

IPSOS UK POLITICAL PULSE

May 2022



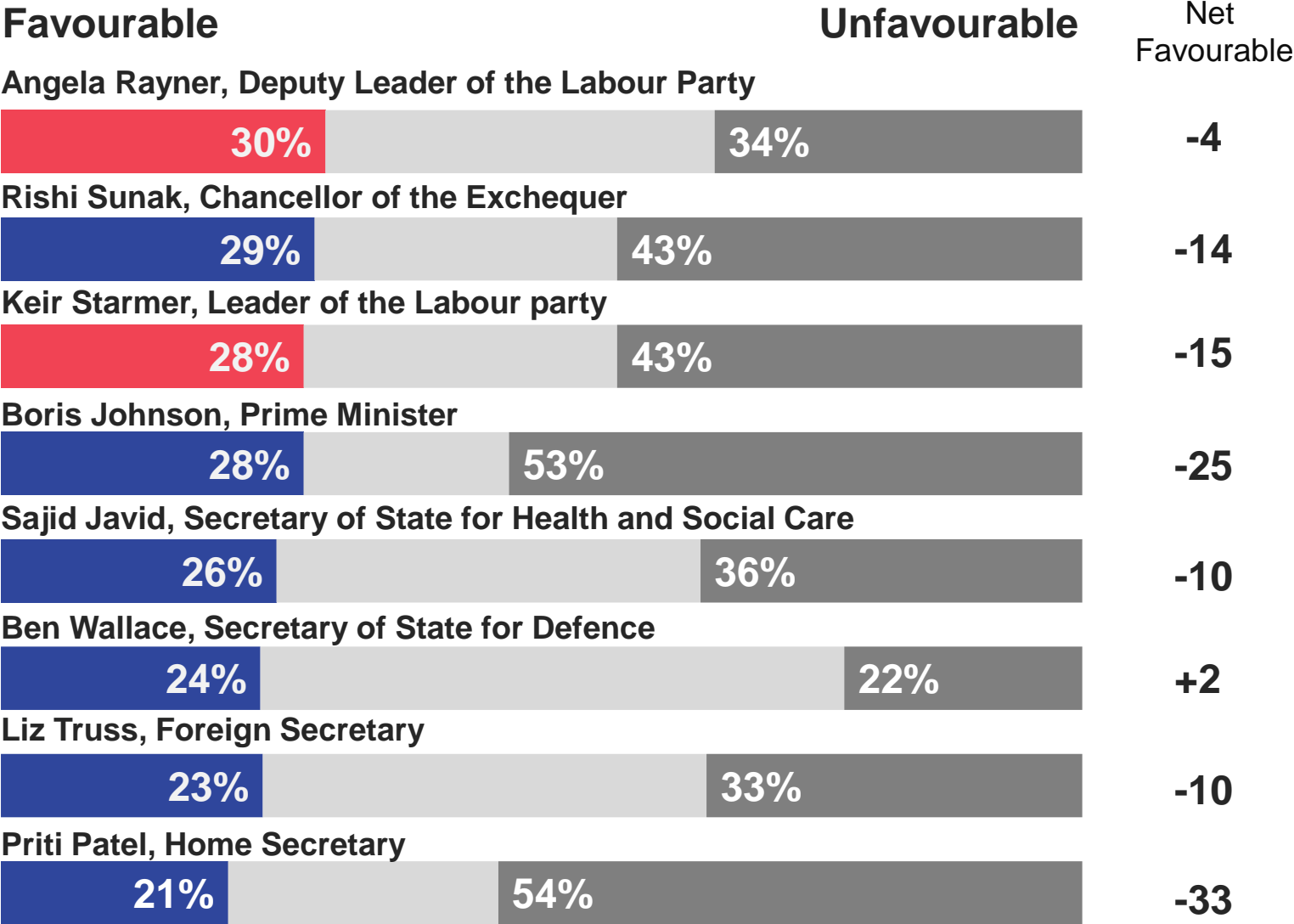


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

May 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?

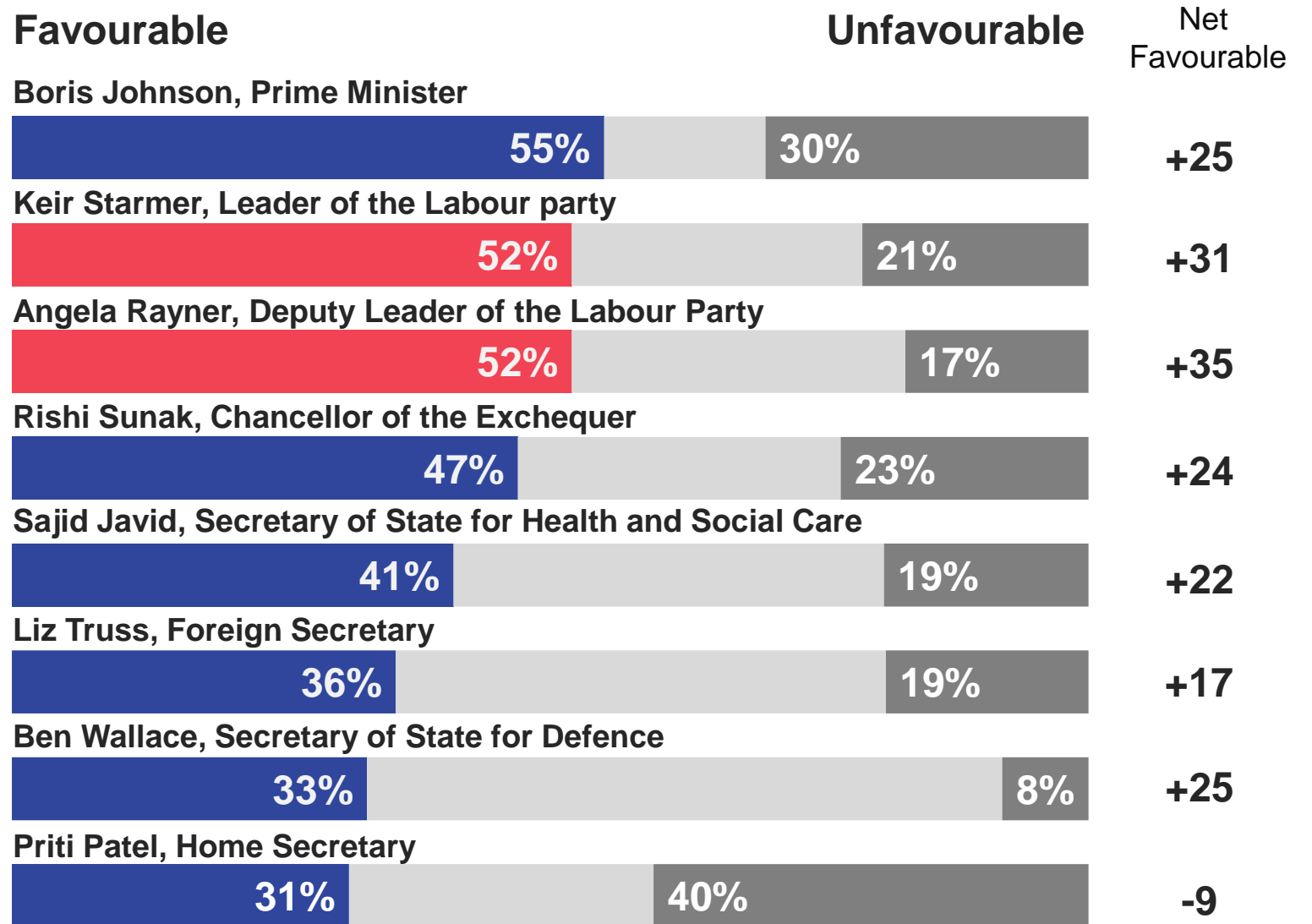


Base: 1134 Online British adults aged 18+, 6th – 10th May 2022



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?

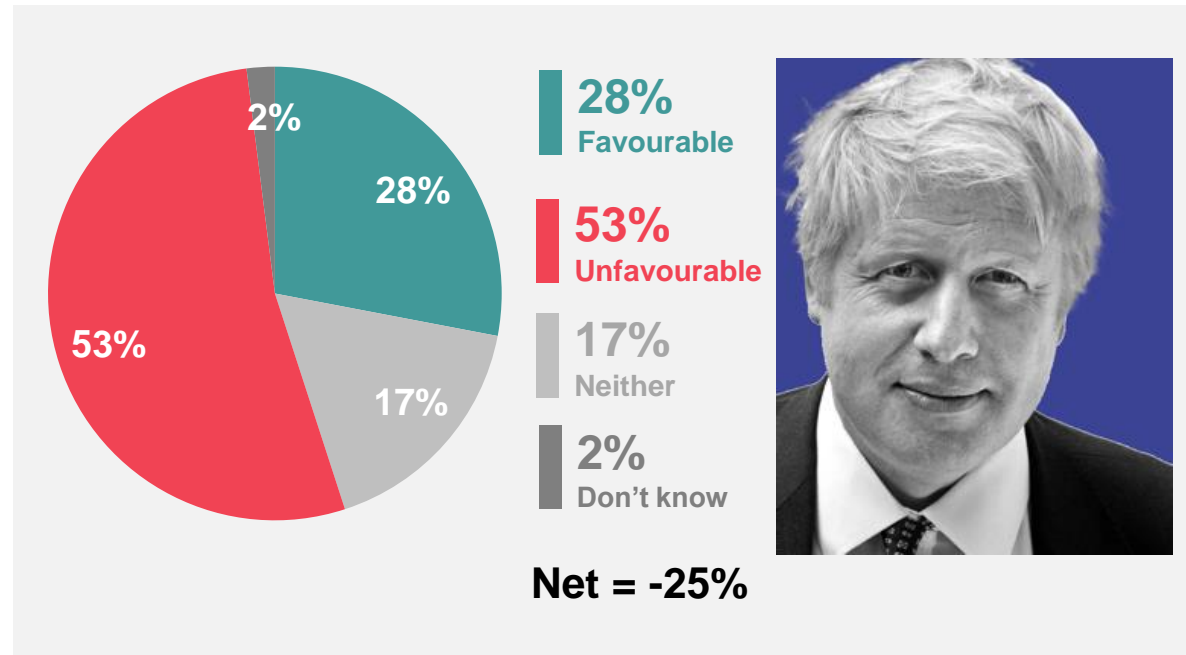


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Boris Johnson: Favourability

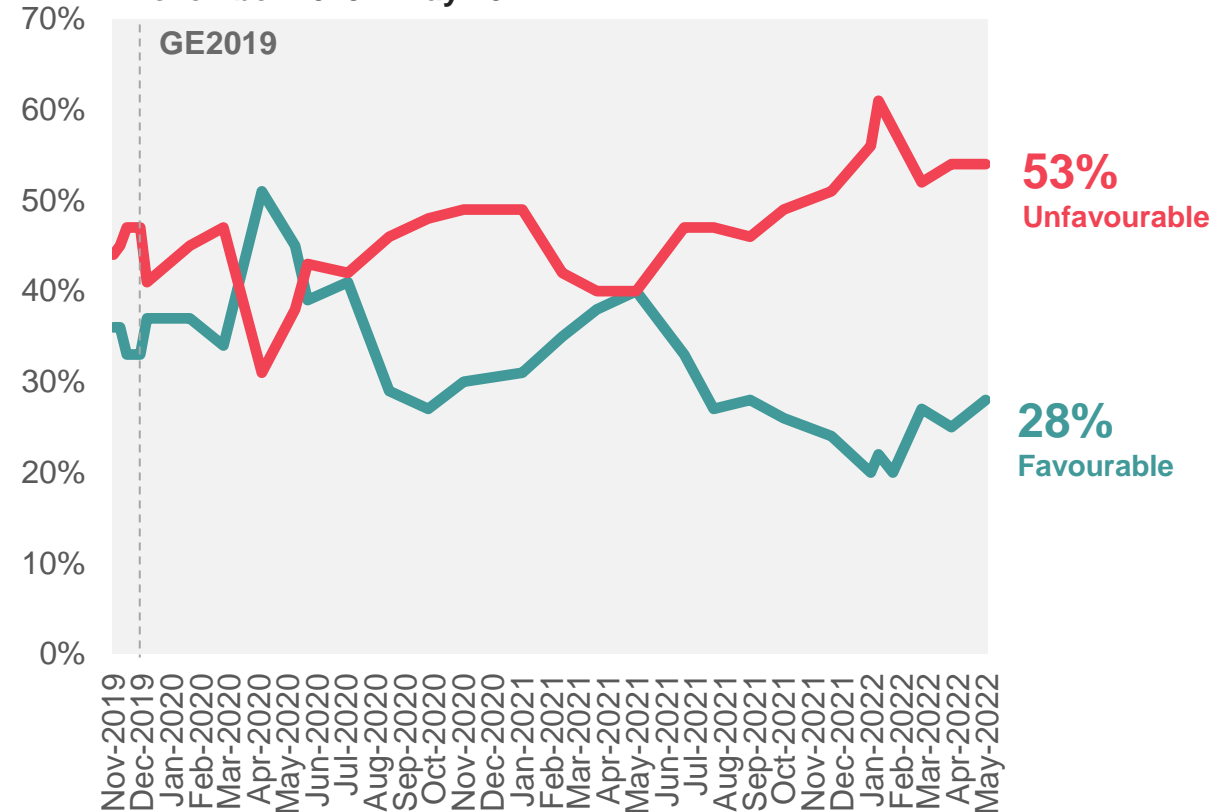
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

