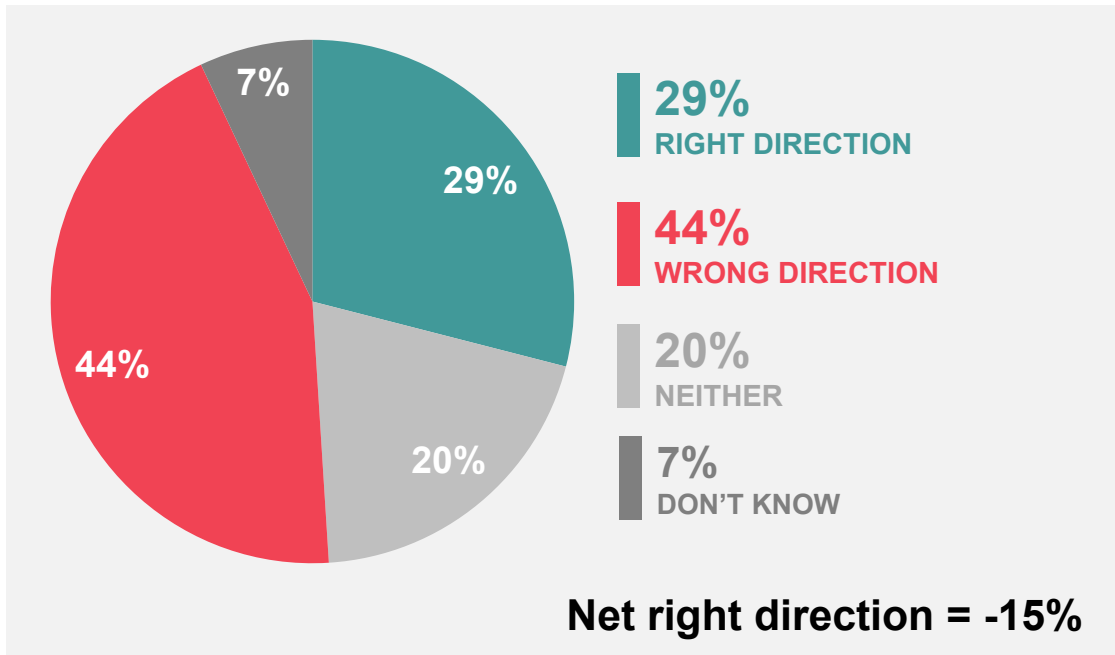
March 2022



Direction of the country

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

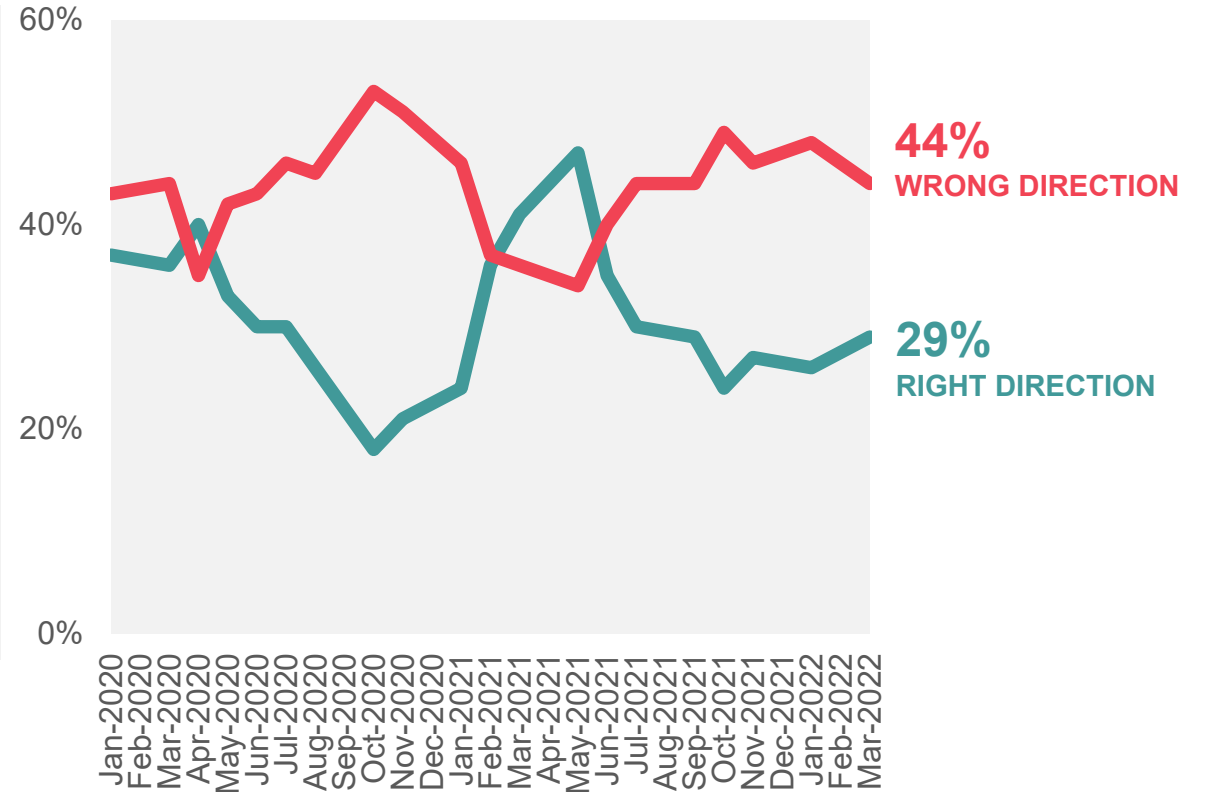
March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

