

# IPSOS UK POLITICAL PULSE

June 2022



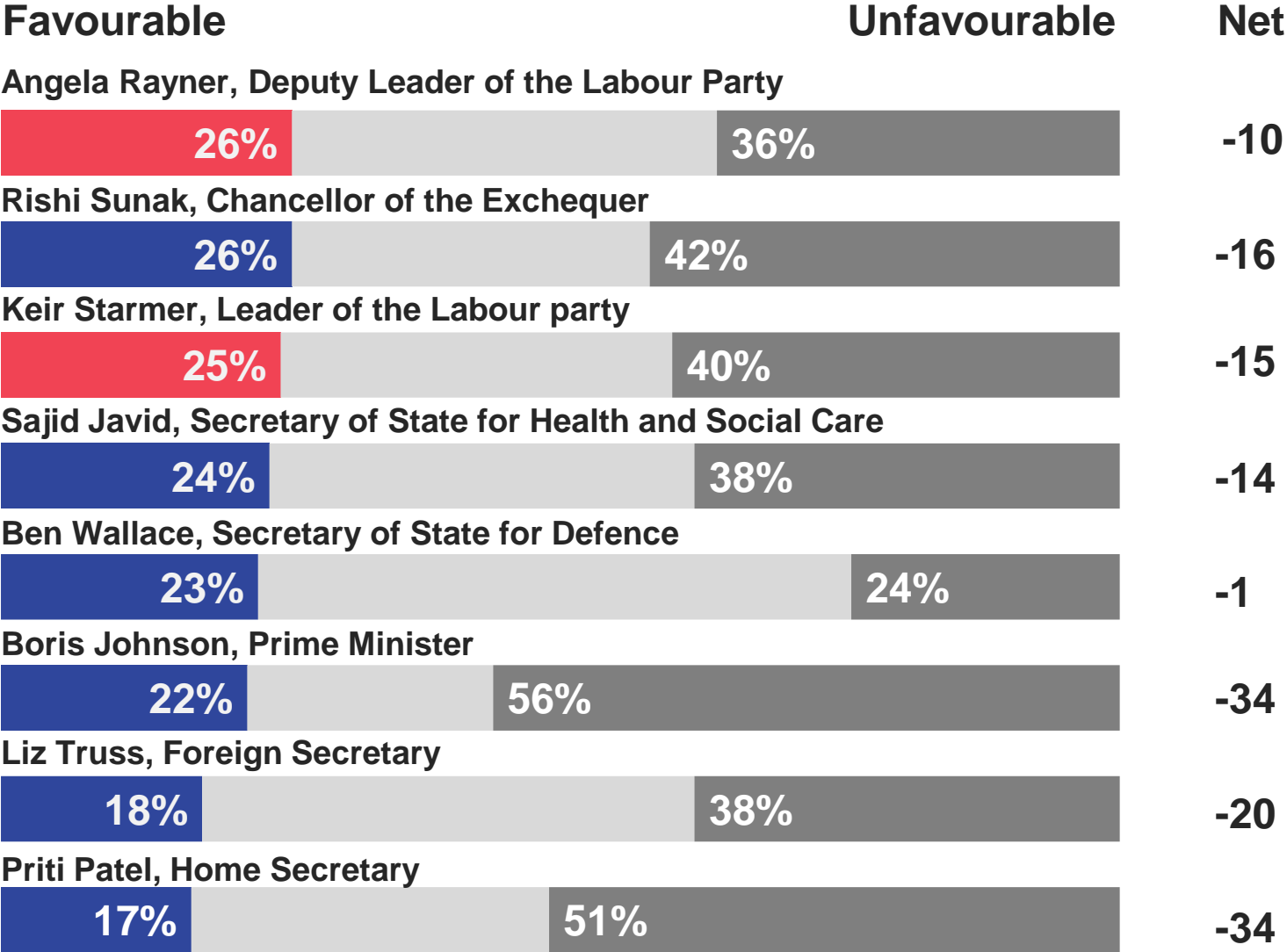


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

June 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?



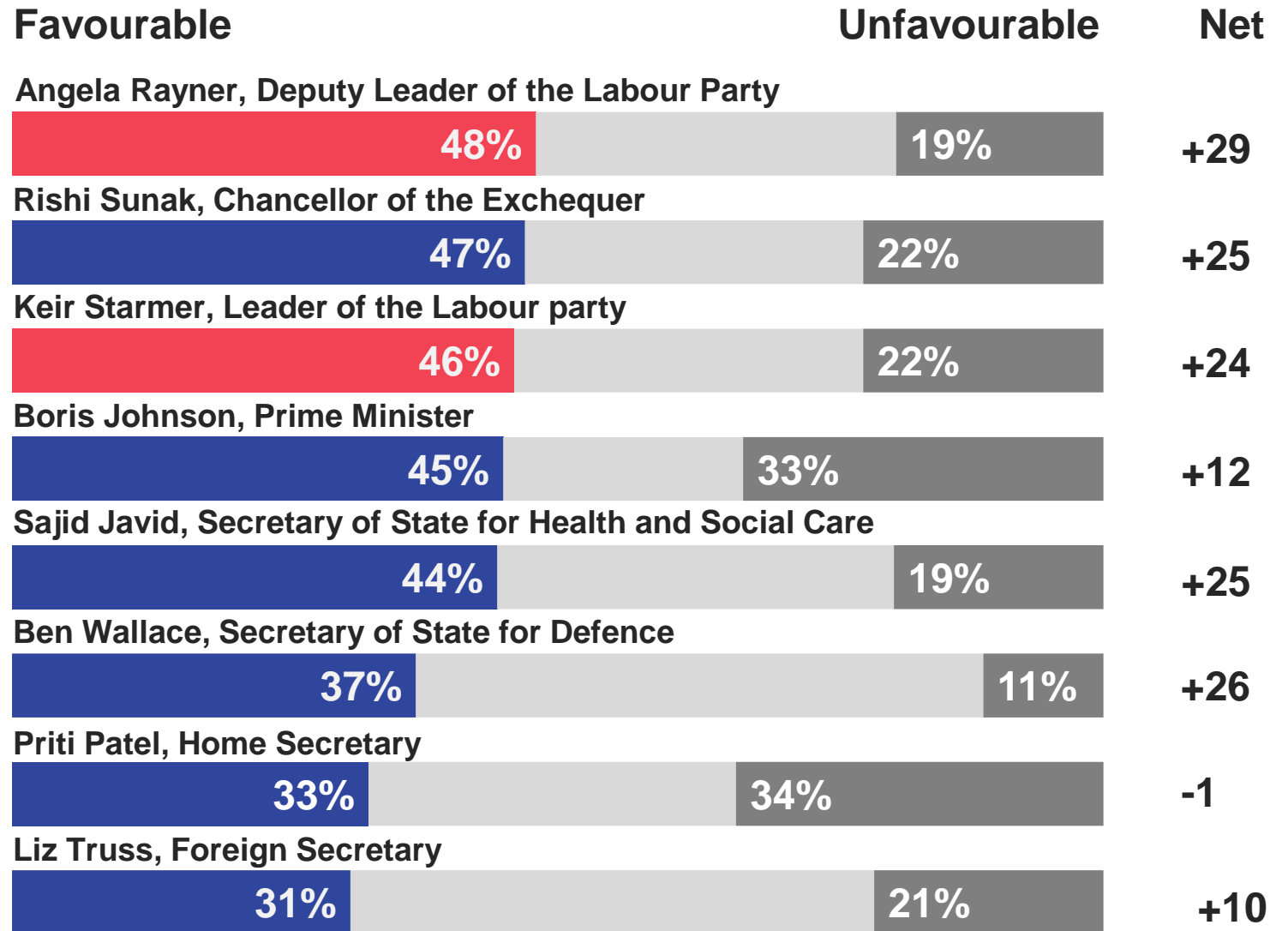
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022



# 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?



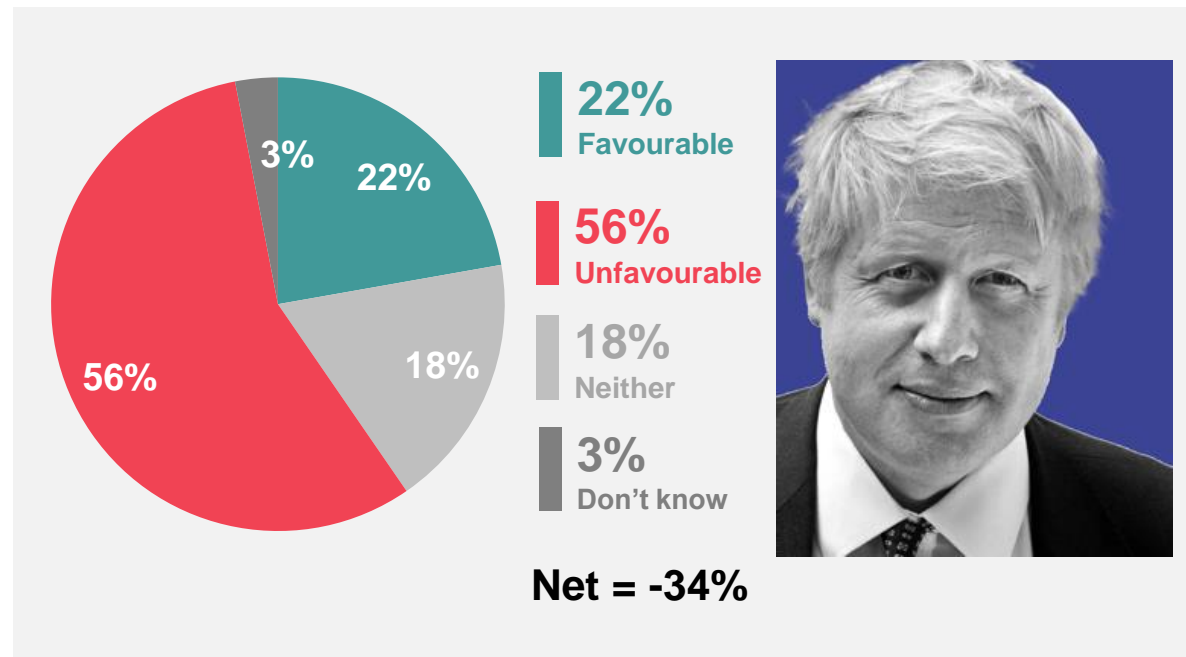
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022. Including 344 2019 Conservative Party Voters and 292 2019 Labour Party Voters



# Boris Johnson: Favourability

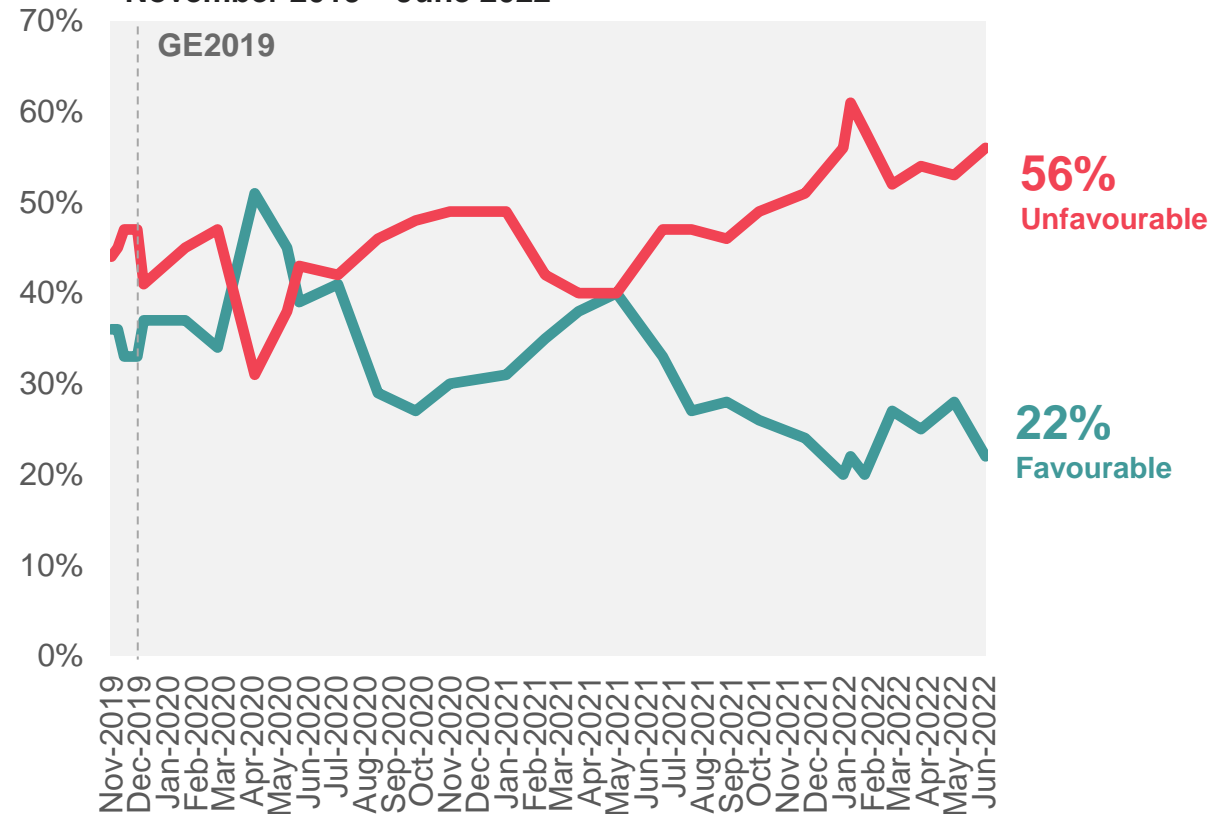
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