May 2022



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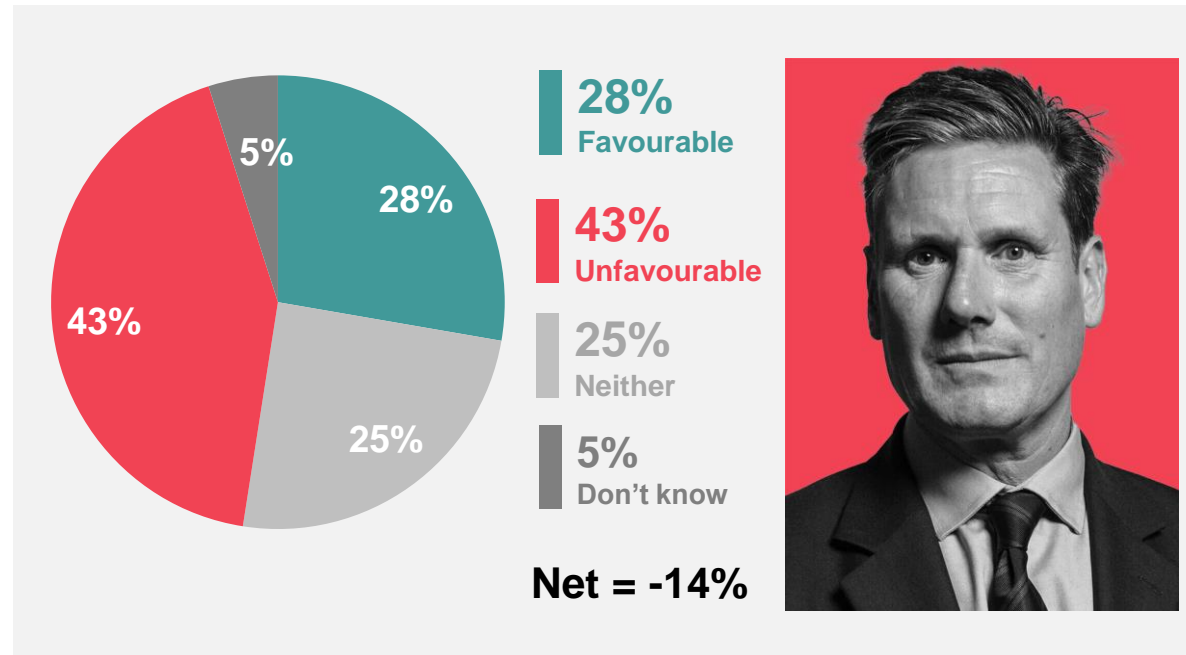
November 2019 – May 2022



Keir Starmer: Favourability

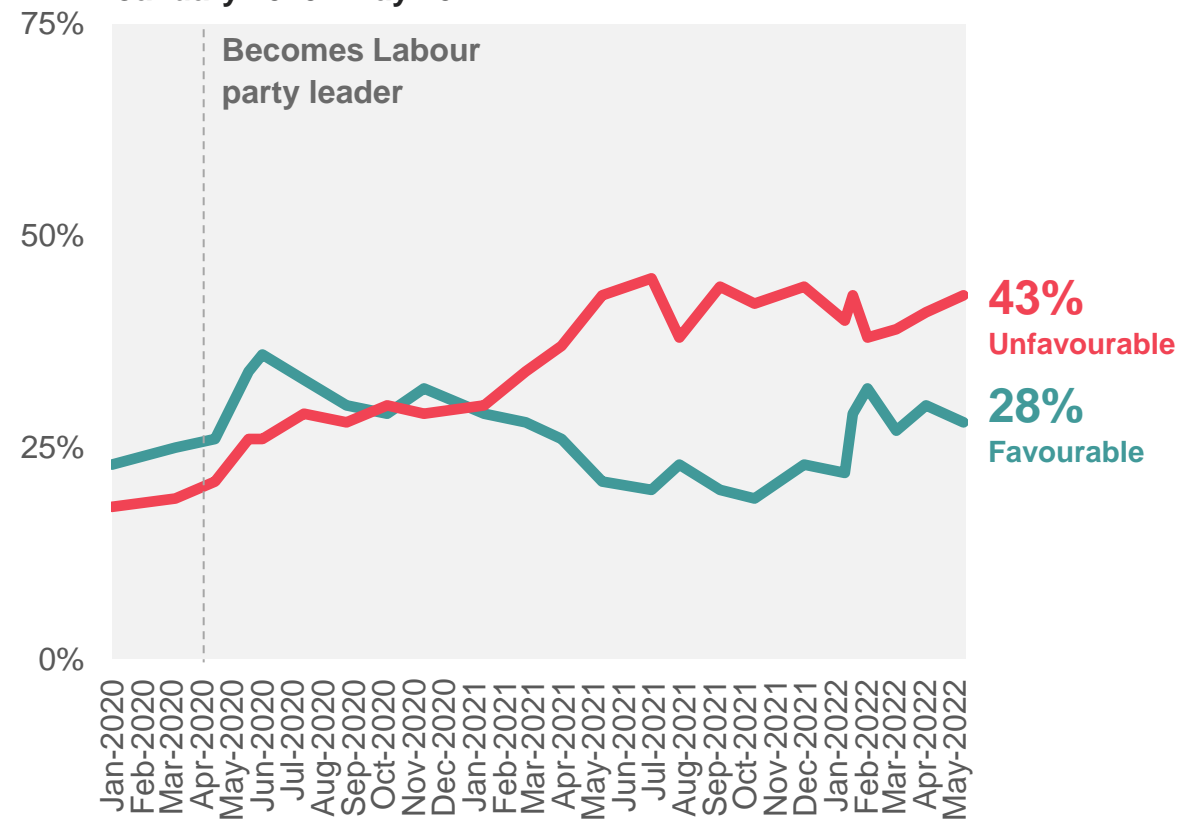
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

May 2022



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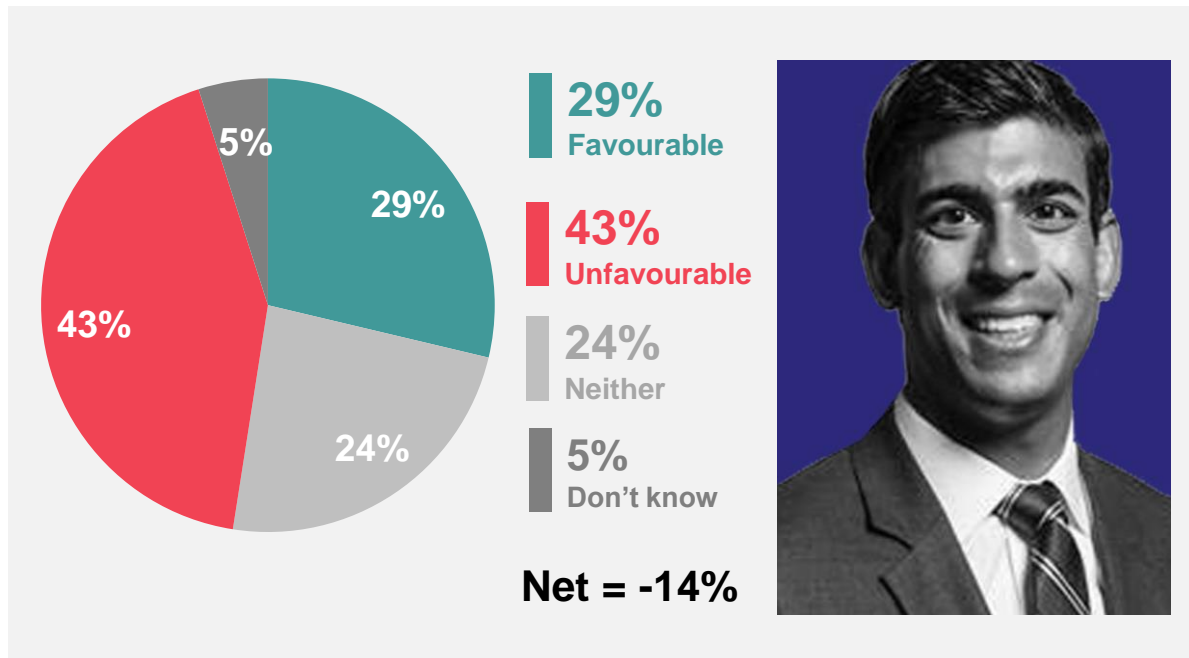
January 2020 - May 2022