Source: Ipsos

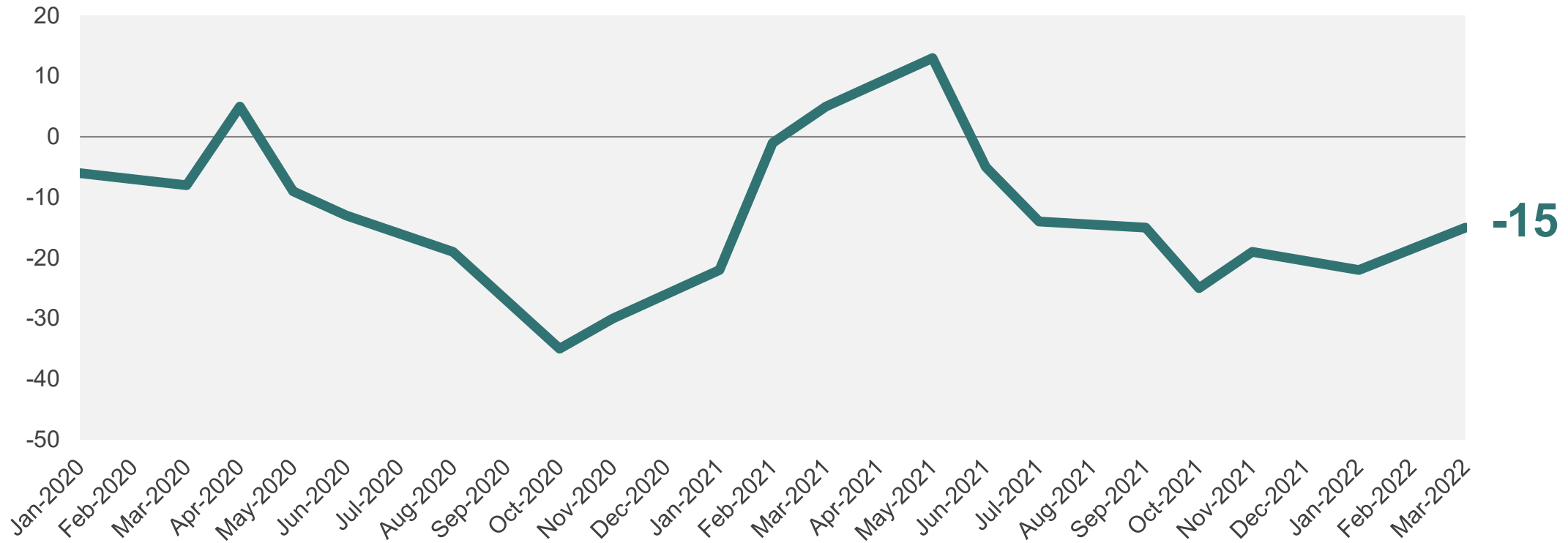
January 2020 – March 2022



Direction of the country: January 2020 – January 2022

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

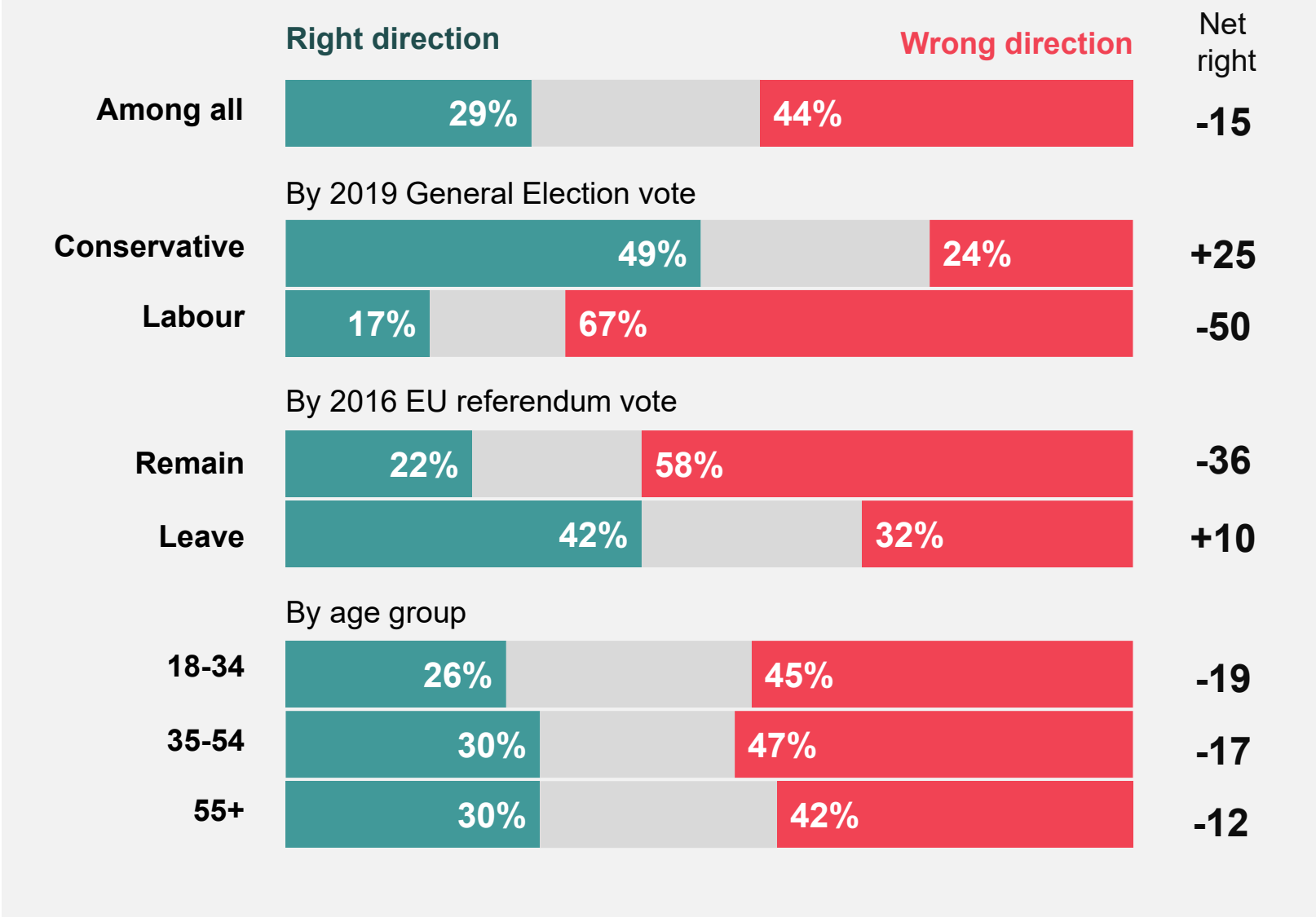
Net right direction



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

Direction of the country