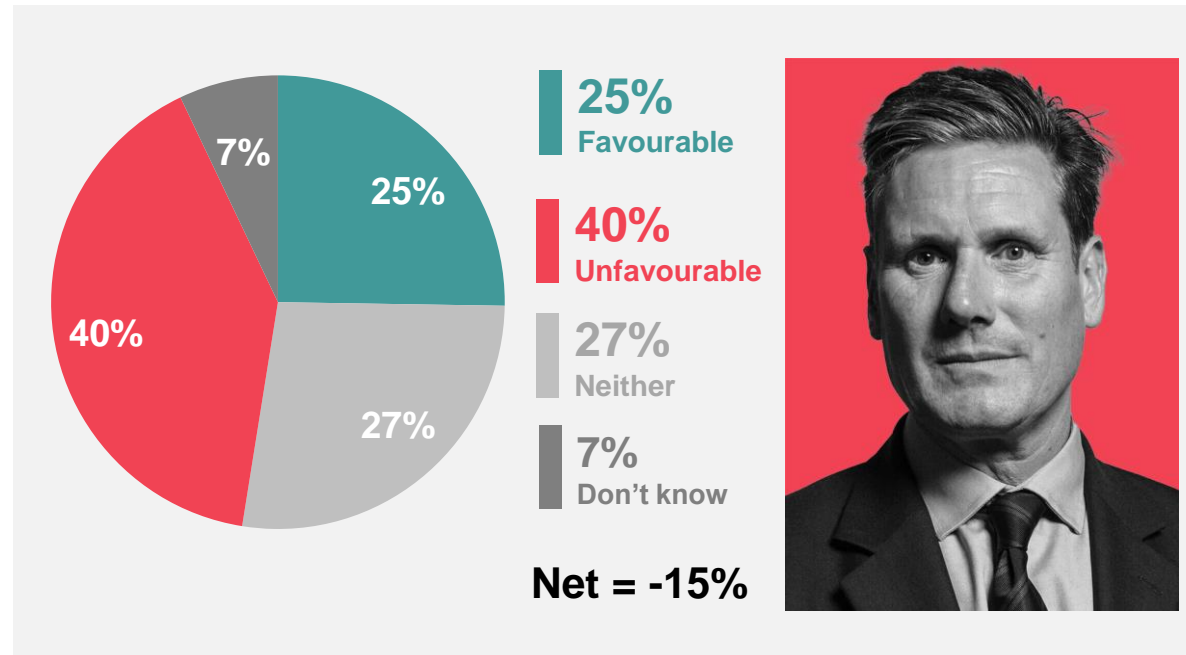
November 2019 – June 2022



# Keir Starmer: Favourability

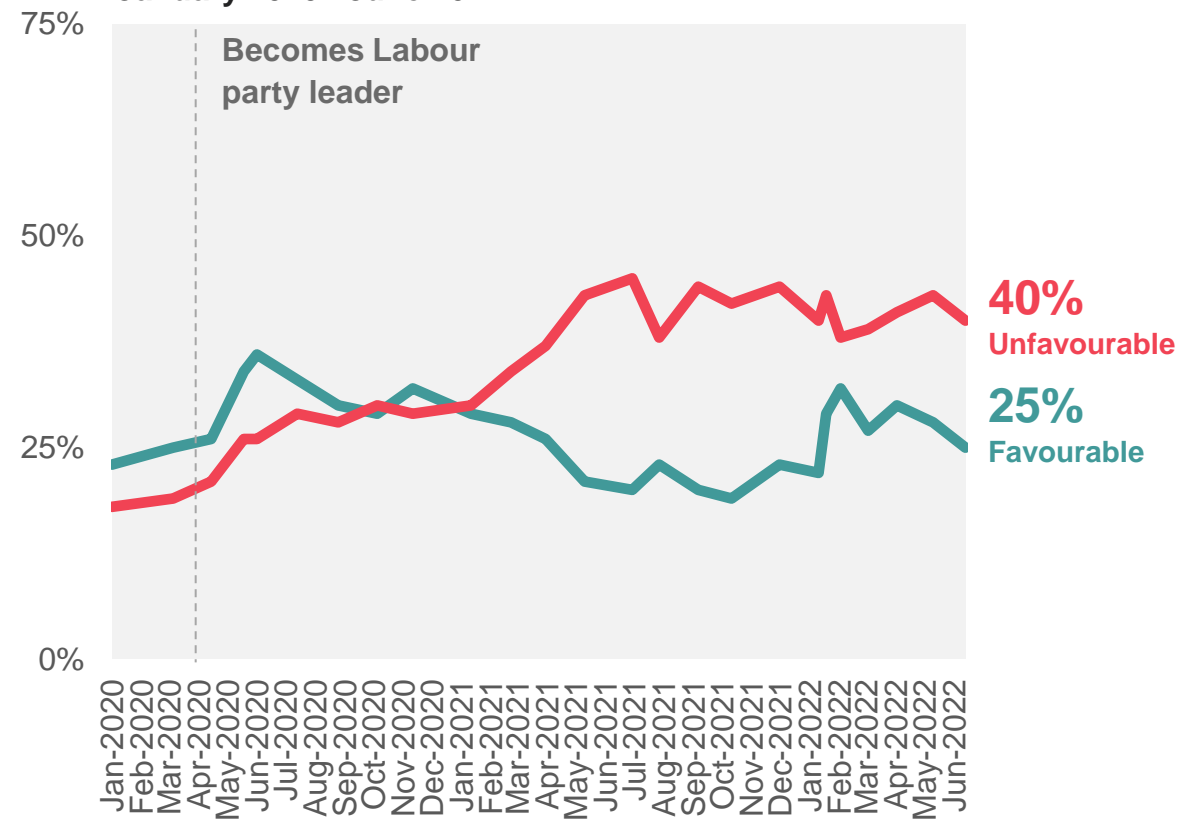
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