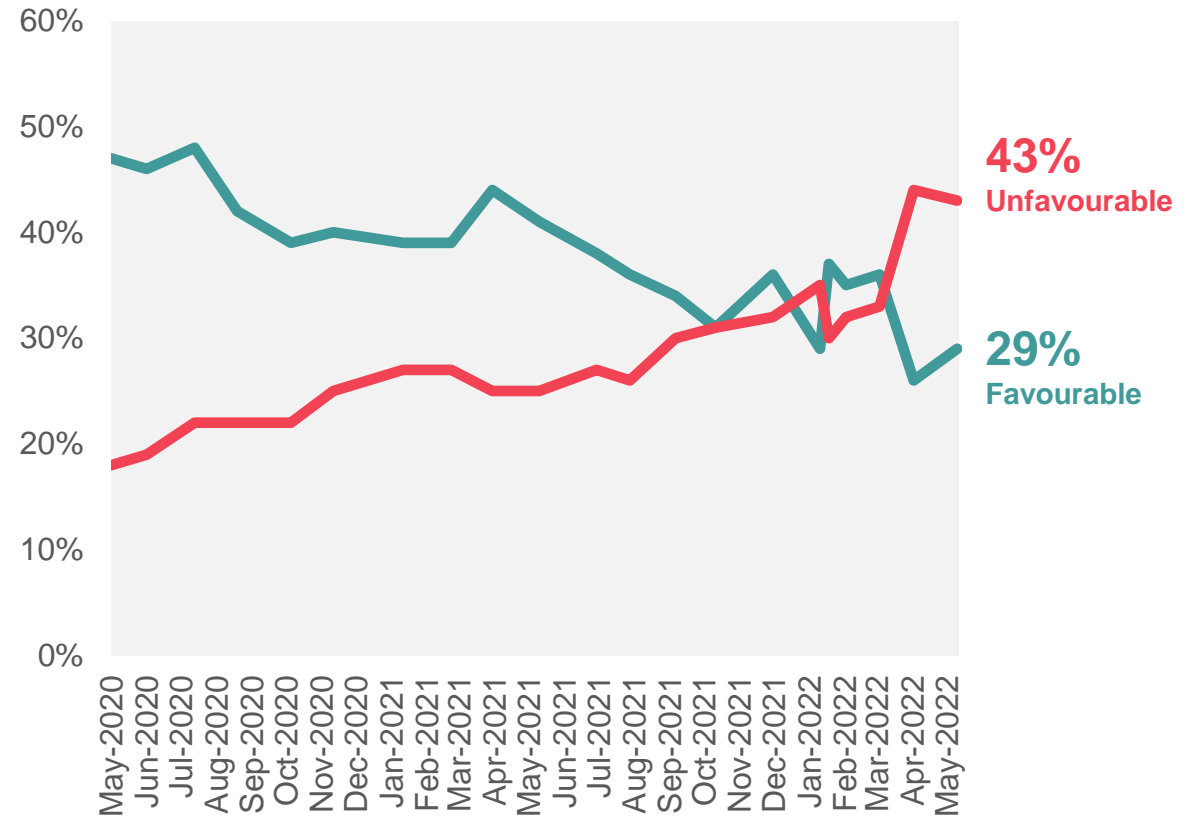
Rishi Sunak: Favourability

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

May 2022



May 2020 – May 2022



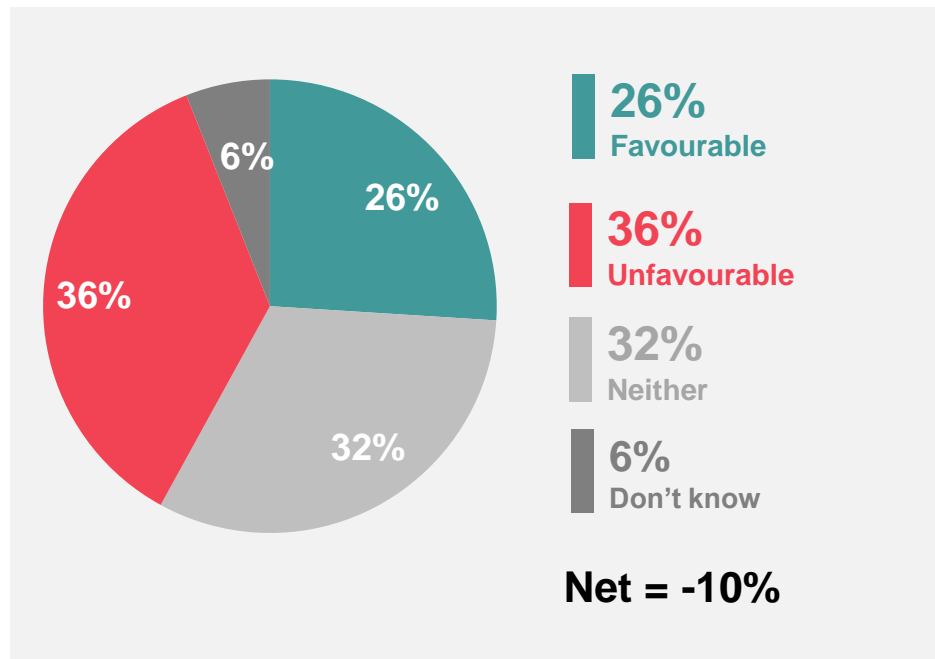
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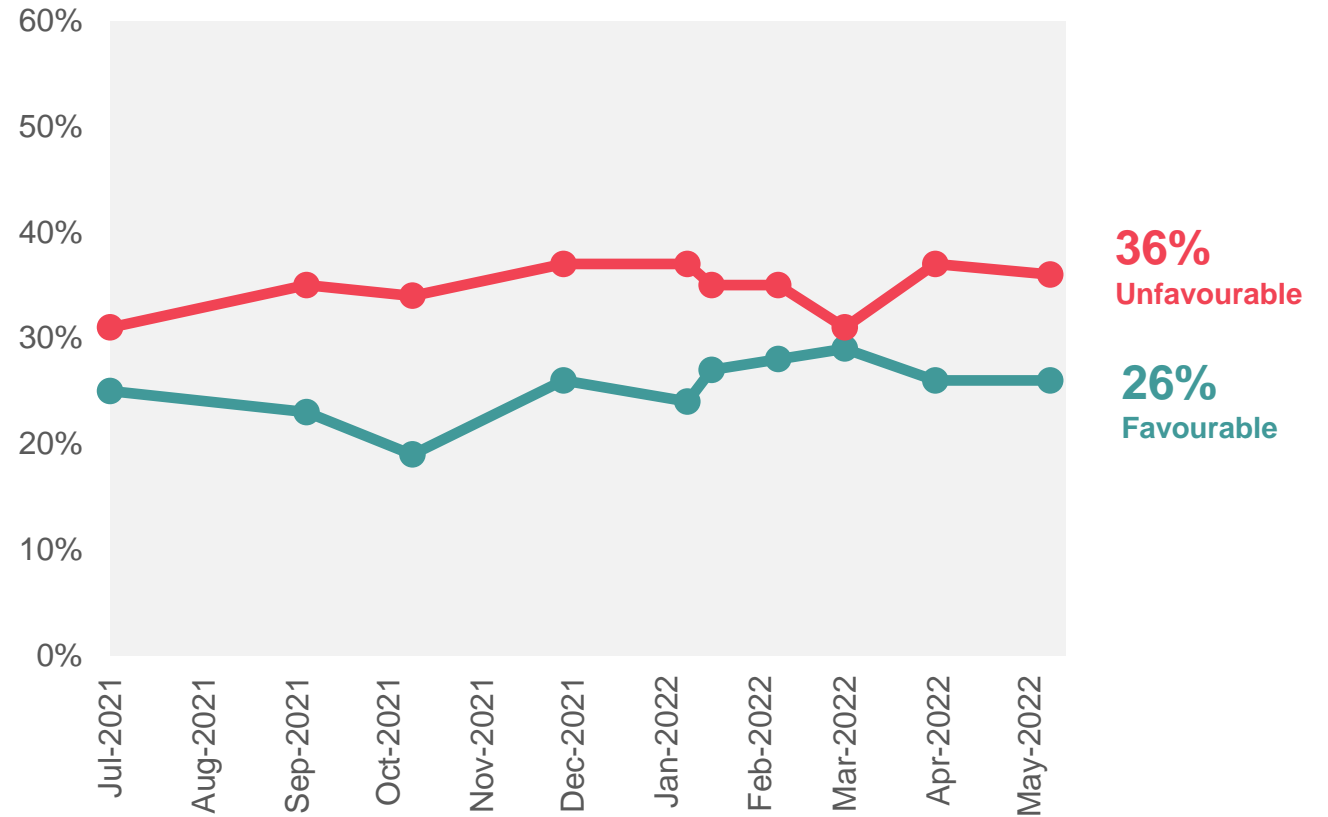
Sajid Javid: Favourability

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

May 2022



July 2021 – May 2022

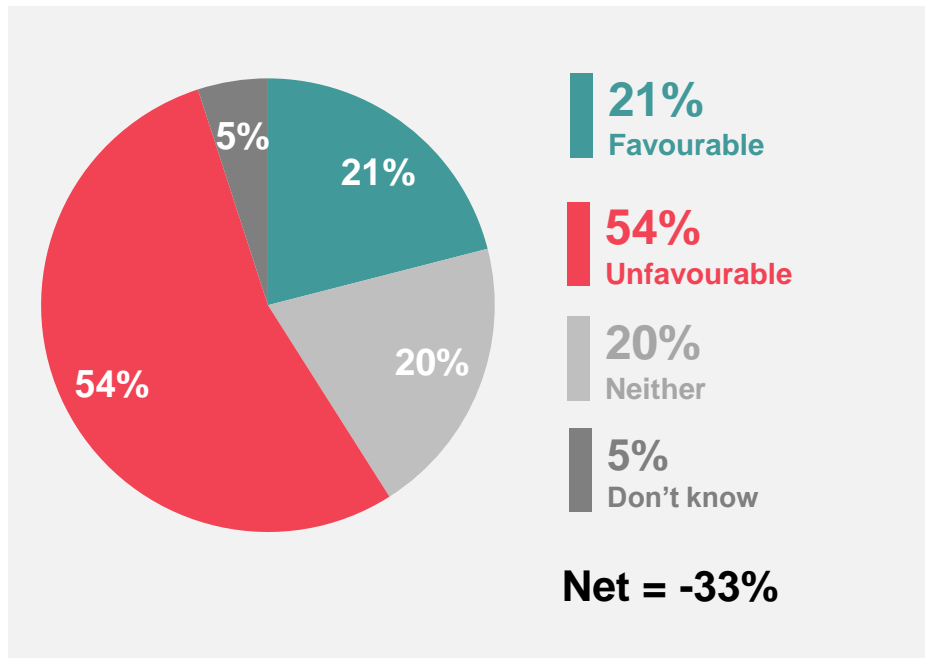


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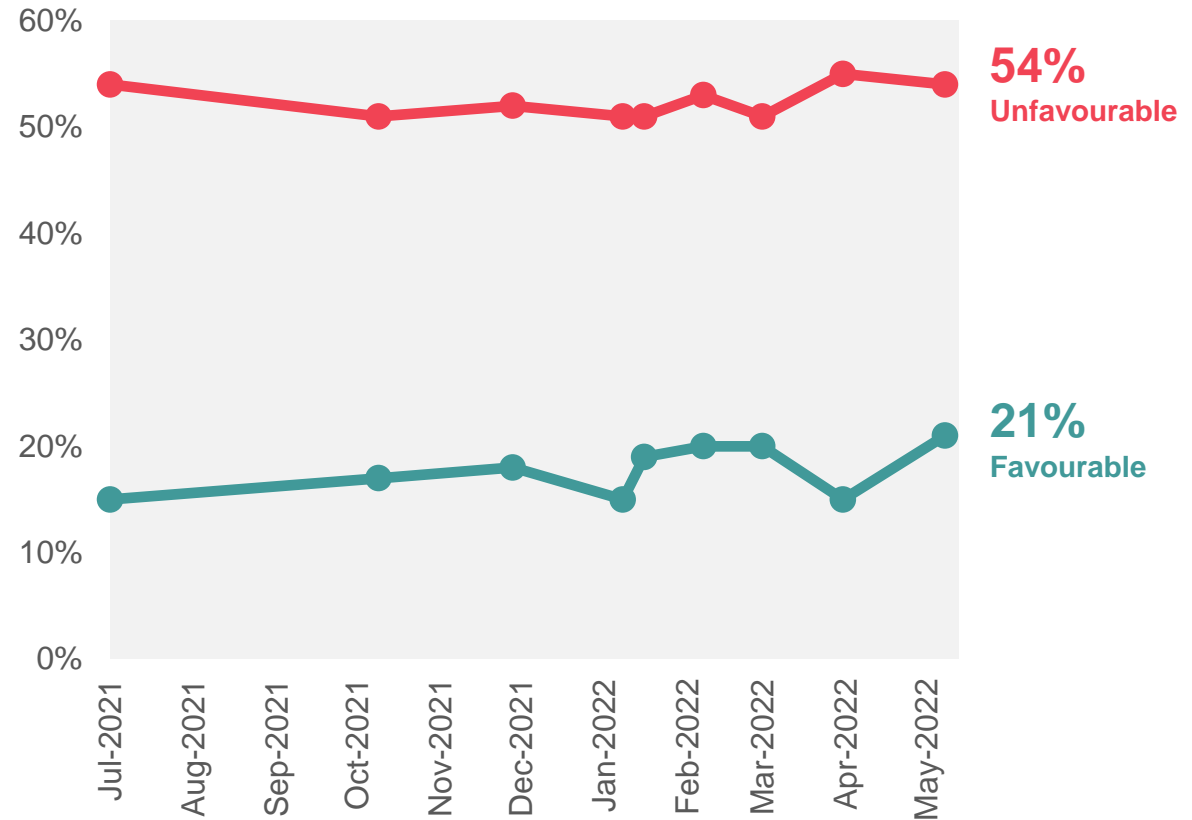
Priti Patel: Favourability