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



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

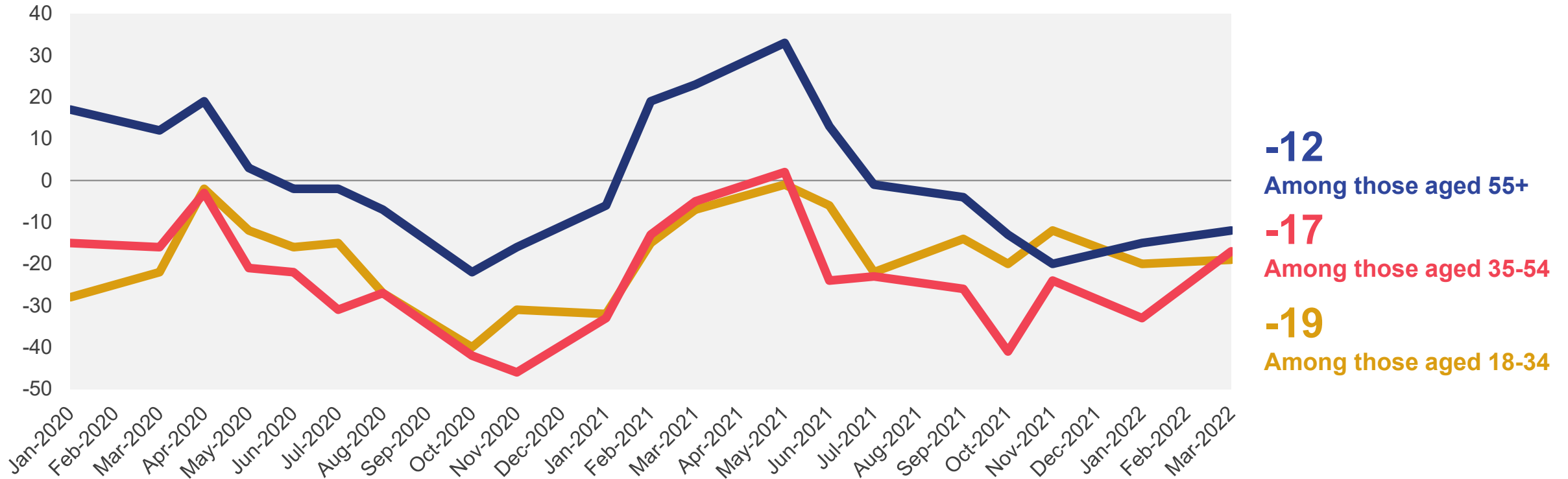
Source: Ipsos



Direction of the country: By age group

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

Net right direction: January 2020 – March 2022

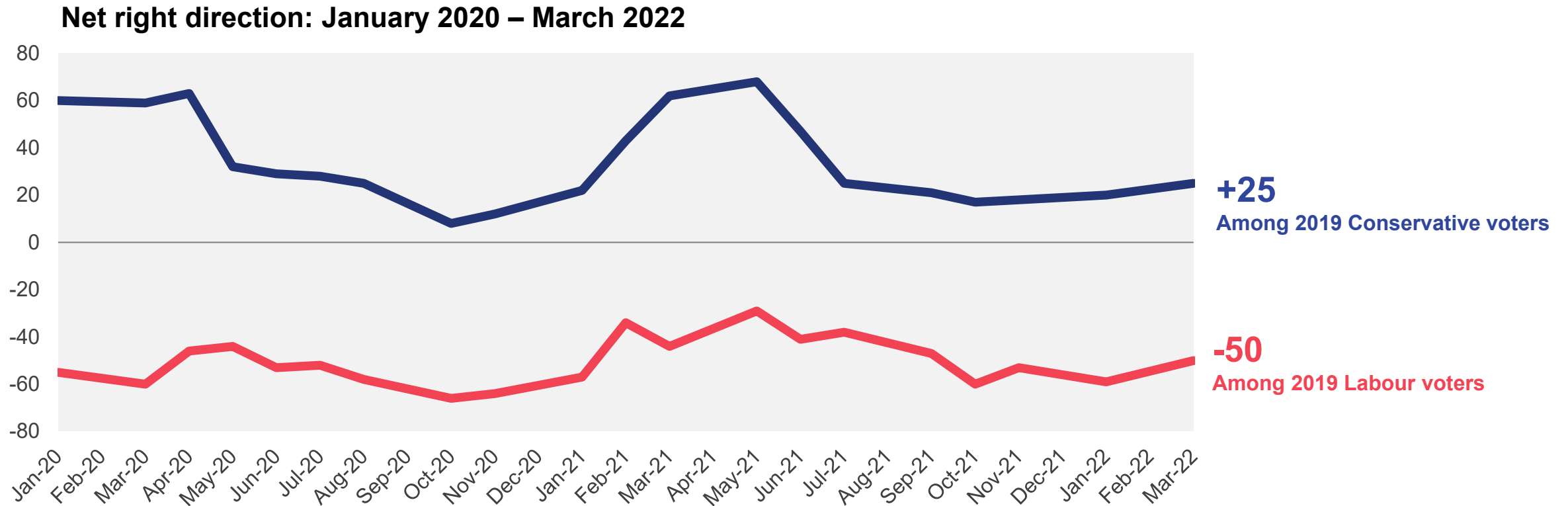