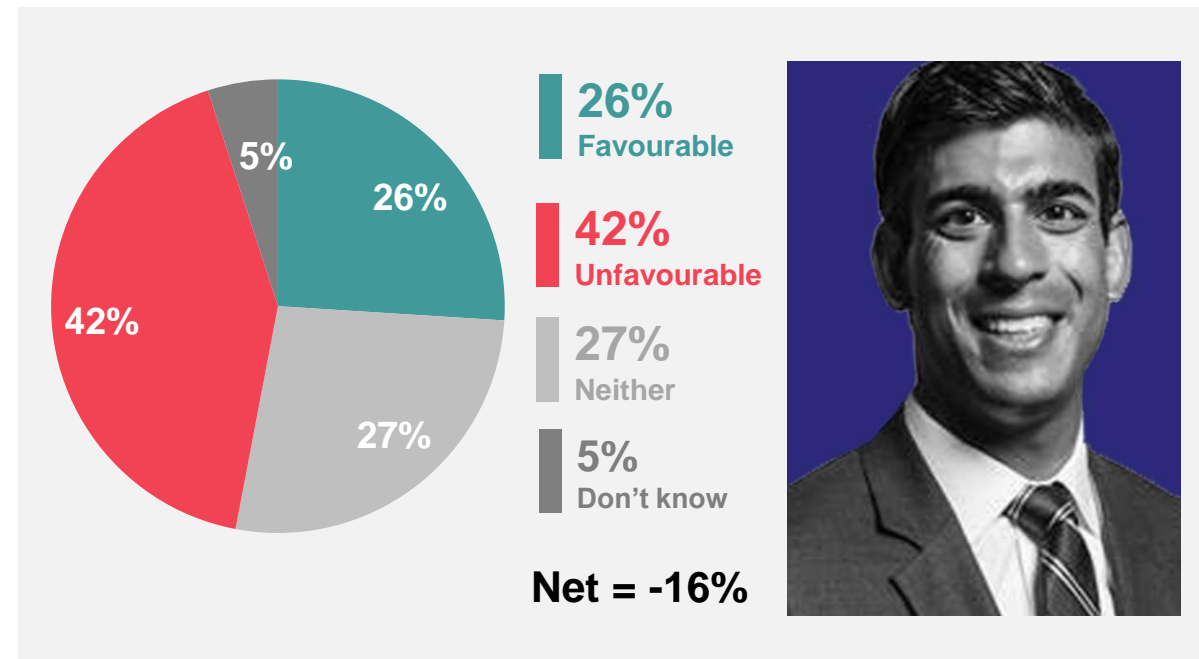
January 2020 - June 2022



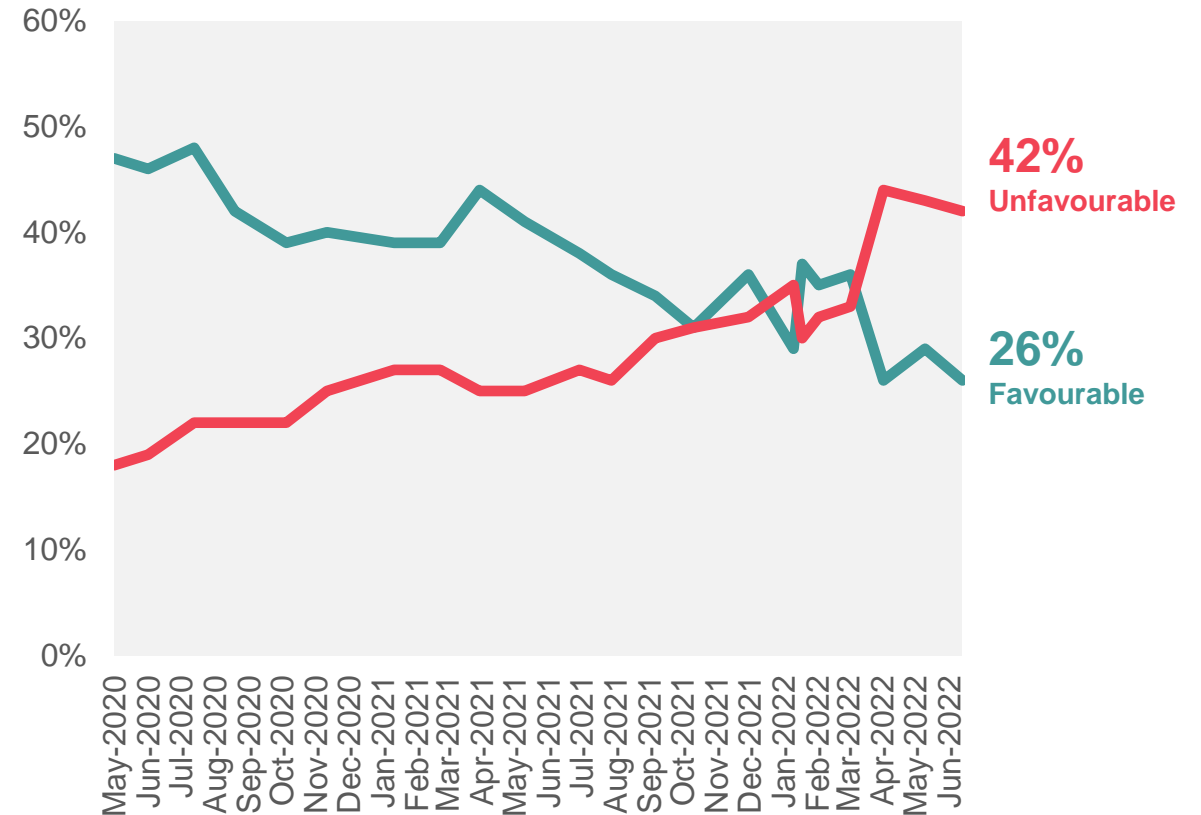
# Rishi Sunak: Favourability

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

June 2022



May 2020 – June 2022

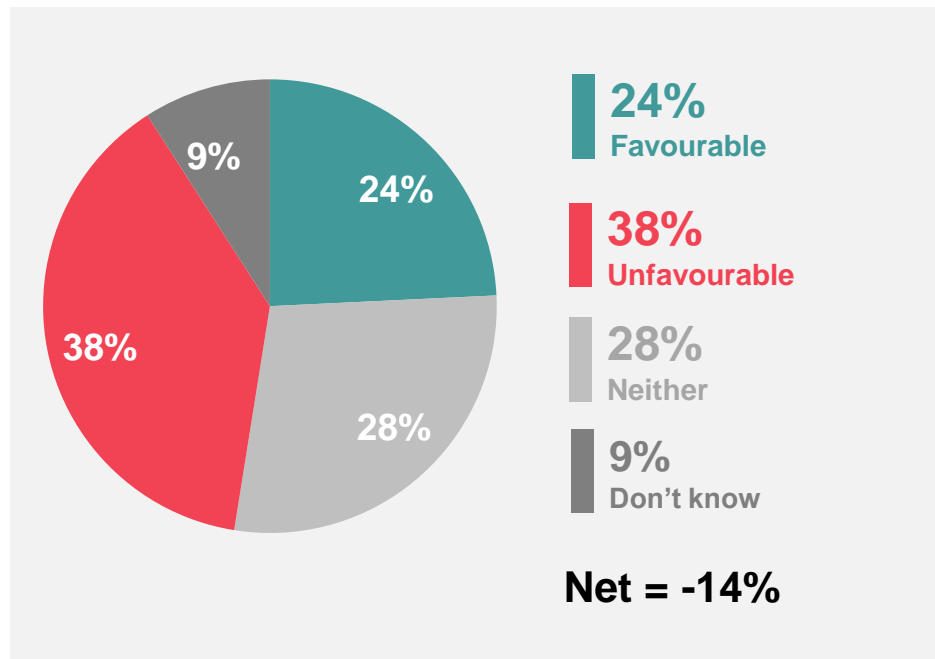


Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

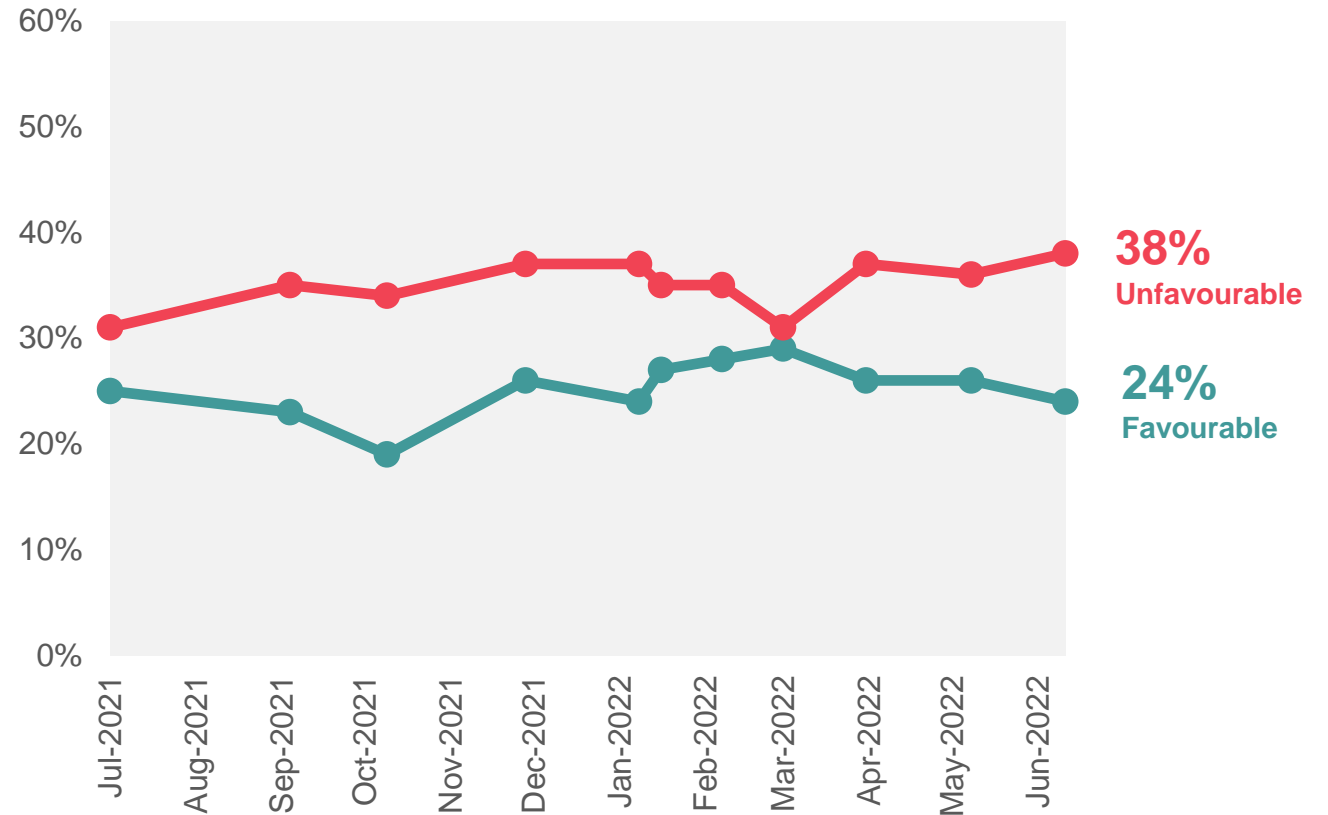
# Sajid Javid: Favourability

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

June 2022



July 2021 – June 2022



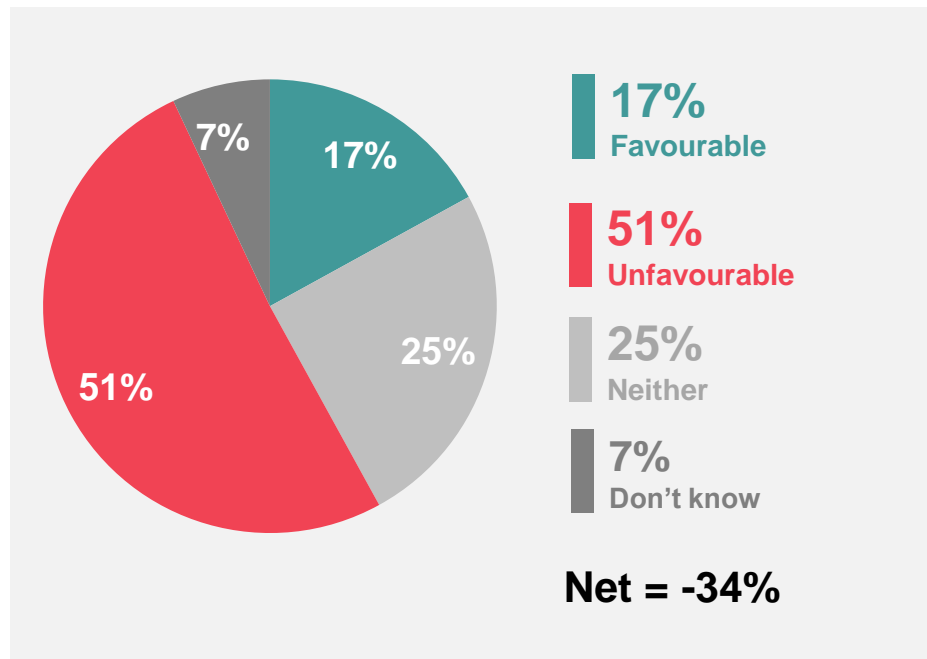
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022