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

May 2022



July 2021 – May 2022

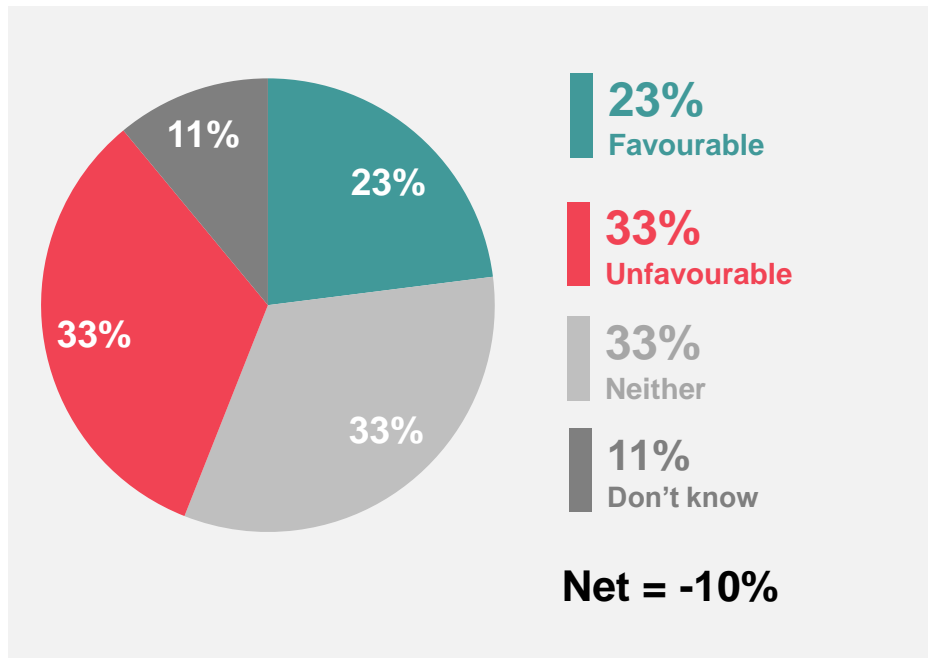


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Liz Truss: Favourability

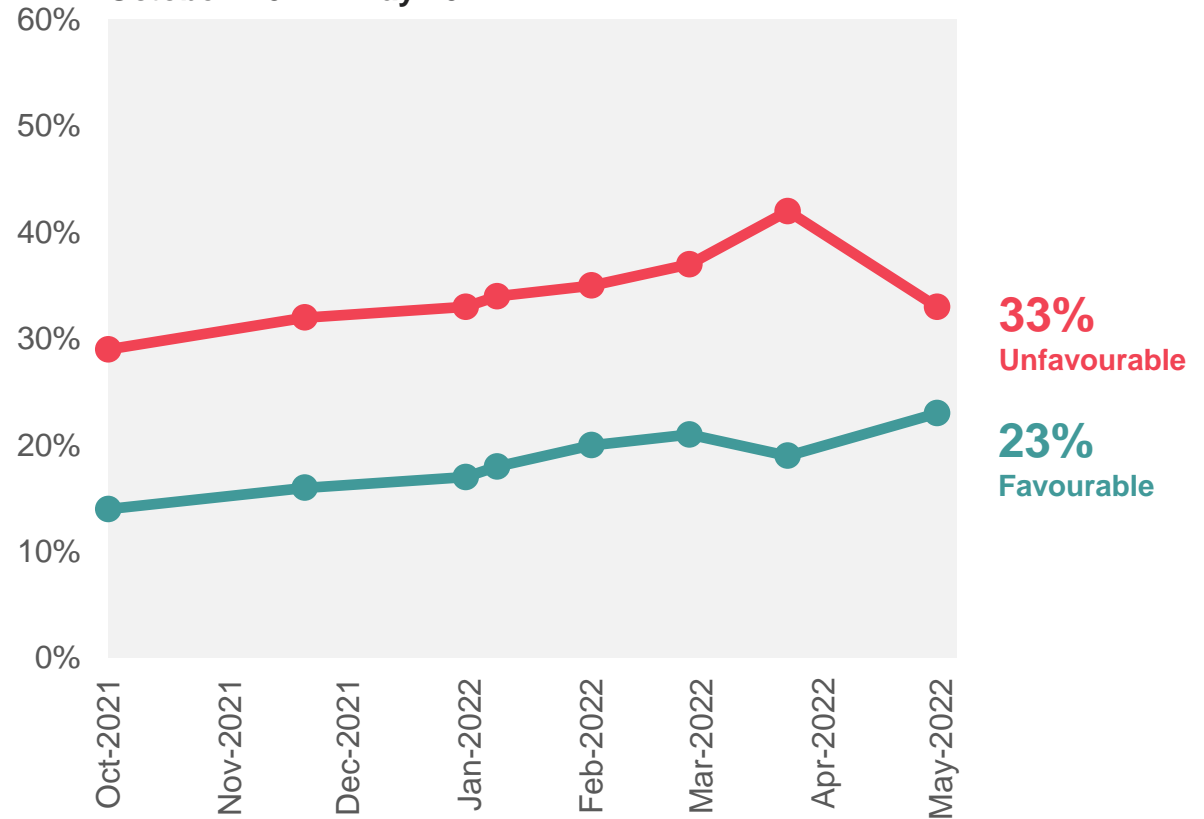
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

May 2022



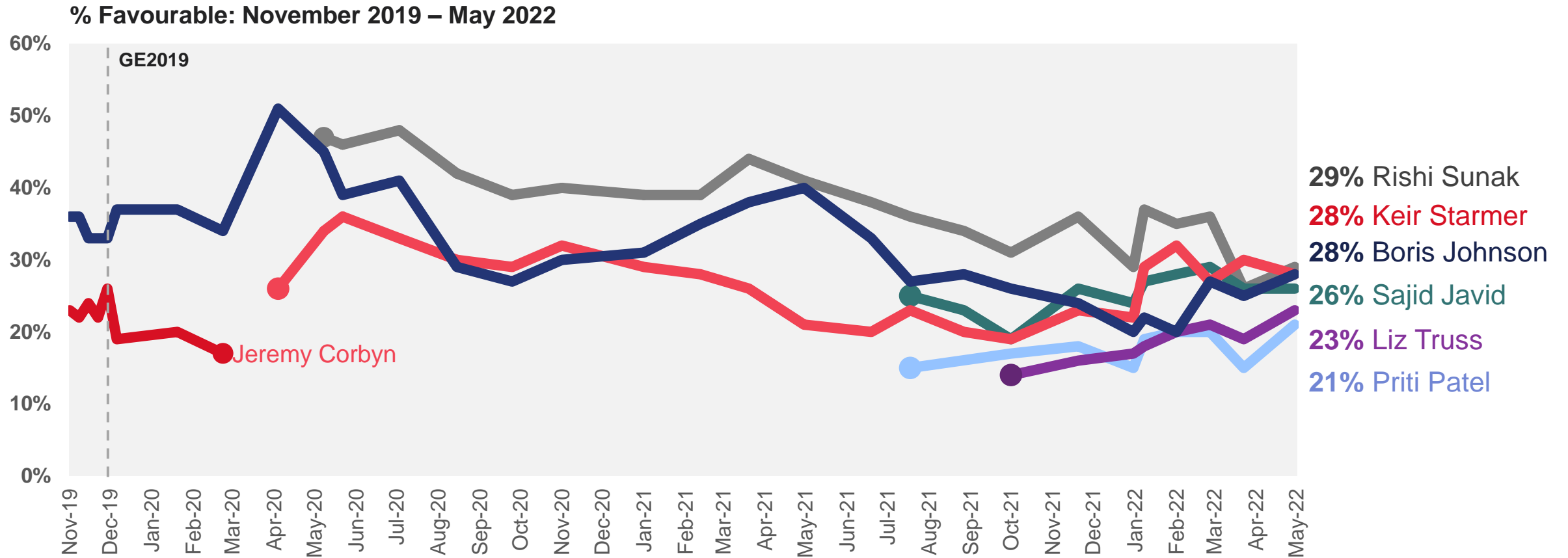
Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

October 2021 – May 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?

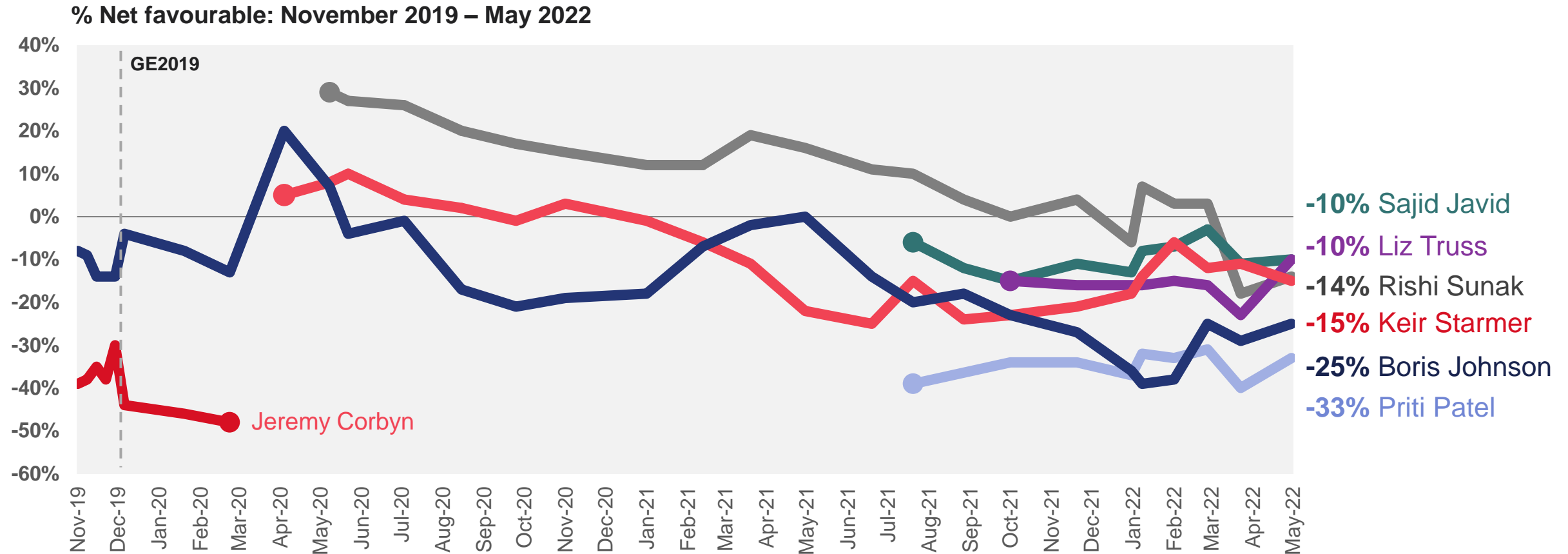


Base: 1134 Online British adults aged 18+, 6th – 10th May 2022



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?

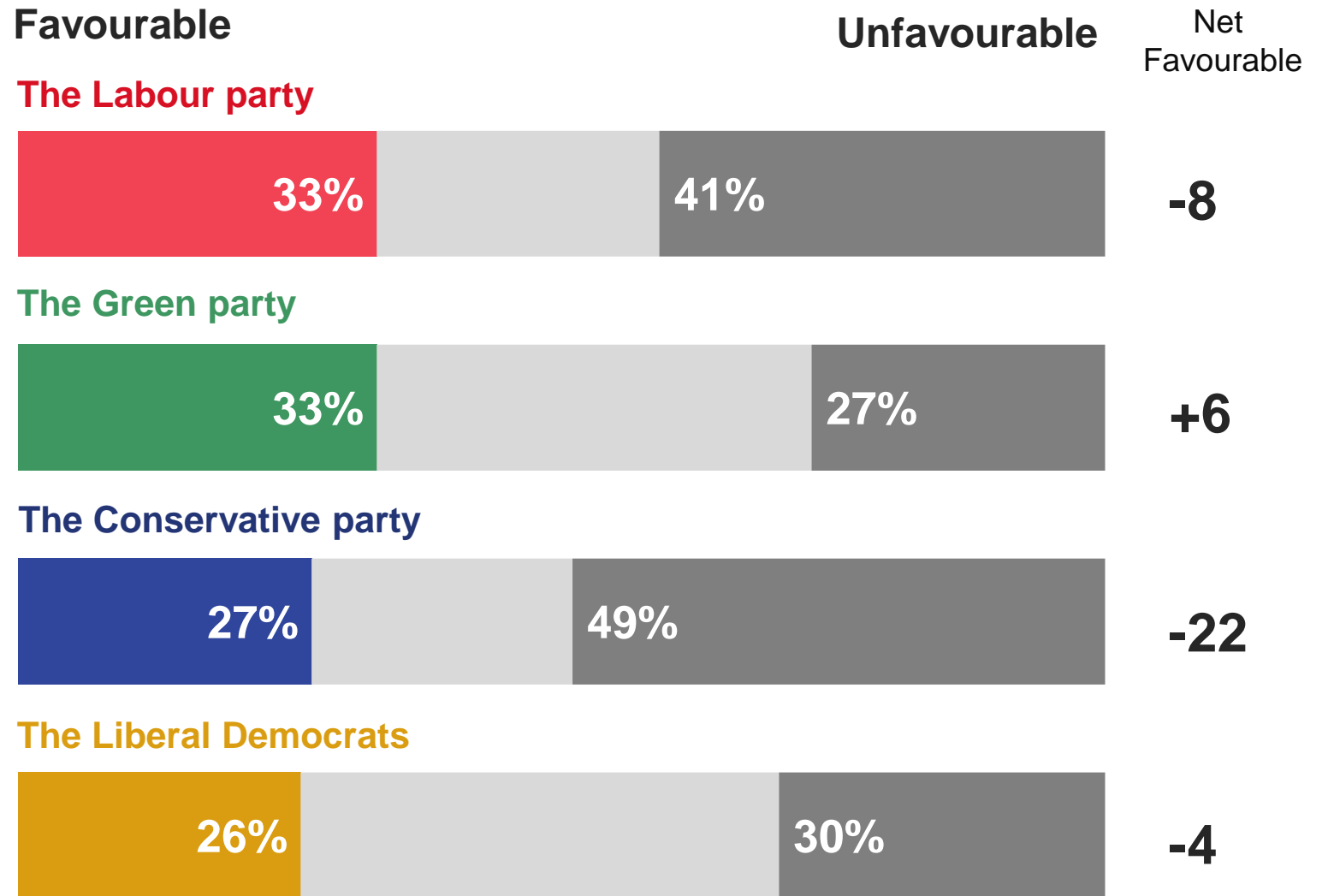


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Favourability towards political parties