Base: 1,130 Online British adults aged 18+, 4-7 March 2022



Direction of the country: By 2019 General Election Vote

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



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

BREXIT

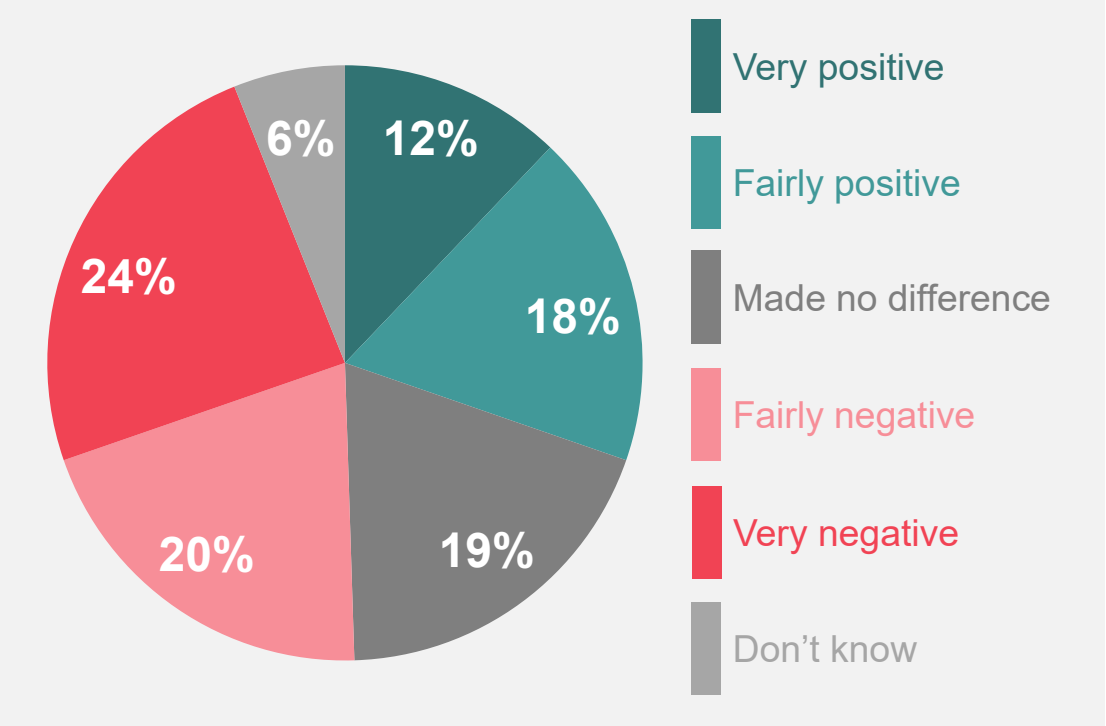
March 2022



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?