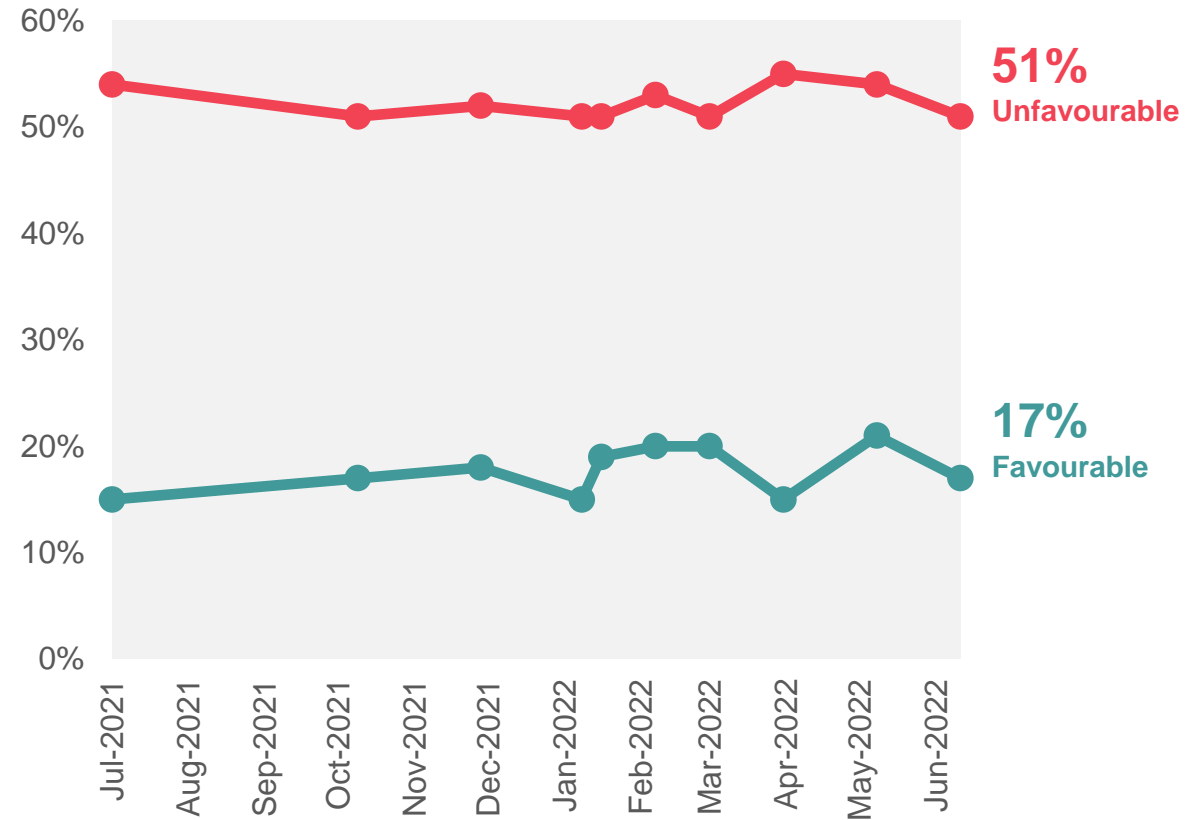
# Priti Patel: Favourability

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

June 2022



July 2021 – June 2022

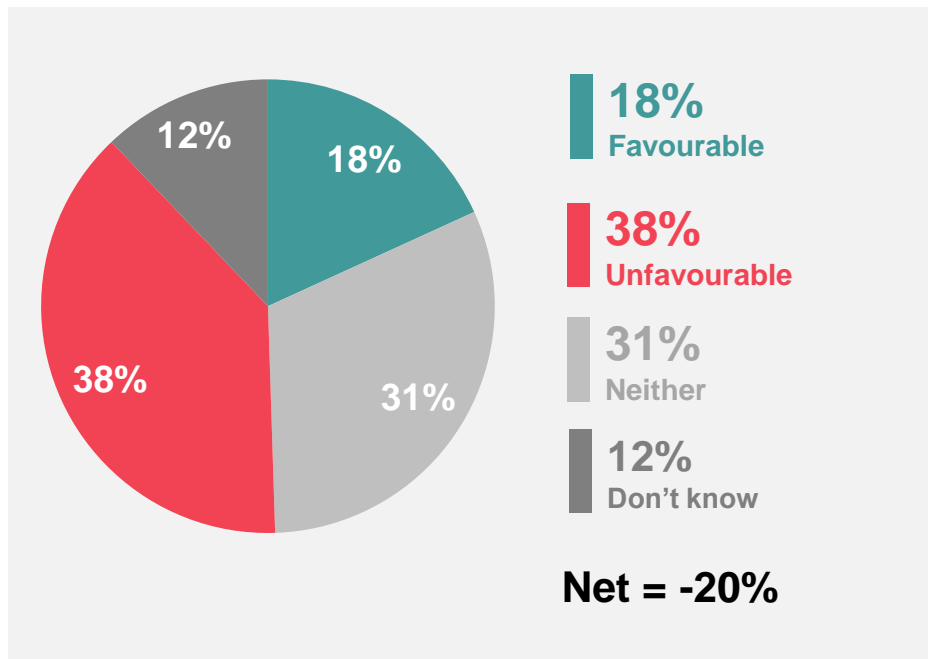


Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

# Liz Truss: Favourability

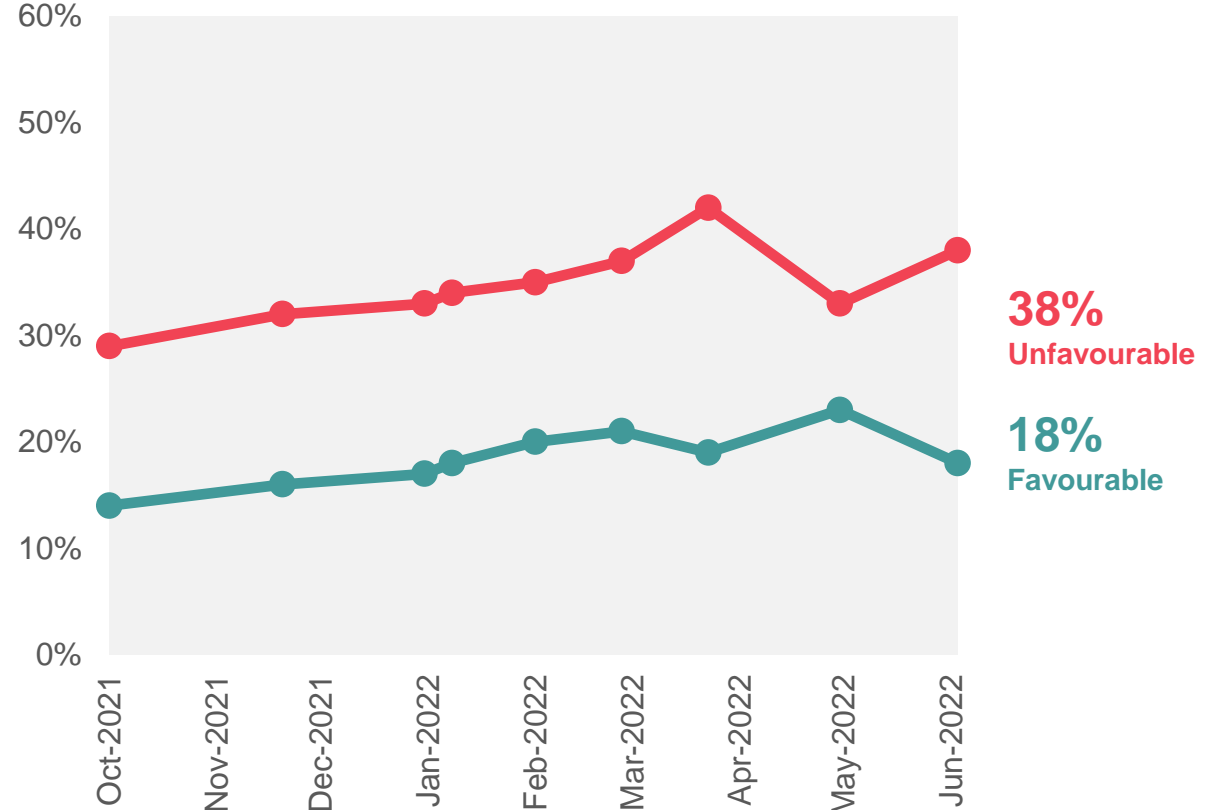
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

June 2022



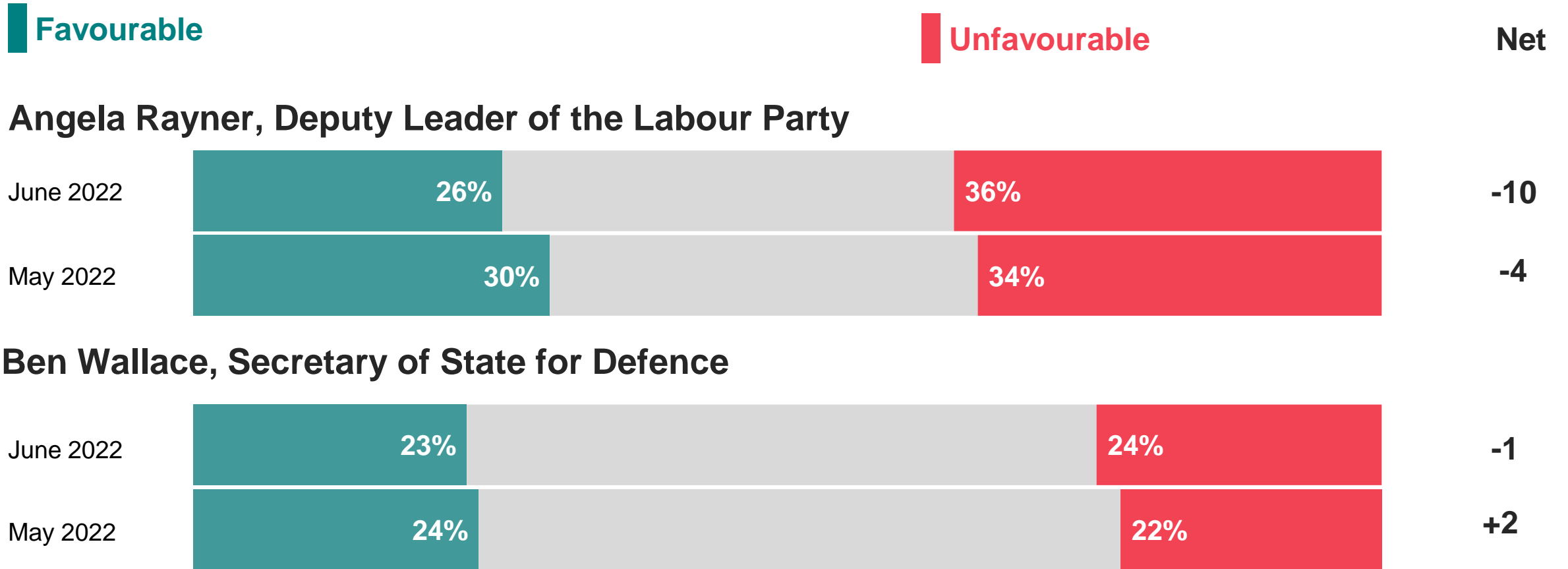
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

October 2021 – June 2022



# Favourability

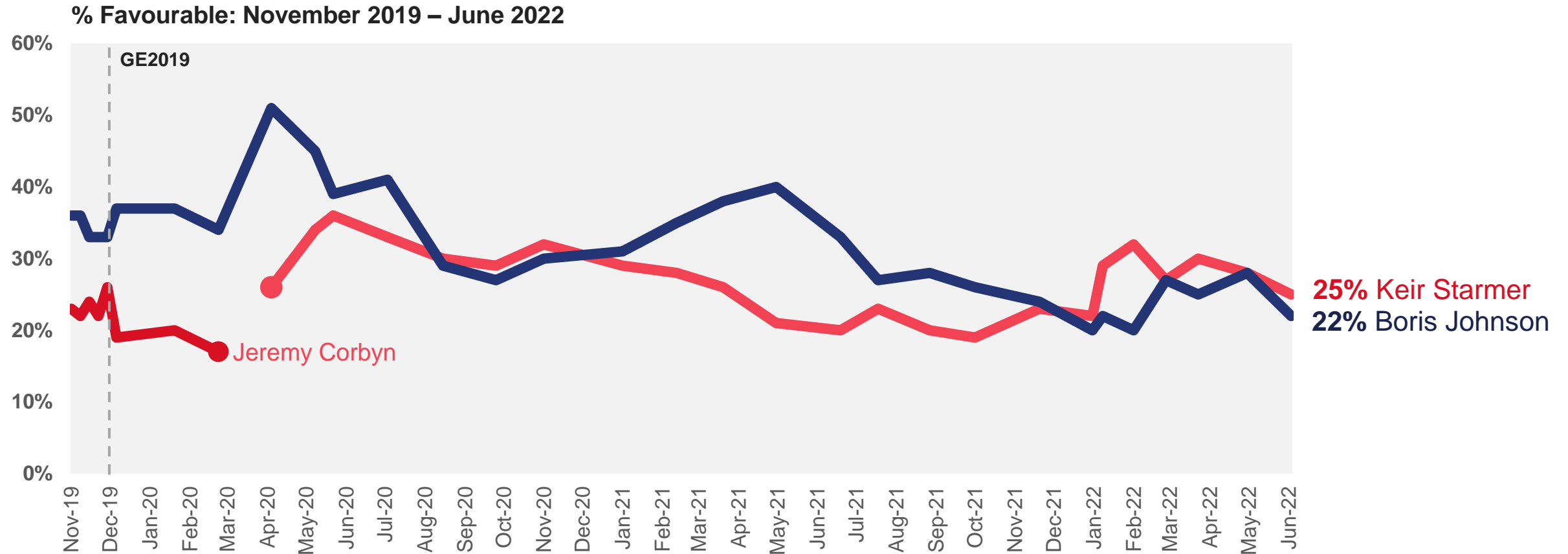
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