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

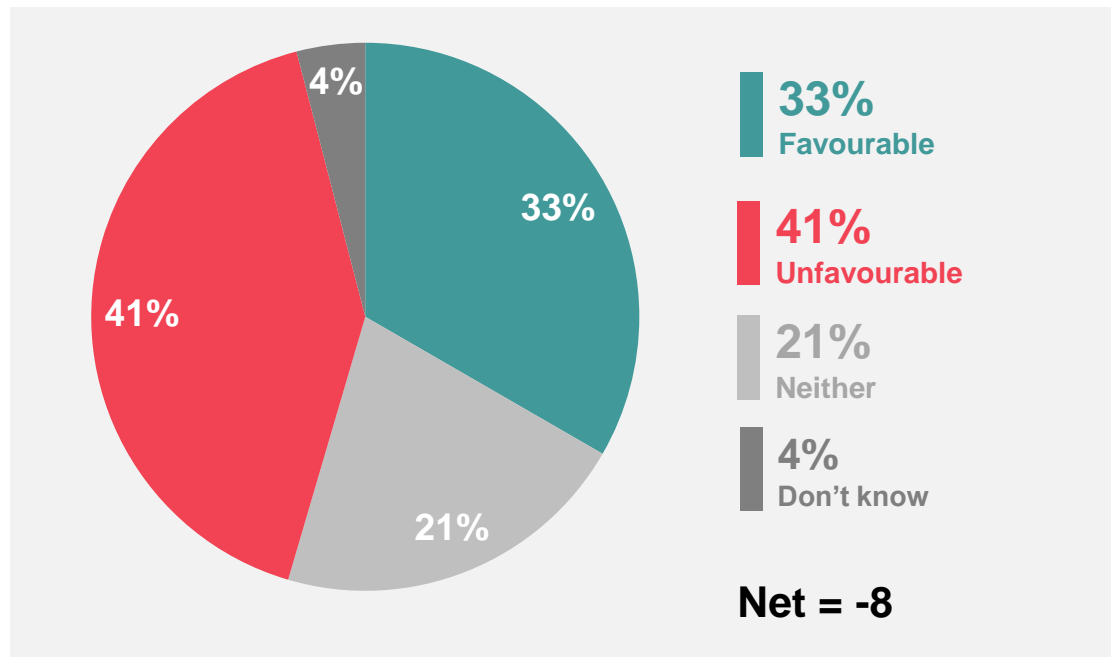


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The Labour party: Favourability

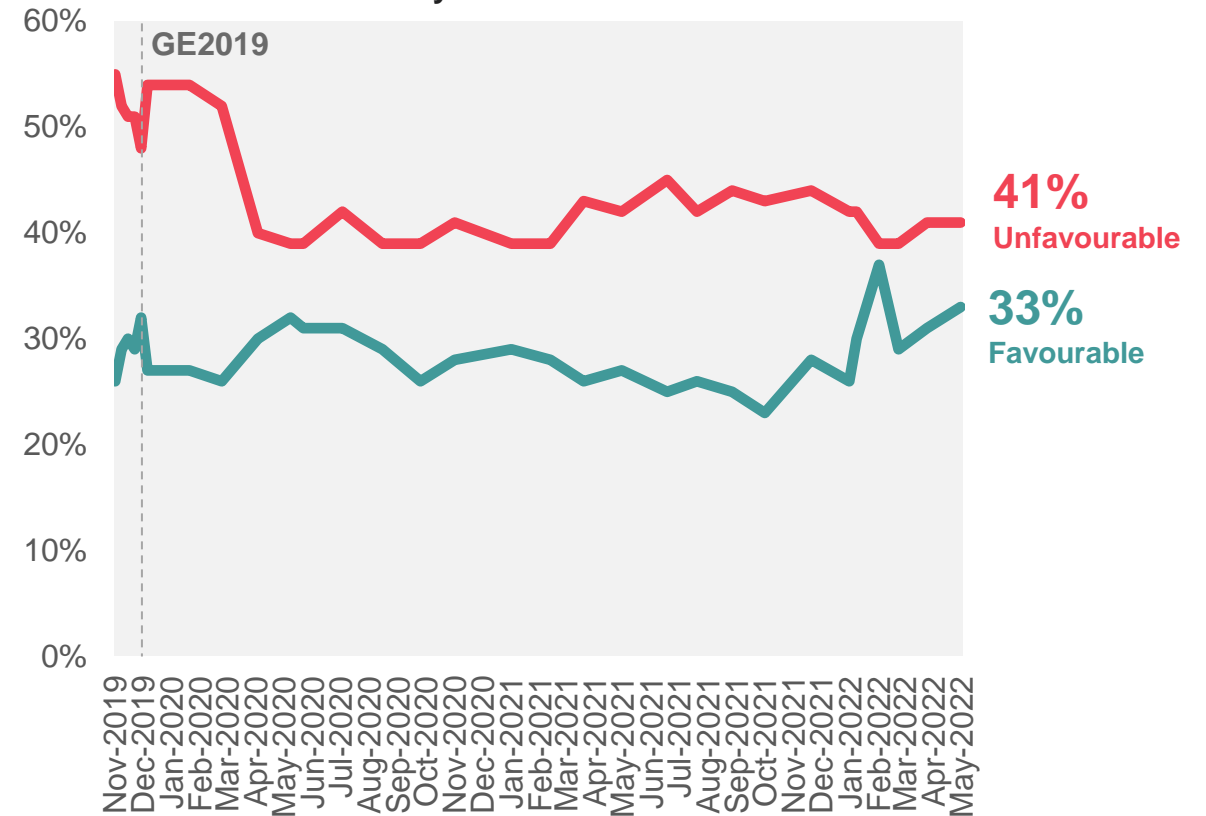
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

May 2022



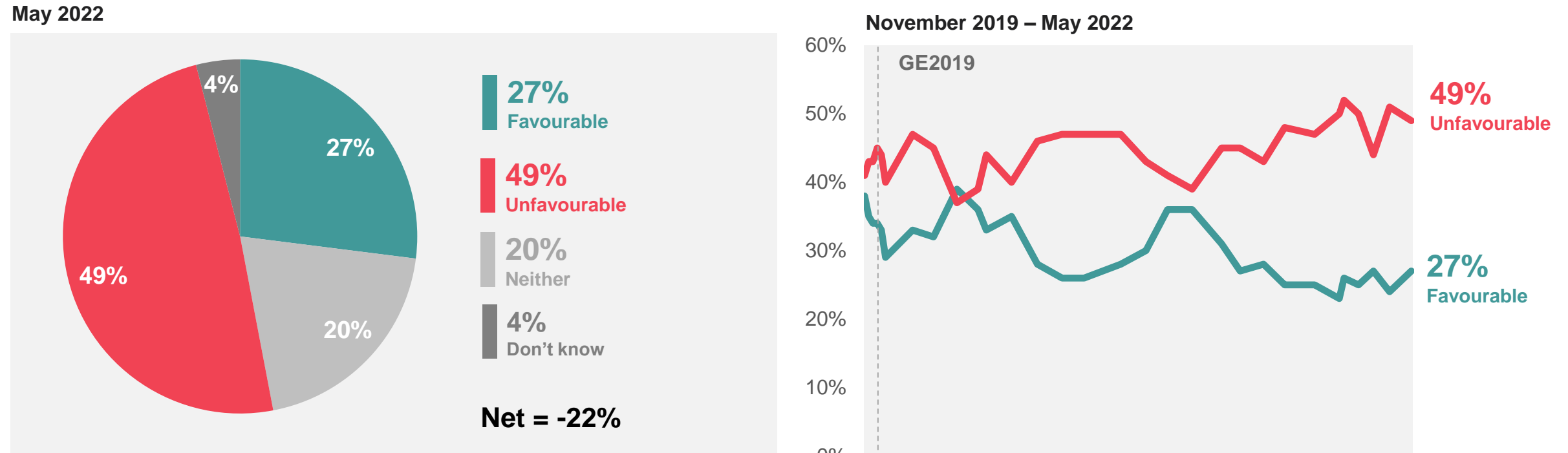
Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

November 2019 – May 2022



The Conservative party: Favourability

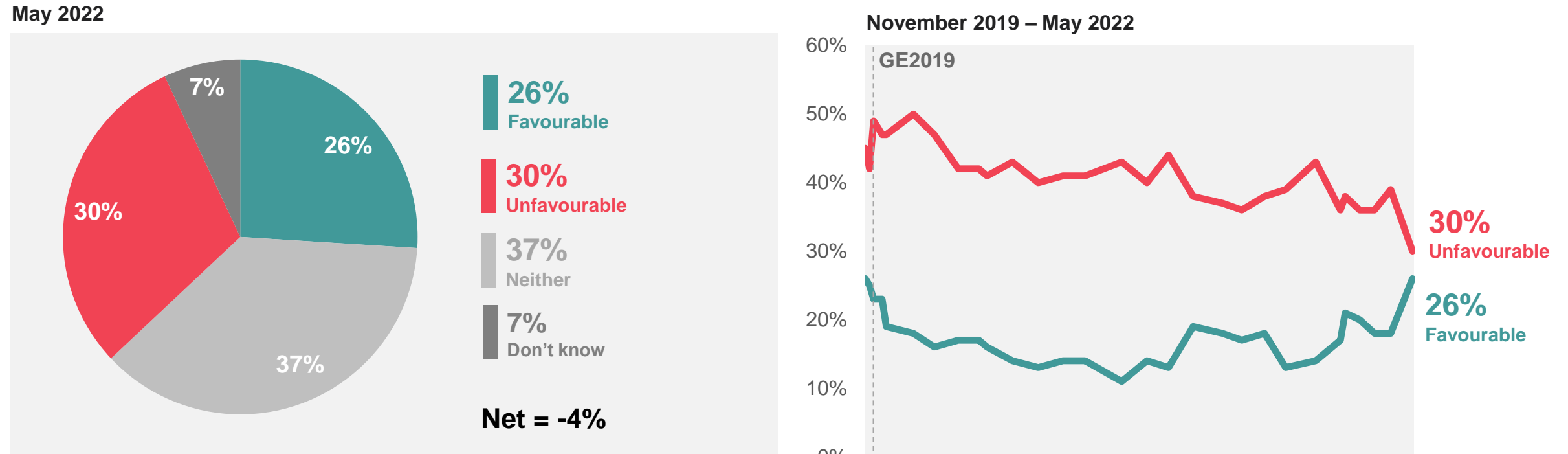
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party



Base: 1134 Online British adults aged 18+, 6th – 10th May 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