March 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

January 2020 – March 2022

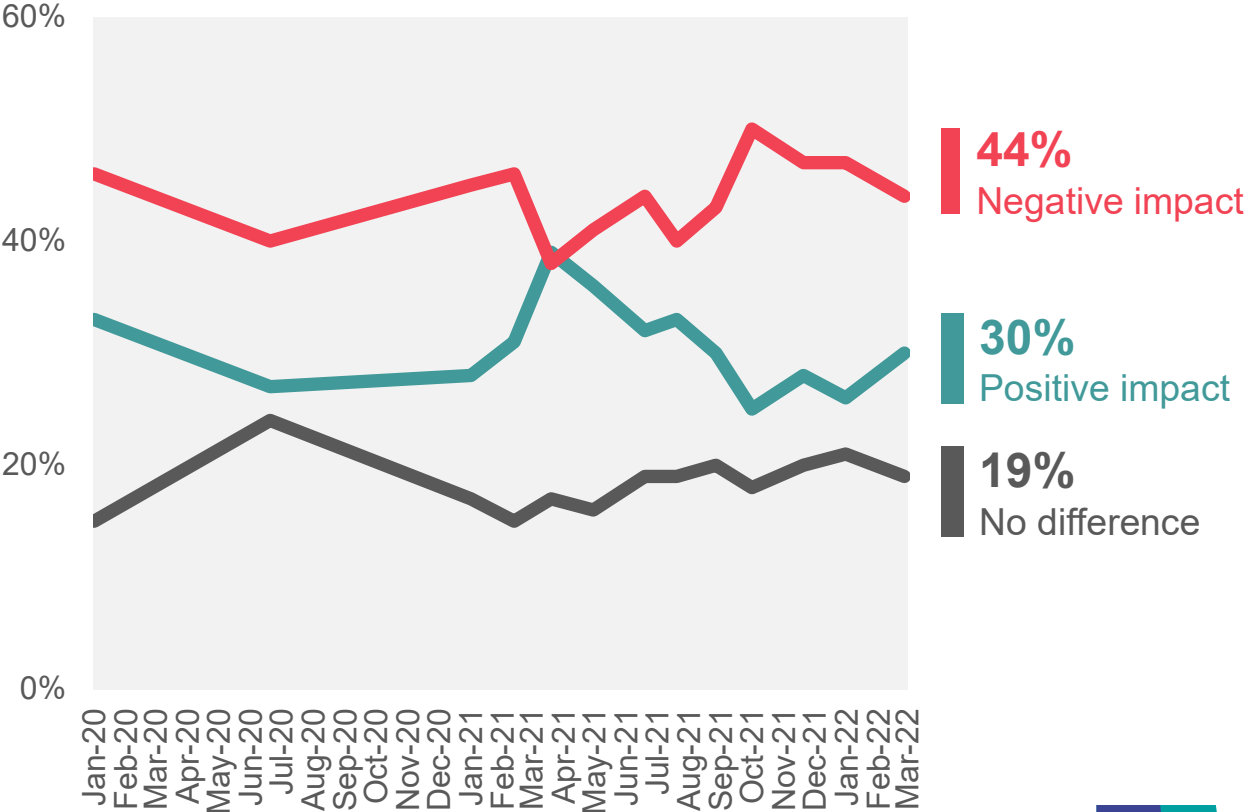




IMAGE OF POLITICAL LEADERS

March 2022

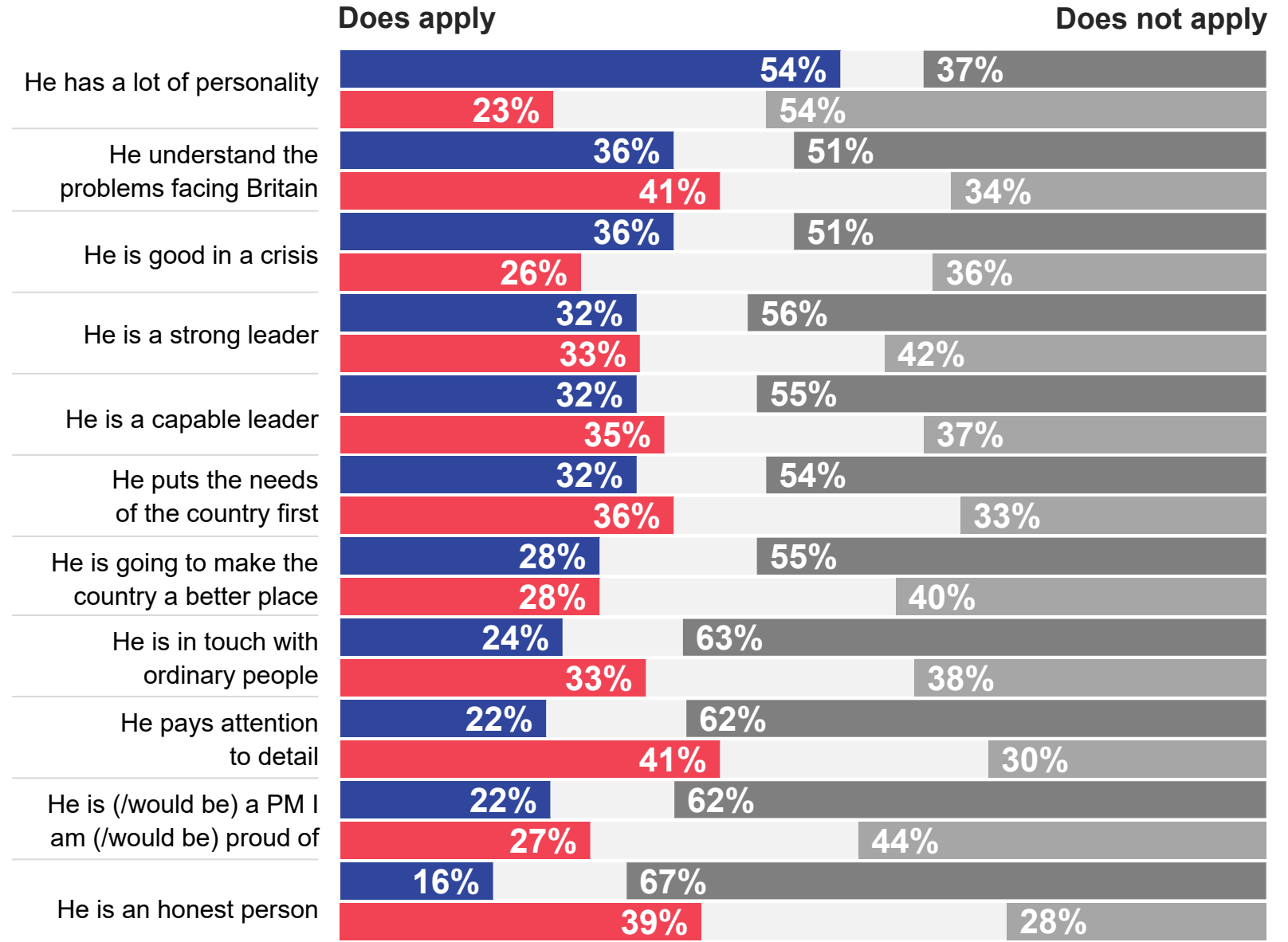
Image of party leaders

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: 1,130 Online British adults aged 18+, 4-7 March 2022