# Favourability: Boris Johnson vs Keir Starmer

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

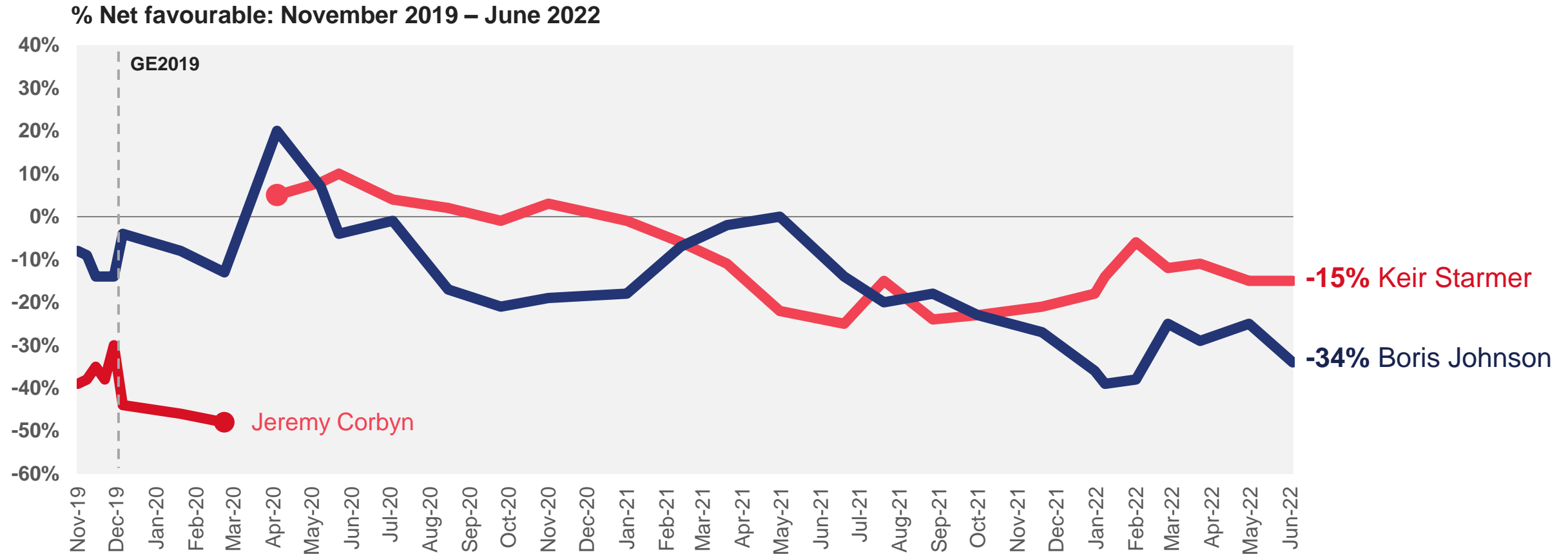


Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022



# Net favourability: Boris Johnson vs Keir Starmer

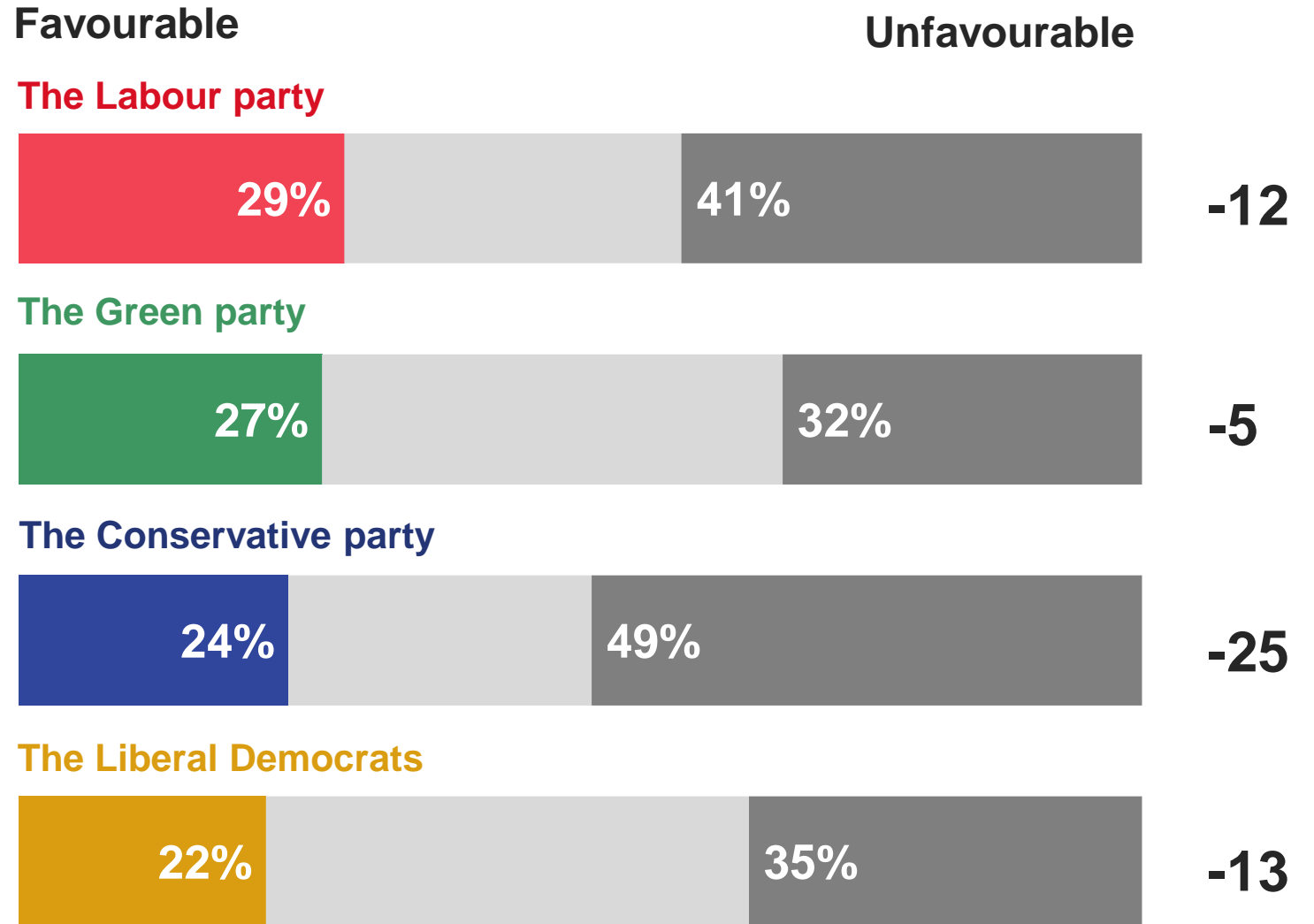
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 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?

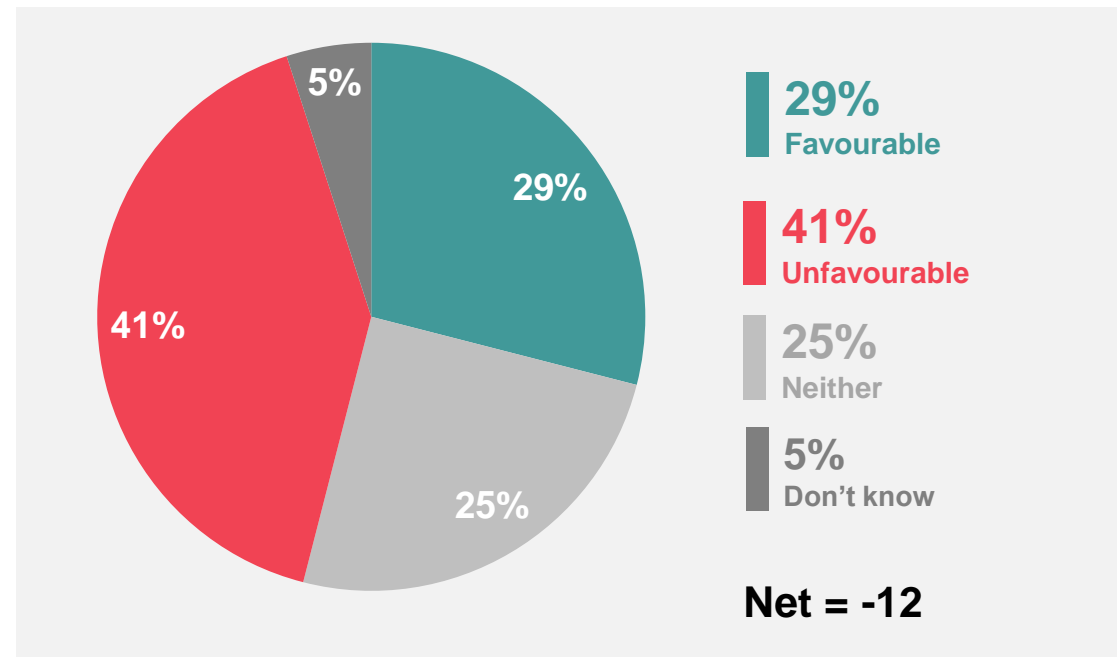


Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

# The Labour party: Favourability

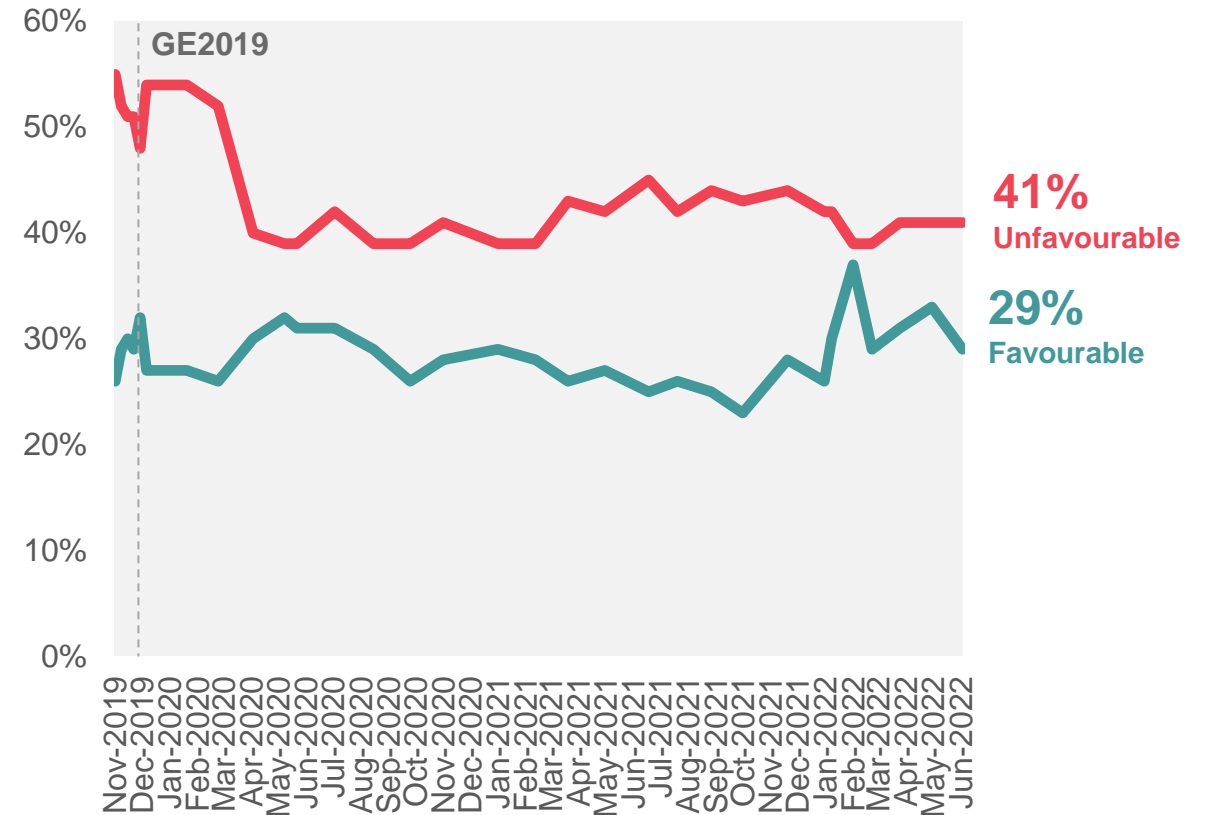
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