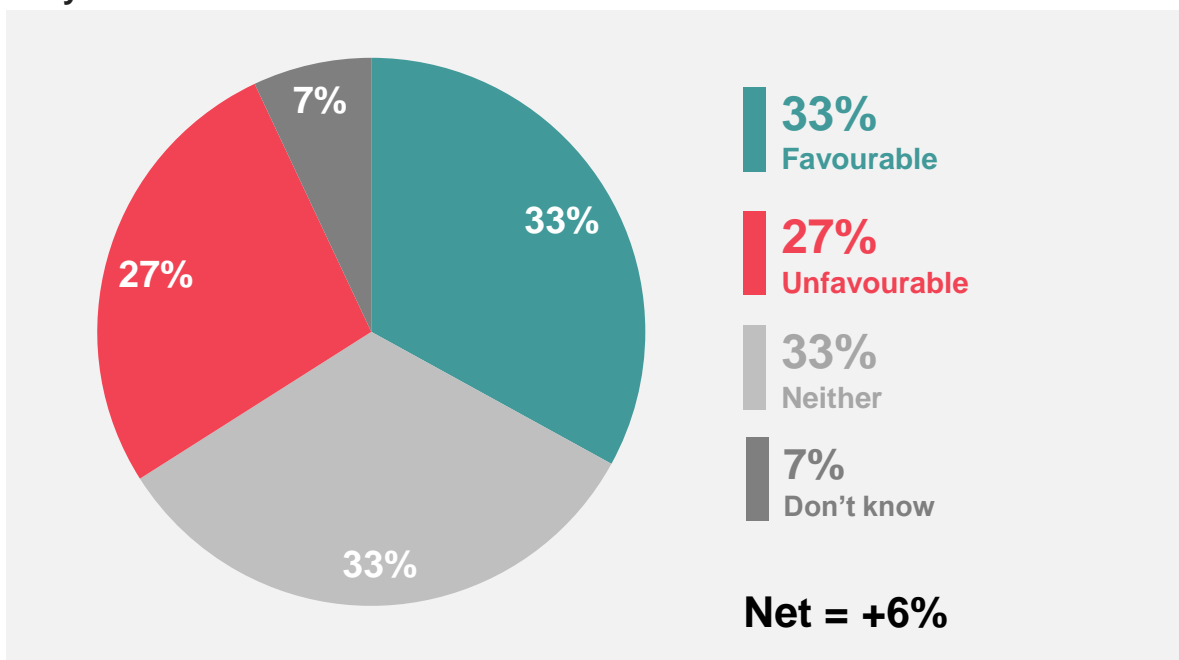


Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

The Green Party: Favourability

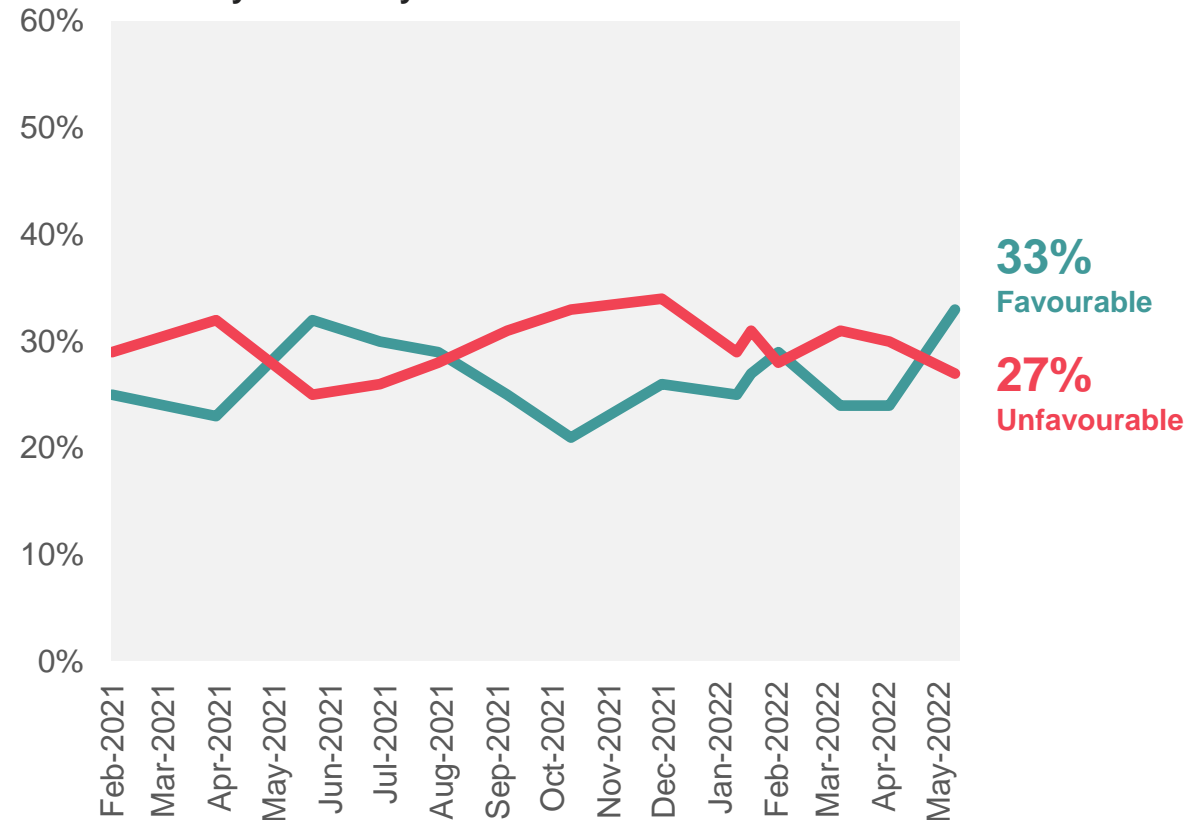
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

May 2022



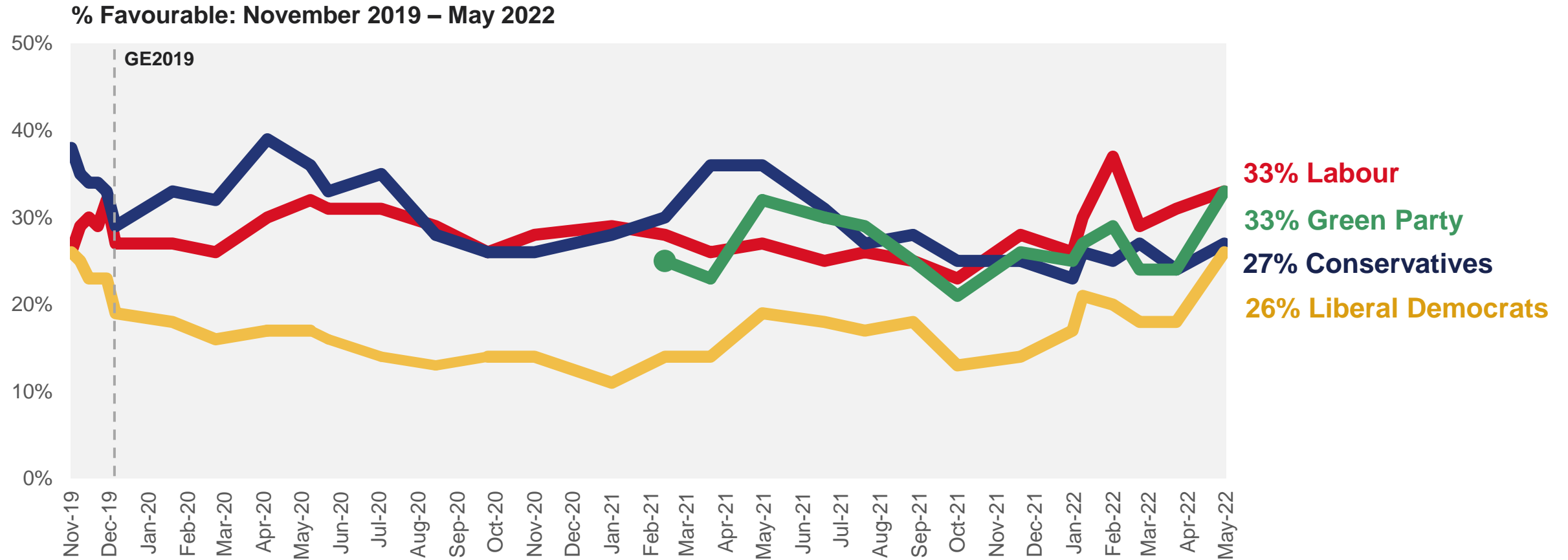
Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

February 2021– May 2022



Political parties: Favourability

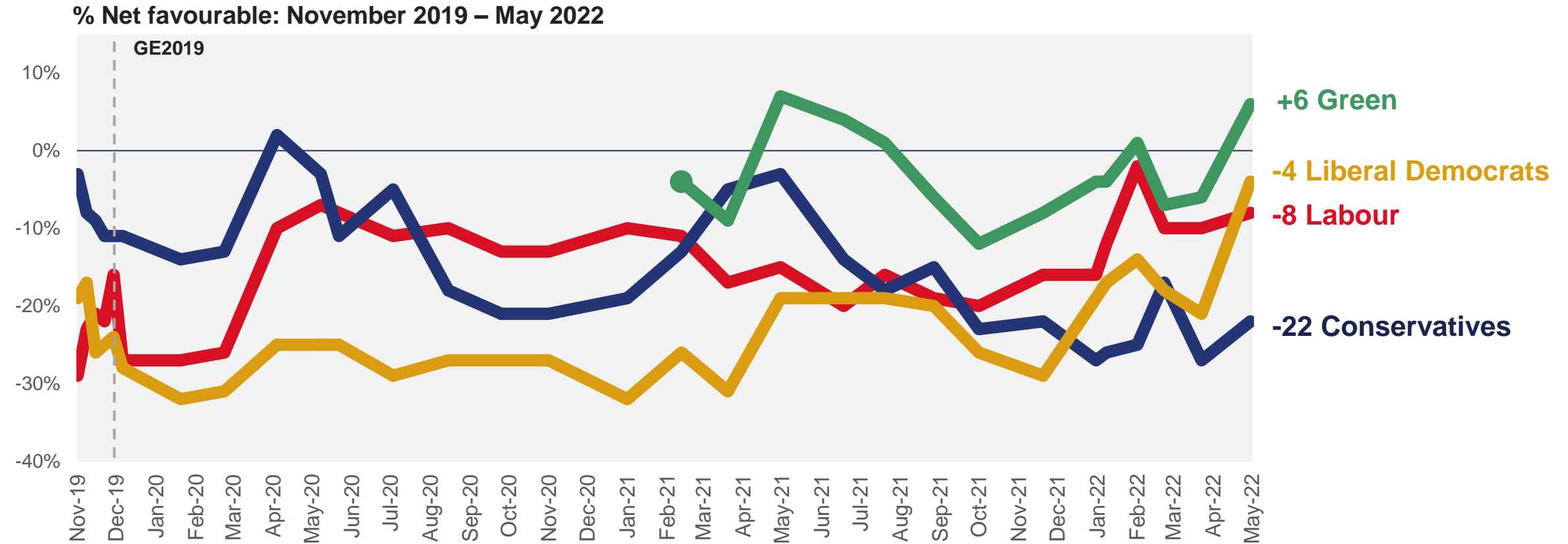
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1134 Online British adults aged 18+, 6th – 10th May 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?