Image of the Boris Johnson: Trend data

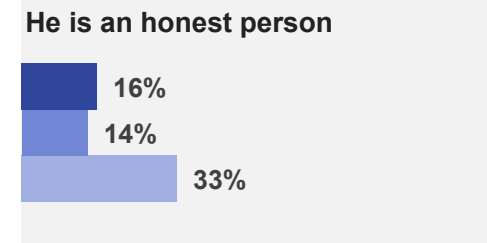
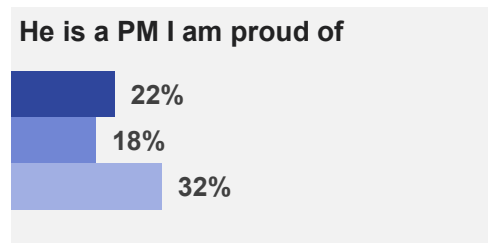
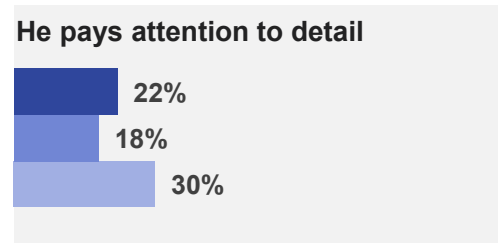
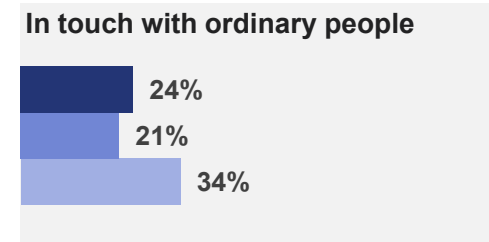
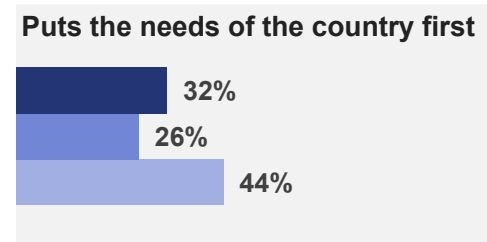
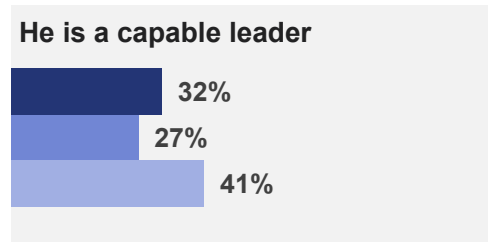
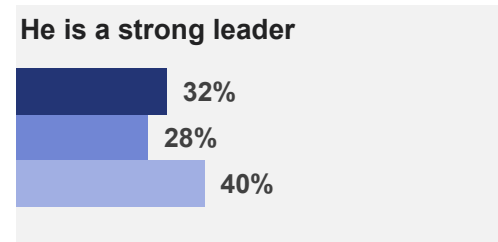
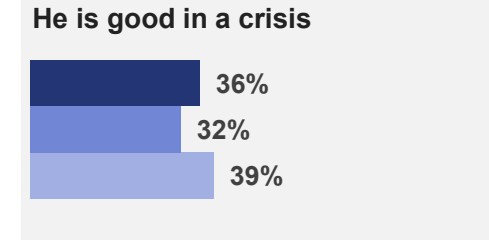
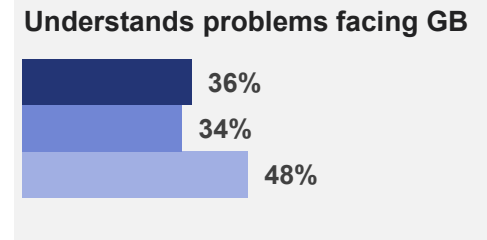
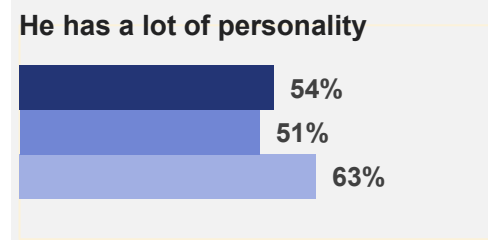
Do you think each of the following statements does or does not apply to...?