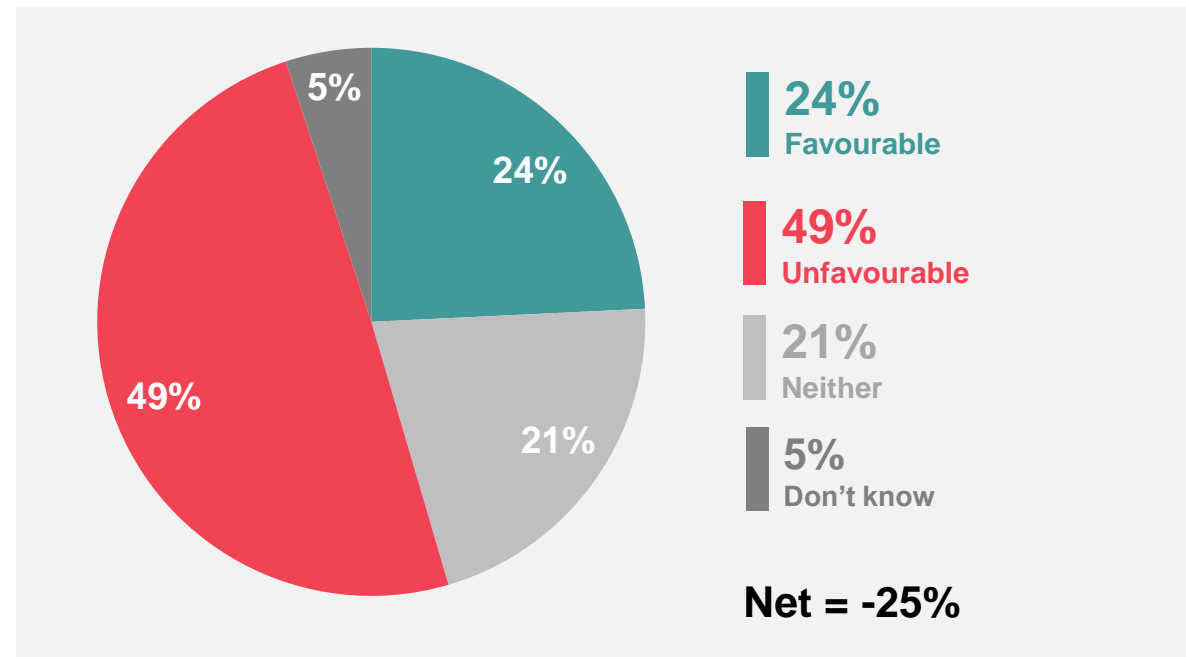
November 2019 – June 2022



# The Conservative party: Favourability

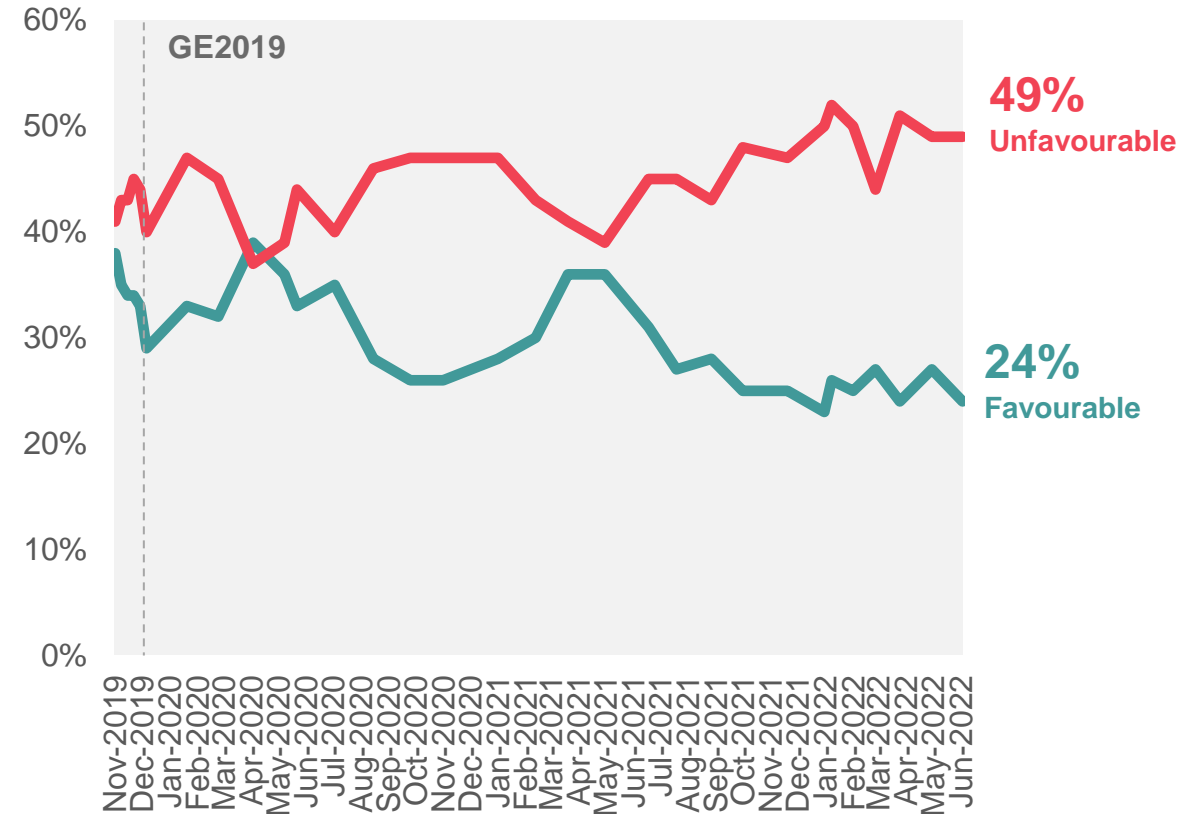
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

November 2019 – June 2022

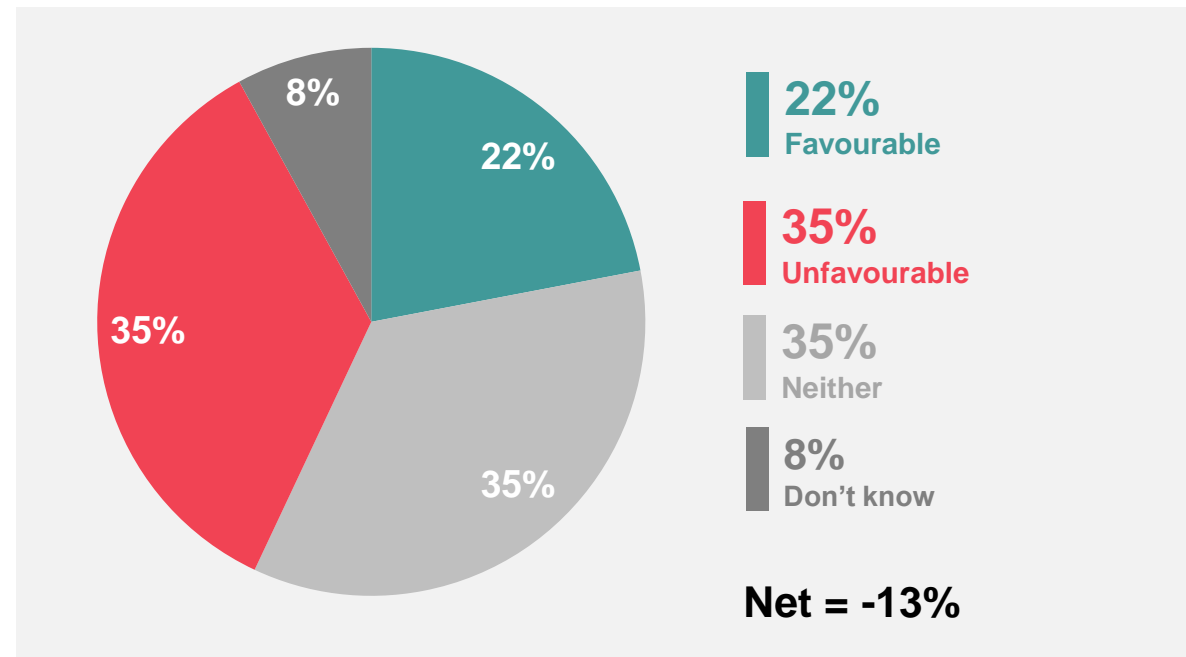




# The Liberal Democrats: Favourability

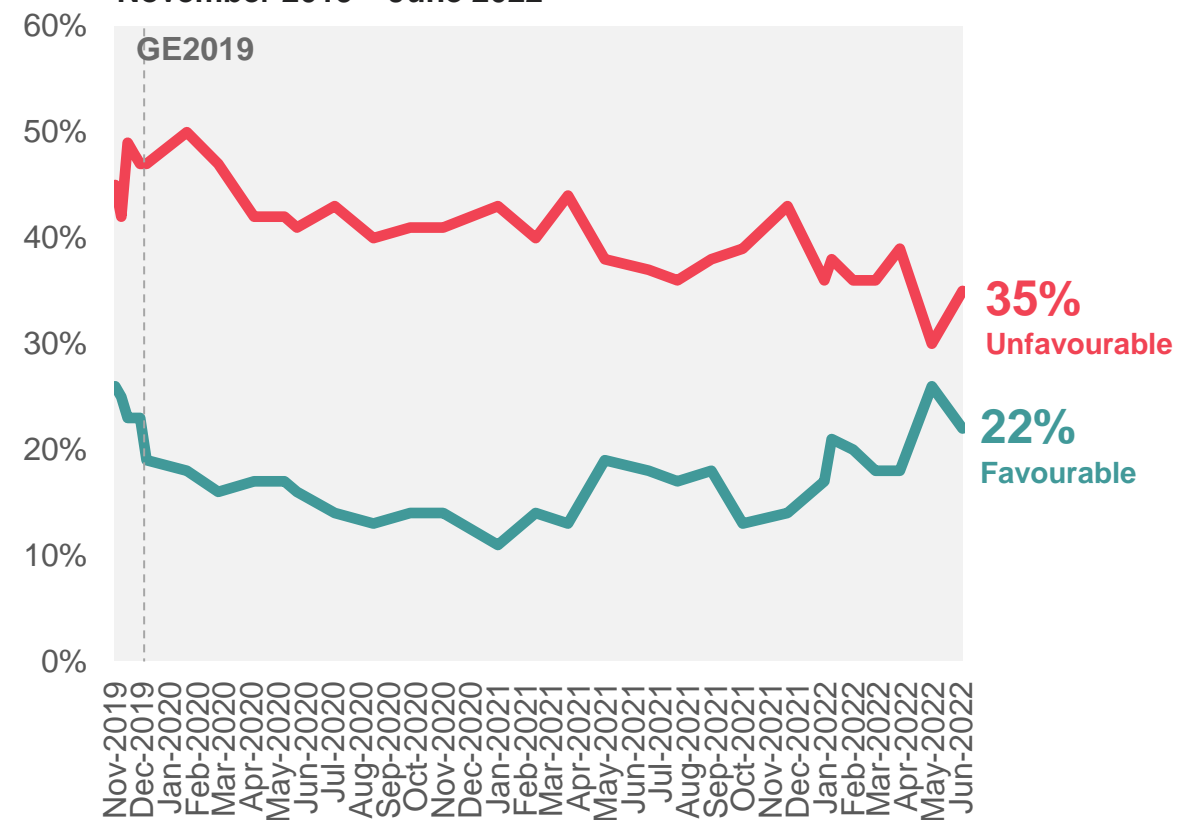
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

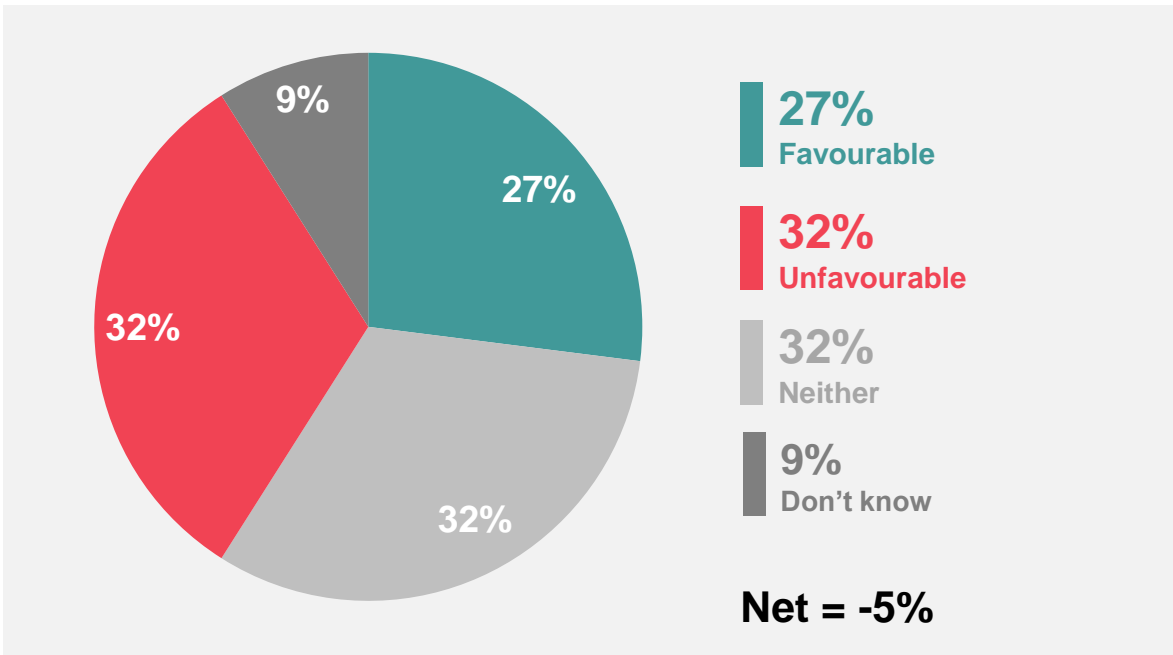
November 2019 – June 2022



# The Green Party: Favourability

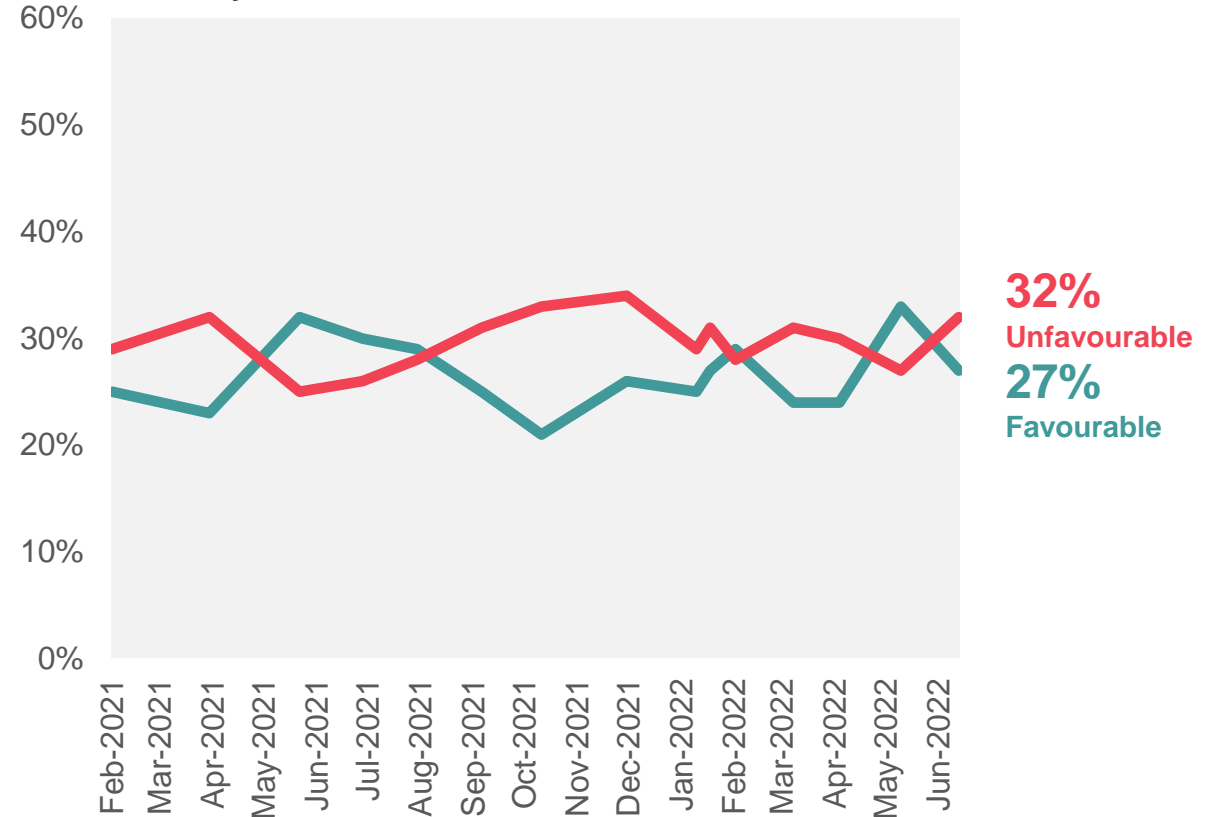
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