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DIRECTION OF THE COUNTRY

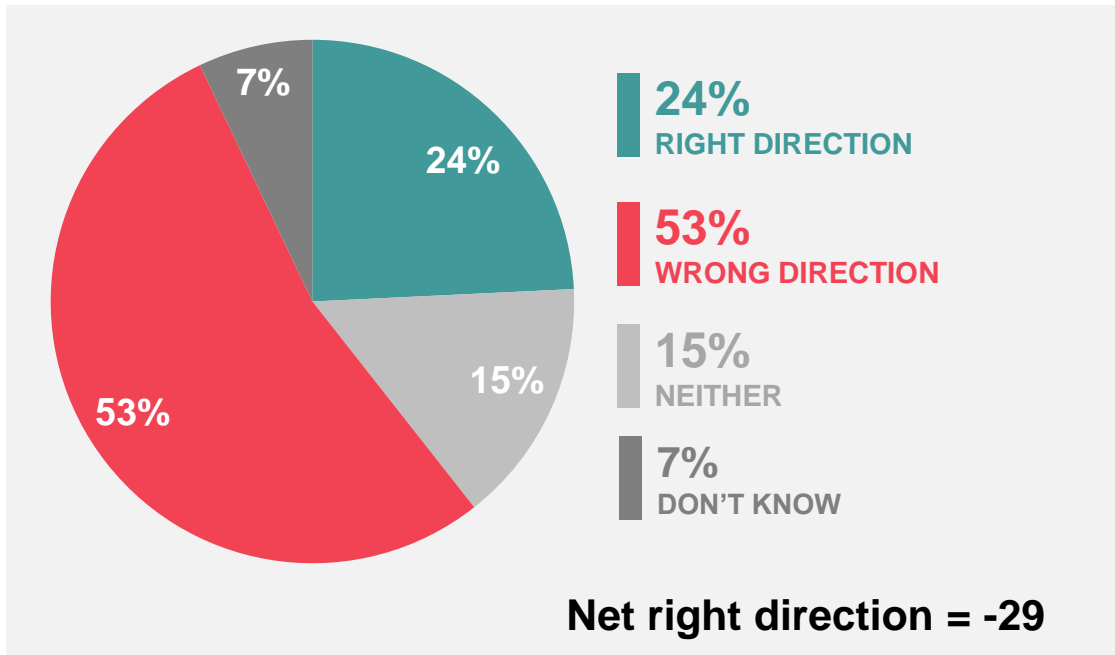
May 2022



Direction of the country

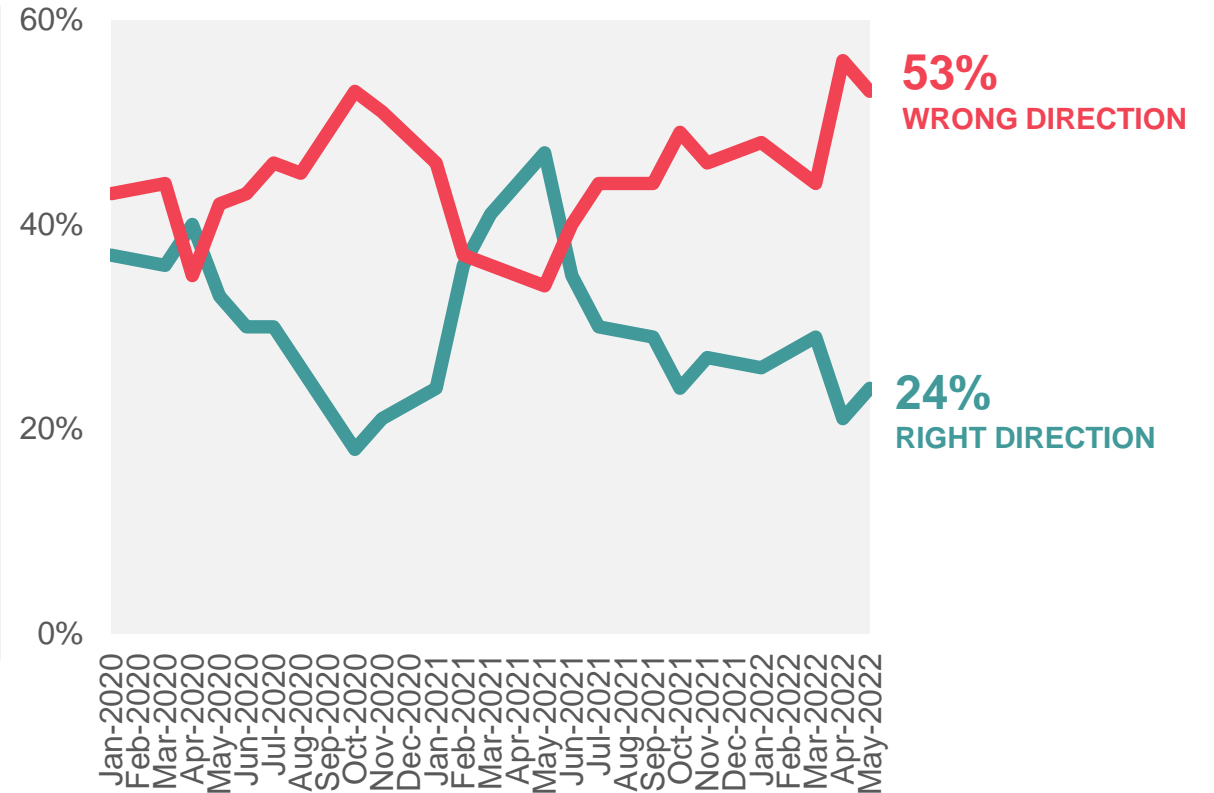
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

May 2022



Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

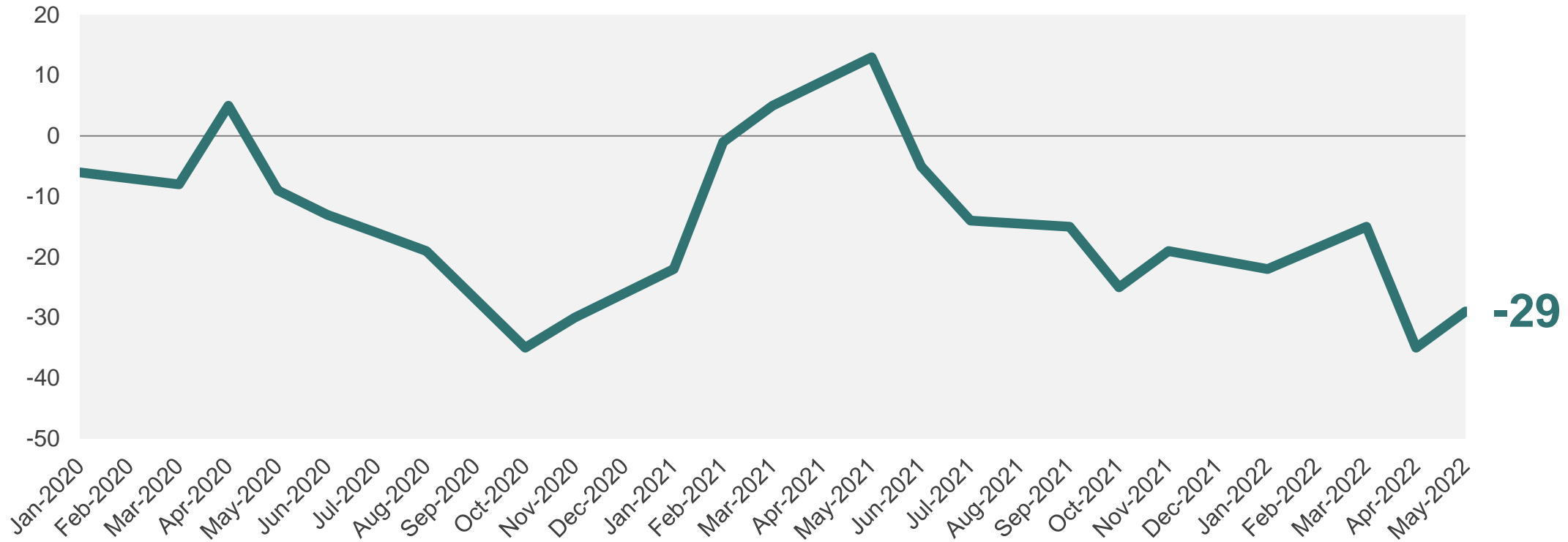
January 2020 – May 2022



Direction of the country: January 2020 – May 2022

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

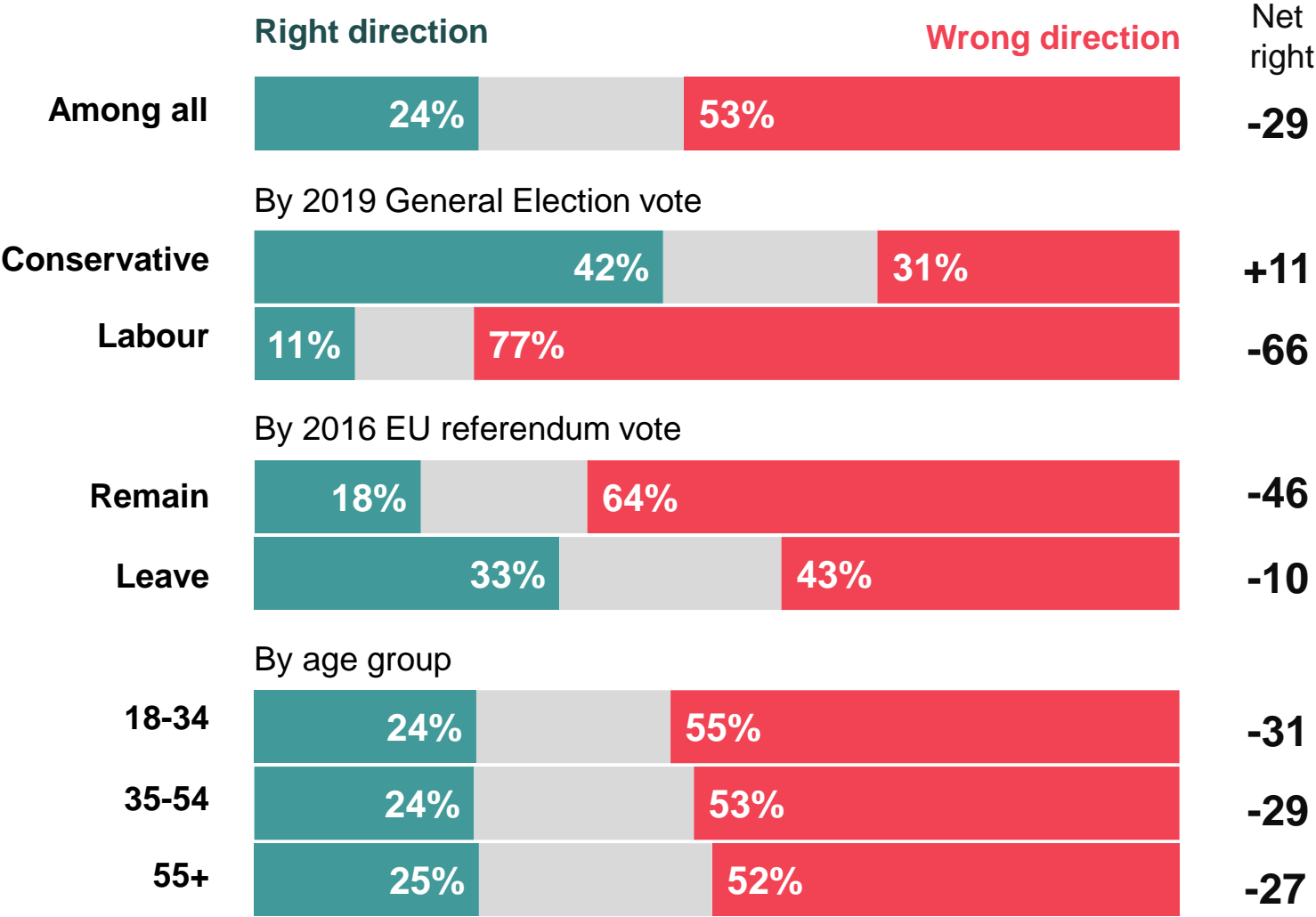
Net right direction



Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

Direction of the country

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



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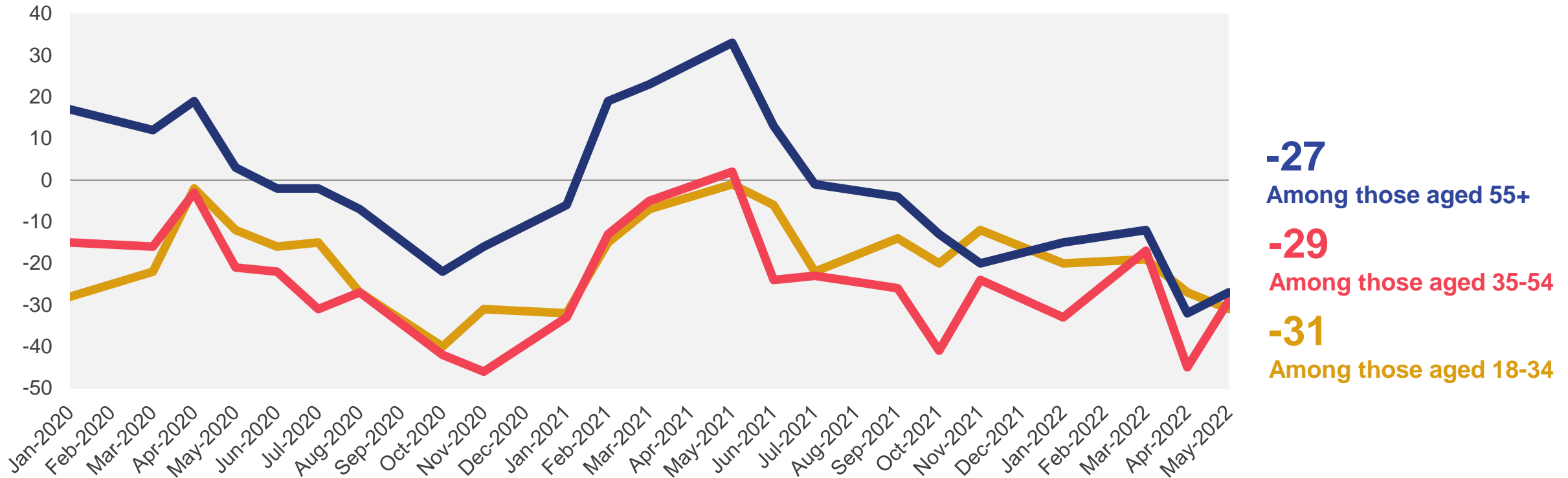
Source: Ipsos