% Saying each of the following apply

■ March 2022

■ February 2022

■ March 2021



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

Image of the Keir Starmer: Trend data

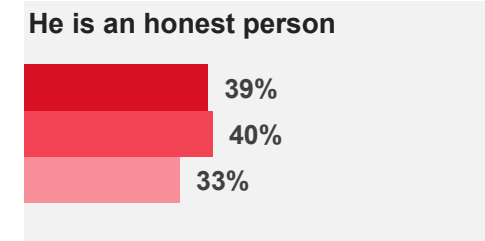
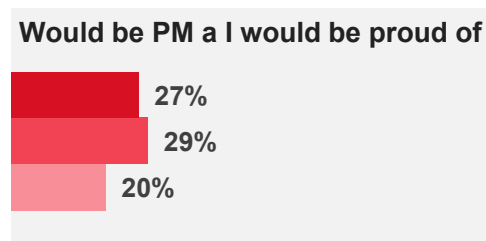
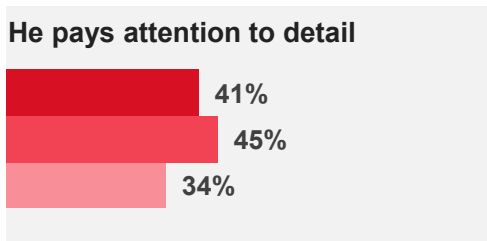
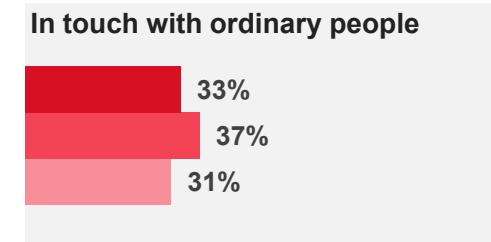
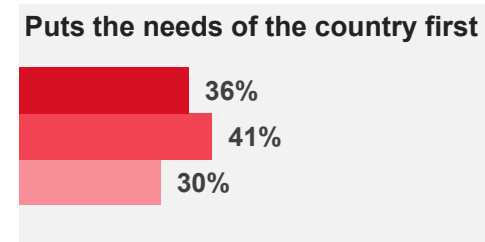
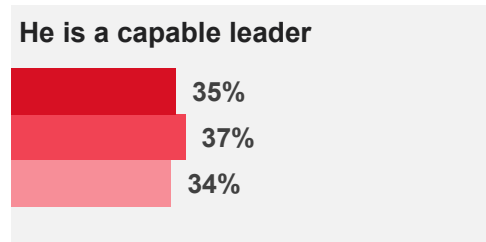
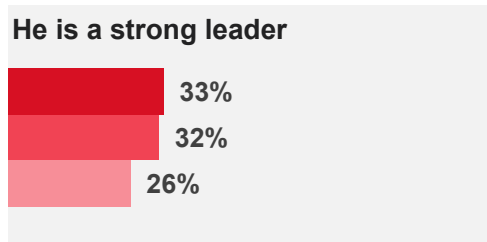
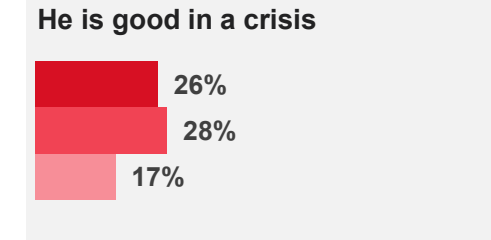
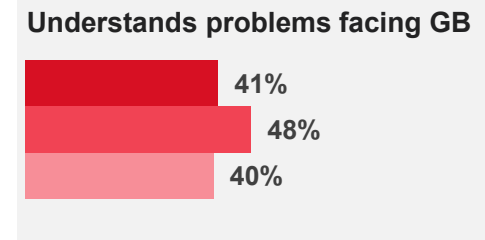
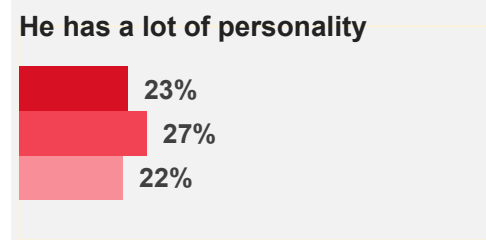
Do you think each of the following statements does or does not apply to...?