June 2022



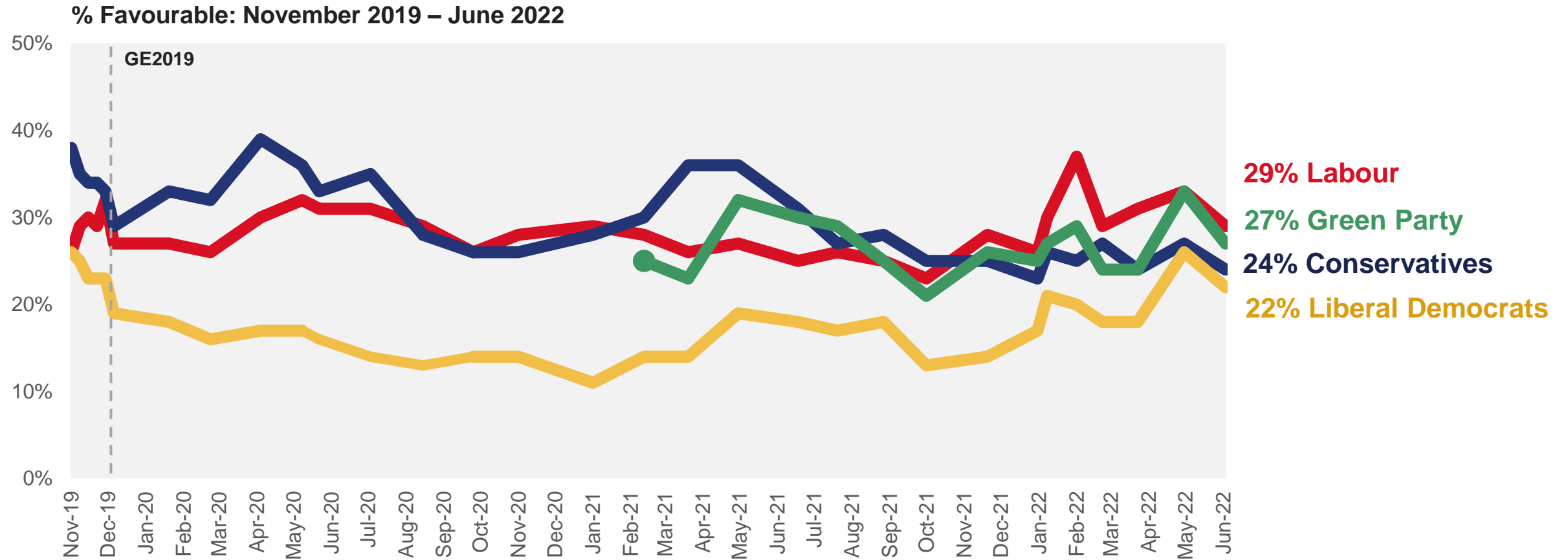
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

February 2021– June 2022



# Political parties: Favourability

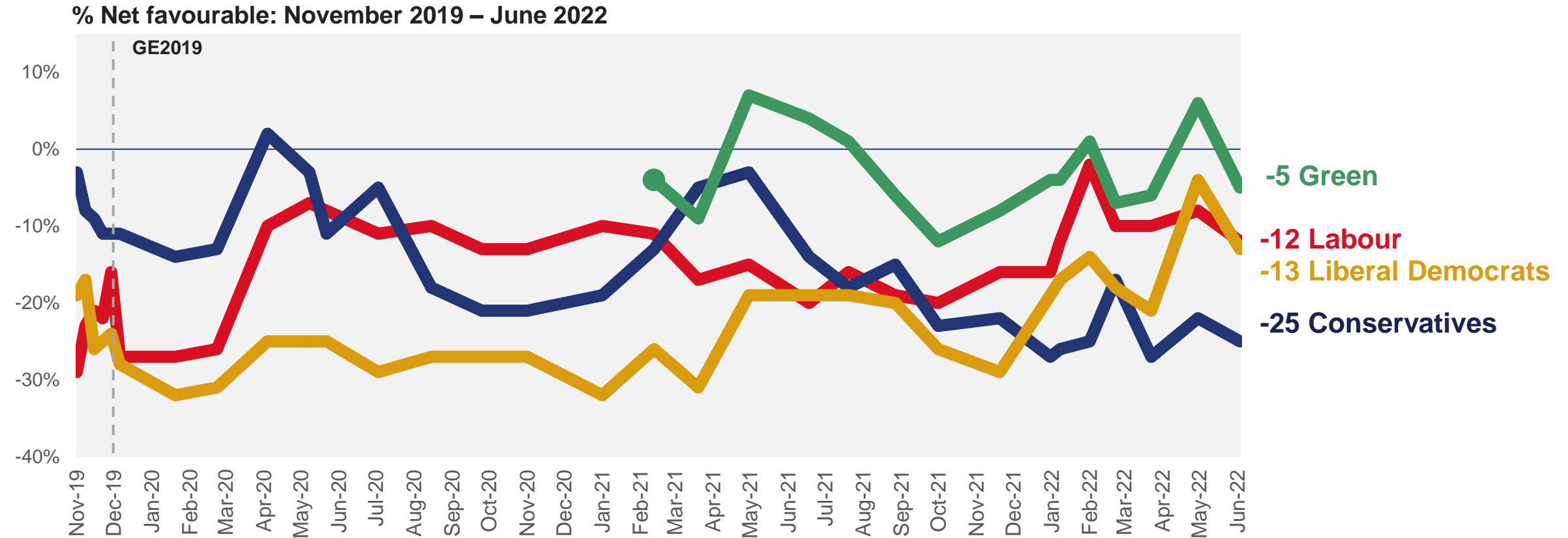
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 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: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022





# DIRECTION OF THE COUNTRY

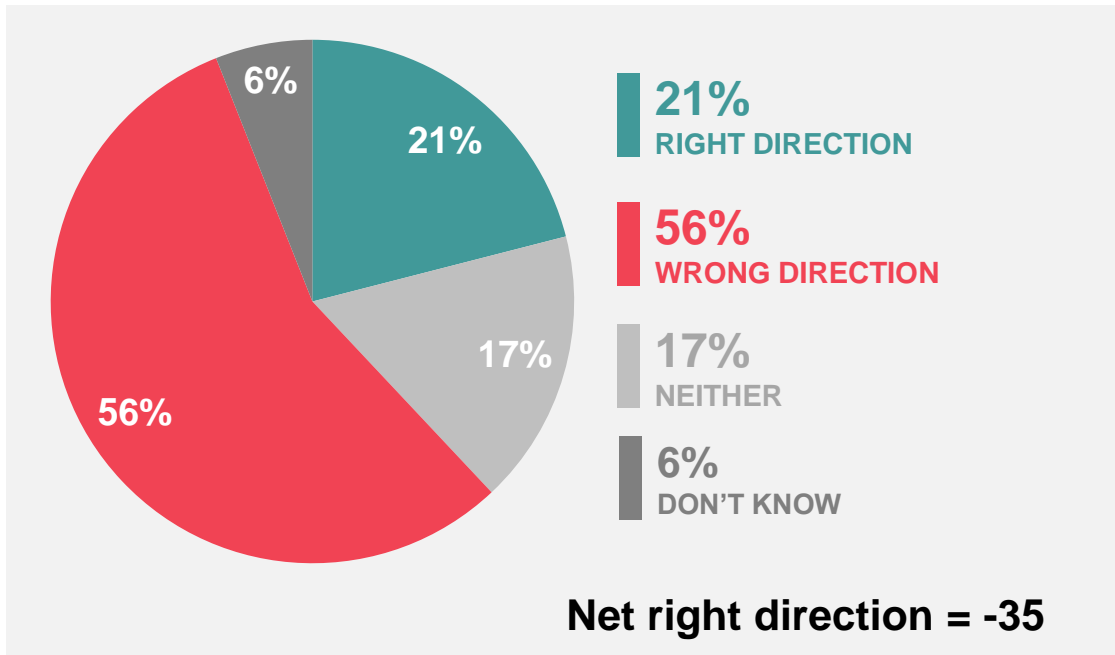
June 2022



# Direction of the country

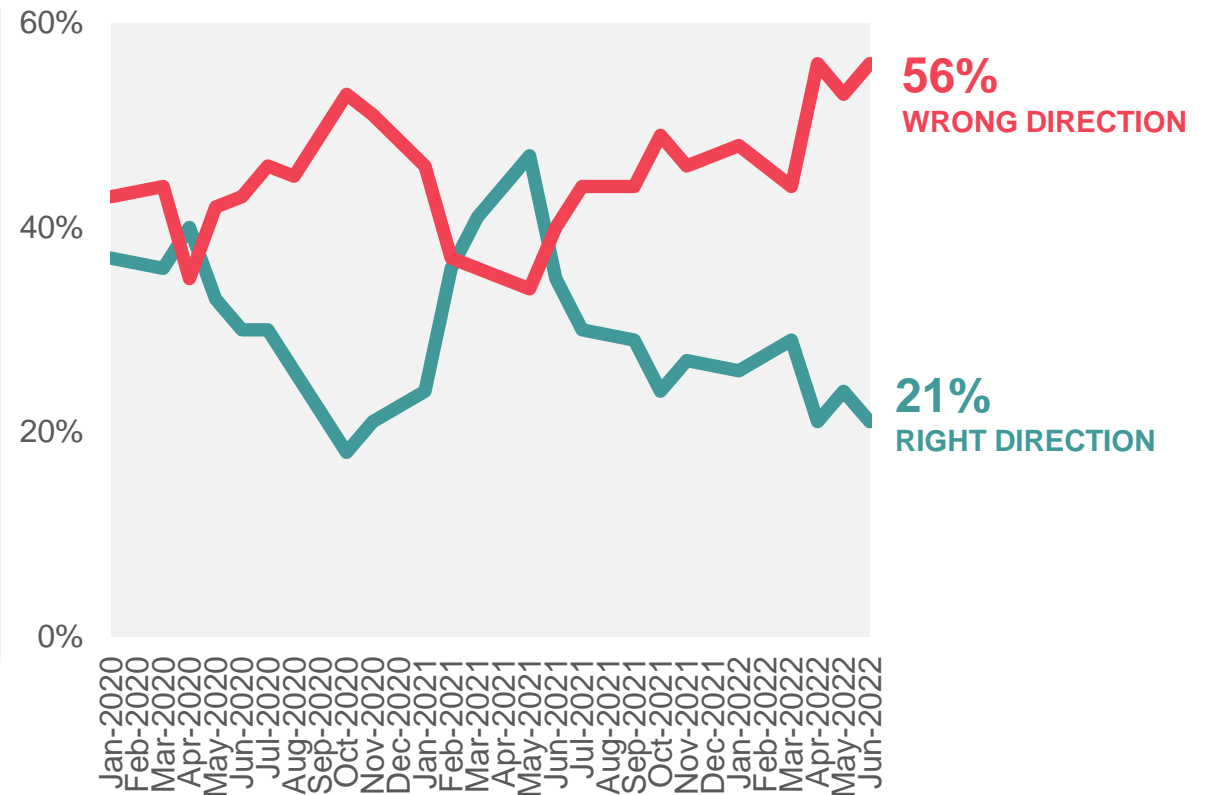
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