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 – May 2022

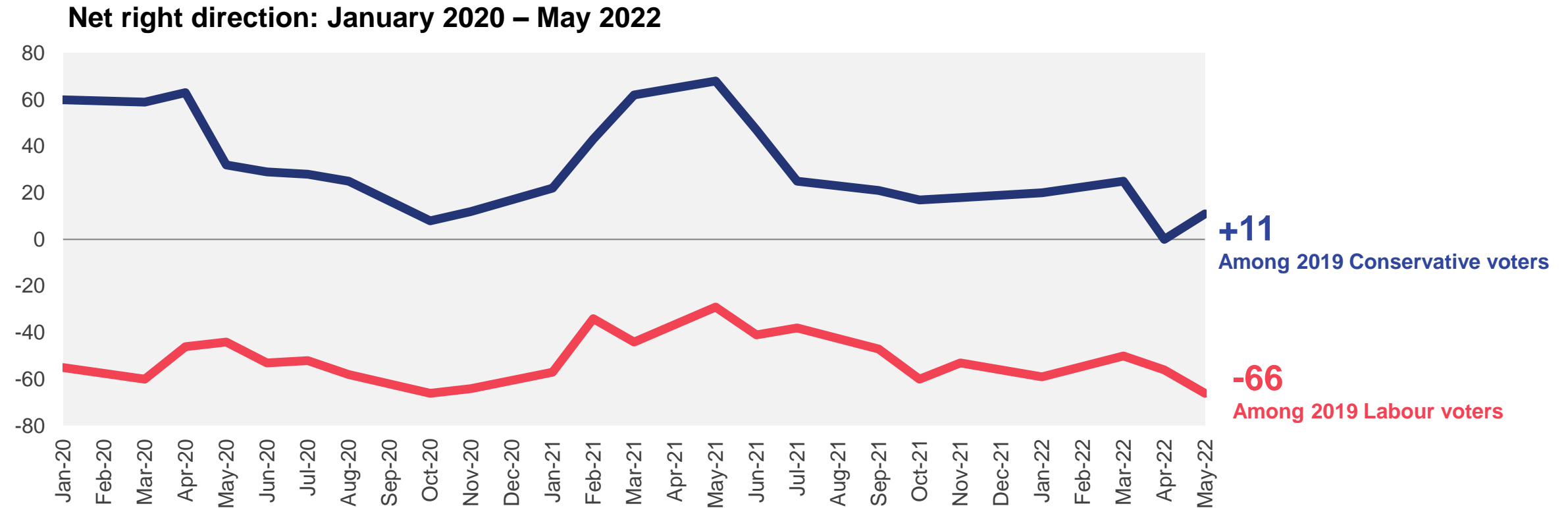


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Direction of the country: By 2019 General Election Vote

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



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BREXIT

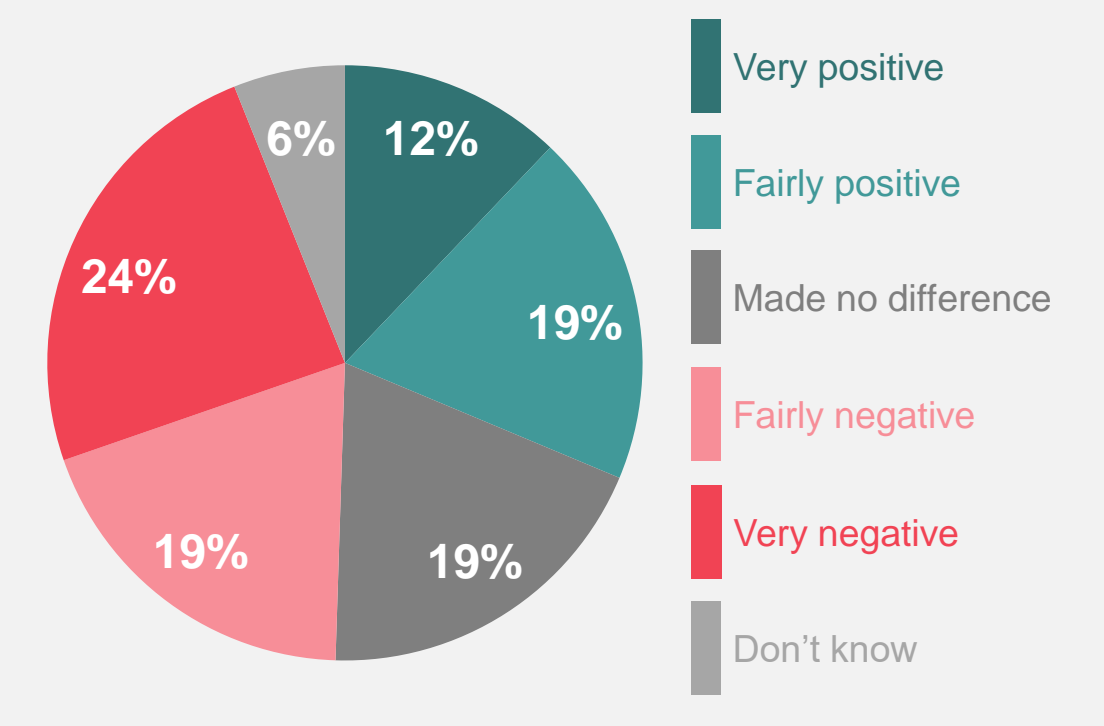
May 2022



Impact of the UK's decision to leave the European Union

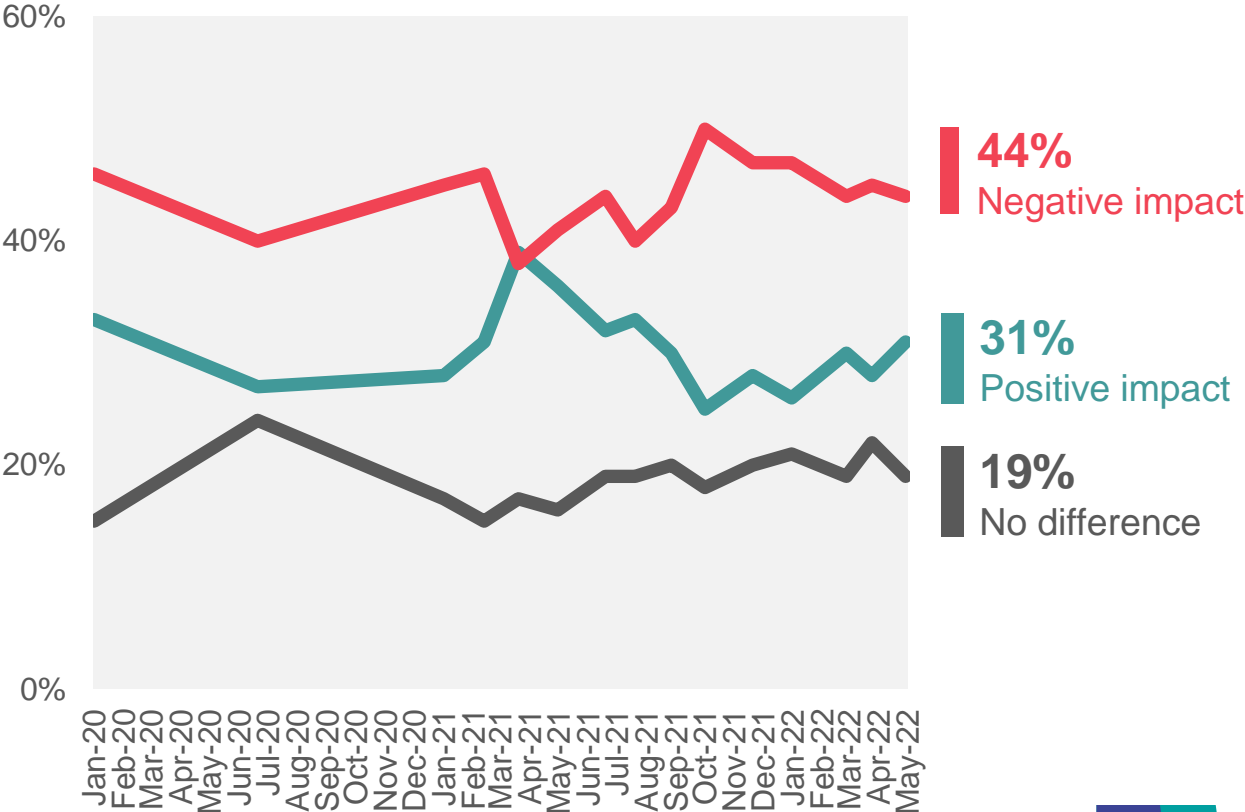
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

May 2022



Base: 1134 Online British adults aged 18+, 6th – 10th May 2022

January 2020 – May 2022





CURRENT AFFAIRS

May 2022

How well is Boris Johnson's Conservative government doing?

Would you say that the current Conservative government, led by Prime Minister Boris Johnson, is doing well or badly at running the country, or do you not have an opinion?

Very/ fairly well Neither well nor badly Very/ fairly badly Don't know

May 2022



July 2021



June 2021



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

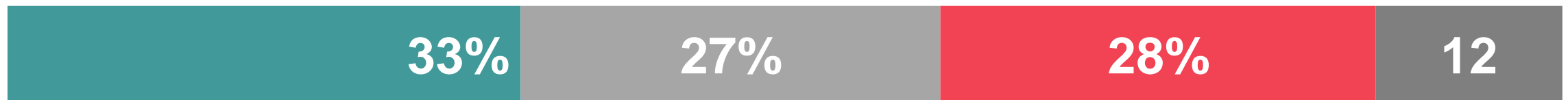
Now imagine that Labour were in government and Keir Starmer was Prime Minister. Do you think a Labour government led by Starmer would do a better job running the country than the current government, a worse job, or would it make no difference?

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

May 2022



February 2022



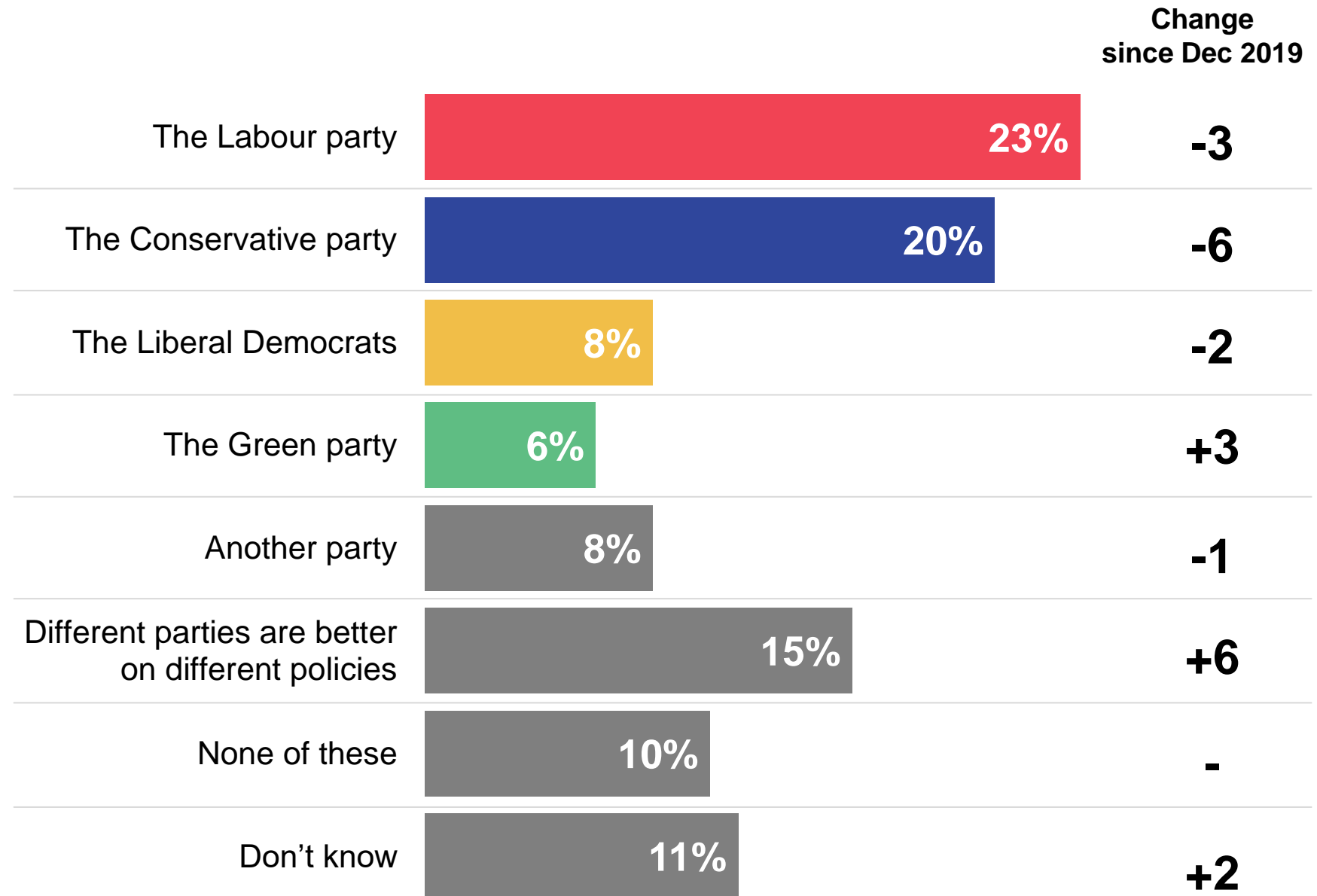
June 2021



Base: 1134 Online British adults aged 18+, 6th May – 10th May 2022

Which party has the best policies?

Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?



Base: 1,134 Online British adults aged 18+, 6th – 10th May 2022

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

6-10 May 2022



14-18 January 2022



7-10 January 2022



Base: 1,134 Online British adults aged 18+, 6th – 10th May 2022

Ipsos UK

Political Pulse May 2022

For more information

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