% Saying each of the following apply

■ March 2022

■ February 2022

■ March 2021



Base: 1,130 Online British adults aged 18+, 4-7 March 2022

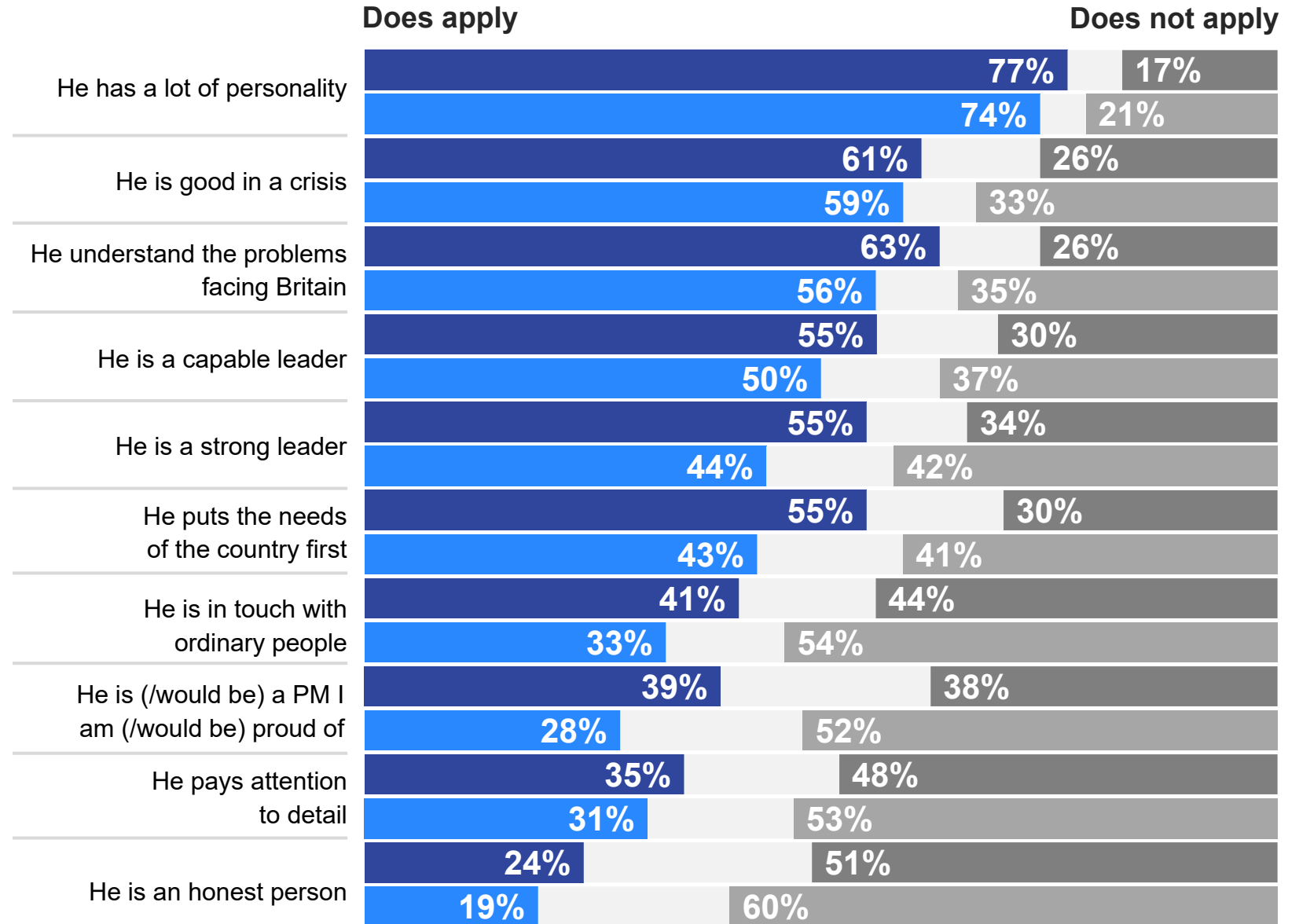
Image of party leaders

Boris Johnson Among 2019 Conservatives

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

March 2022

February 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022 including 353 2019 Conservative voters.



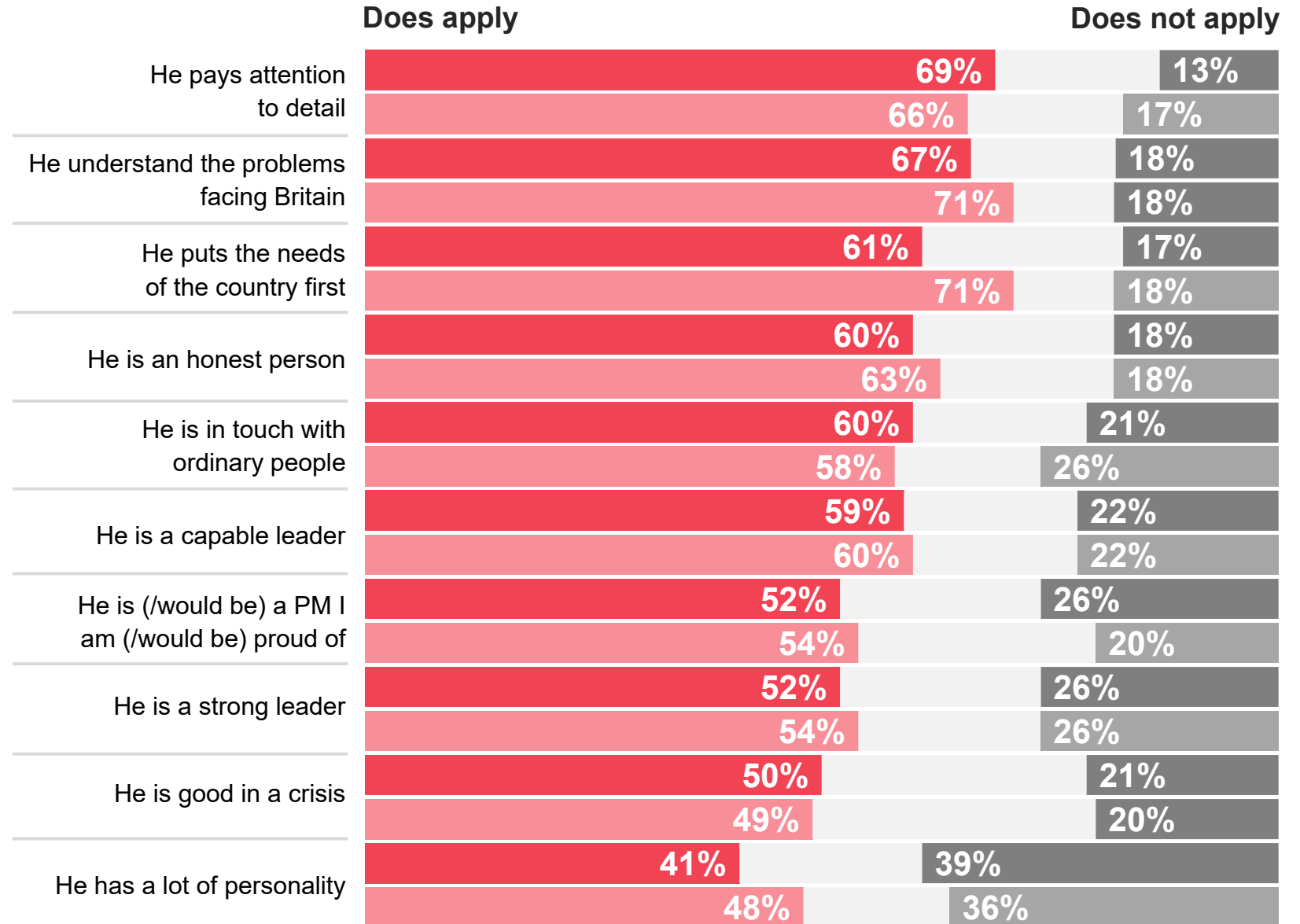
Image of party leaders

Keir Starmer among 2019 Labour voters

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

March 2022

February 2022



Base: 1,130 Online British adults aged 18+, 4-7 March 2022, including 302 Labour 2019 voters

Ipsos UK

Political Pulse March 2022

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com