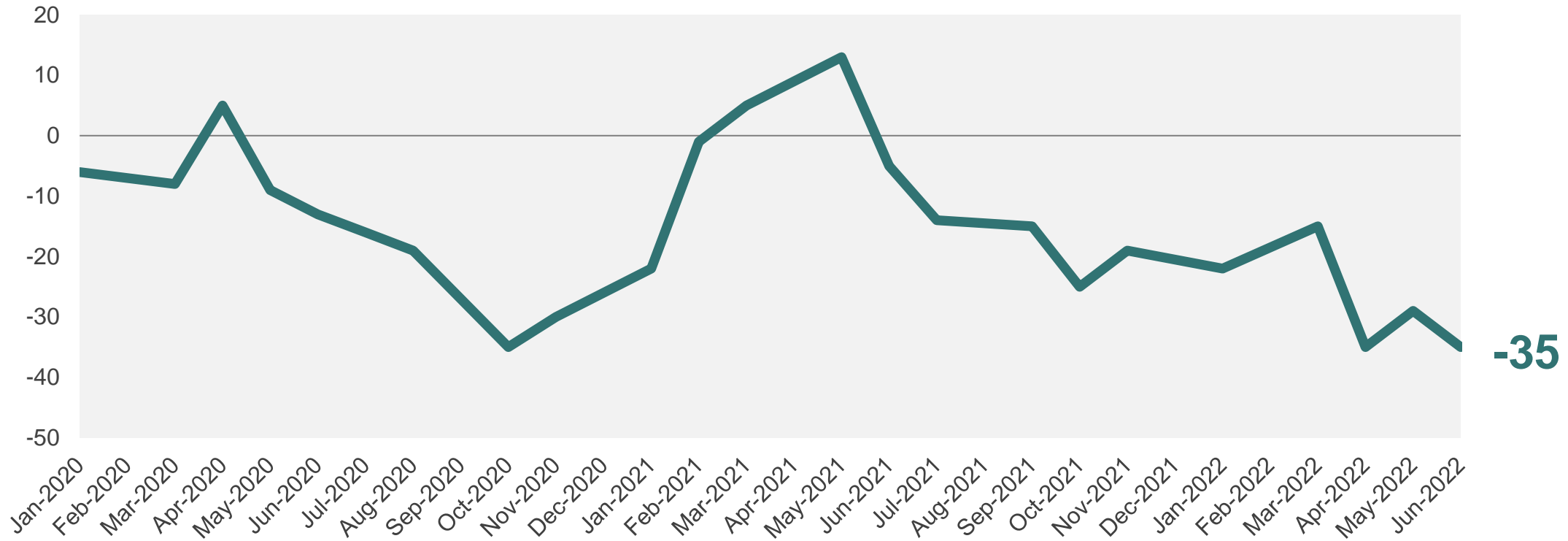
January 2020 – June 2022



# Direction of the country: January 2020 – June 2022

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

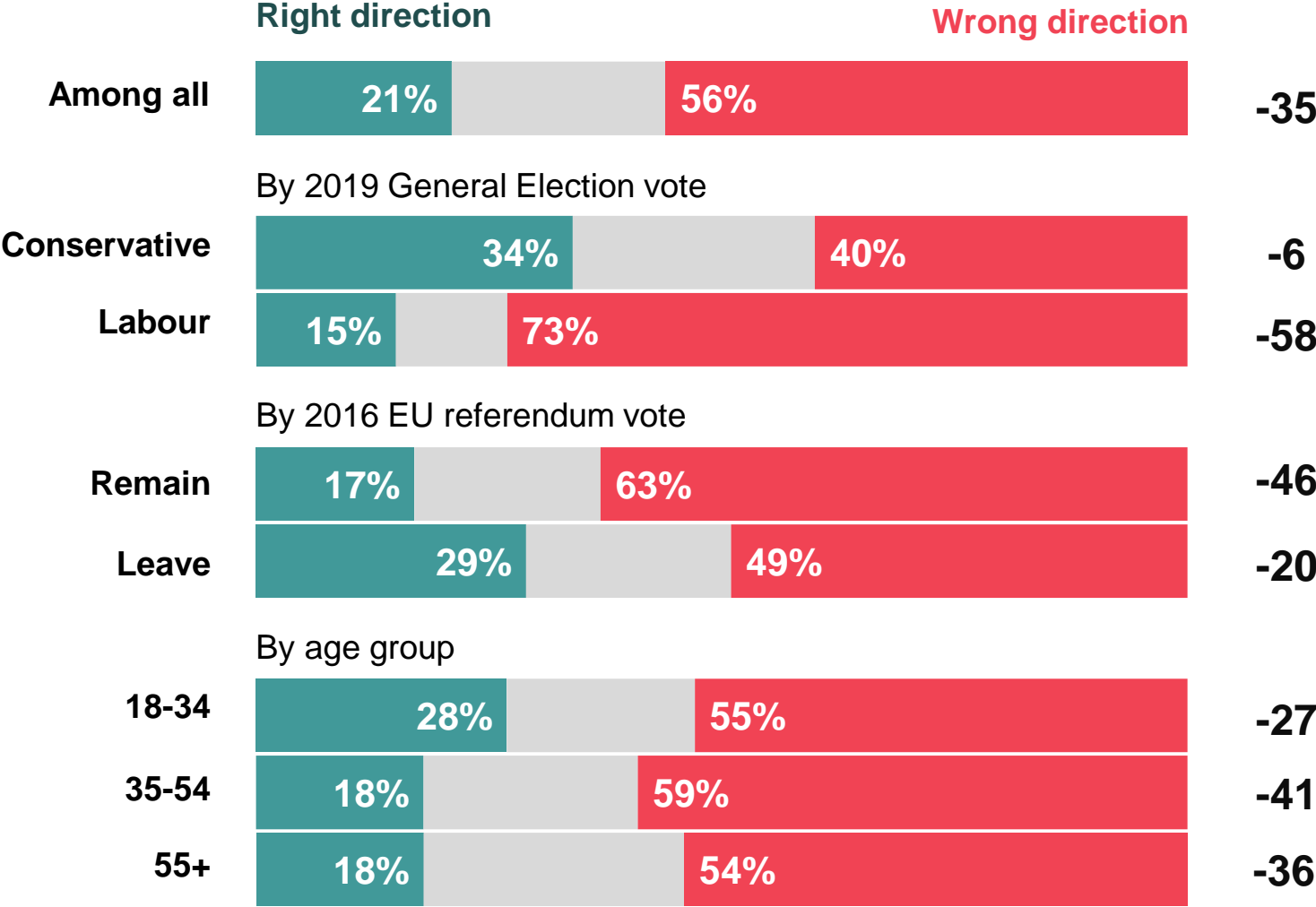
## Net right direction



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

# Direction of the country

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



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

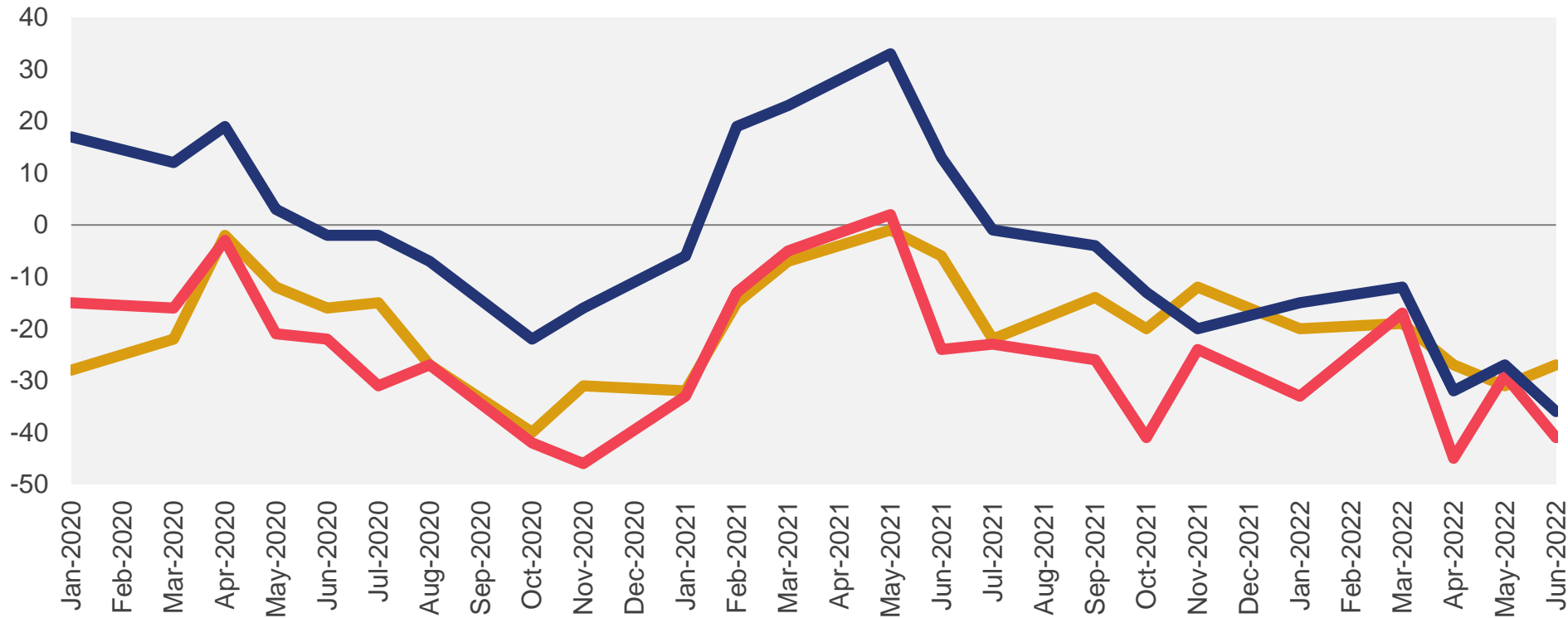




# Direction of the country: By age group

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

## Net right direction: January 2020 – June 2022



**-27**  
Among those aged 18-34

**-36**  
Among those aged 55+

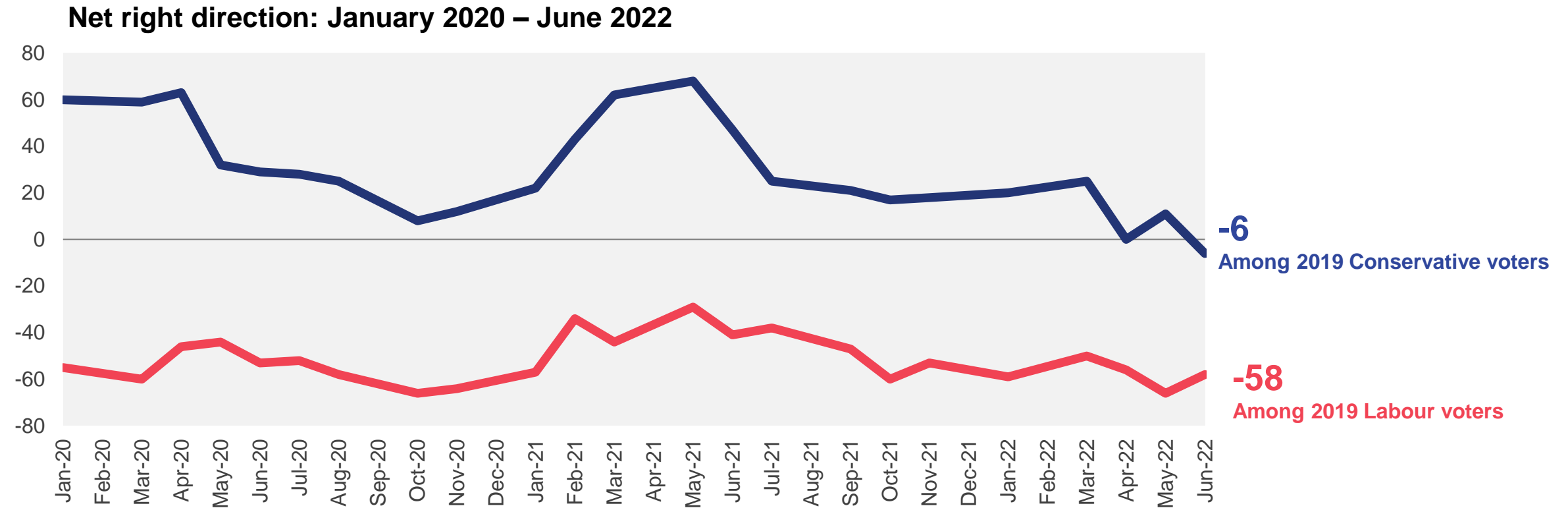
**-41**  
Among those aged 35-54

Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 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: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

# BREXIT

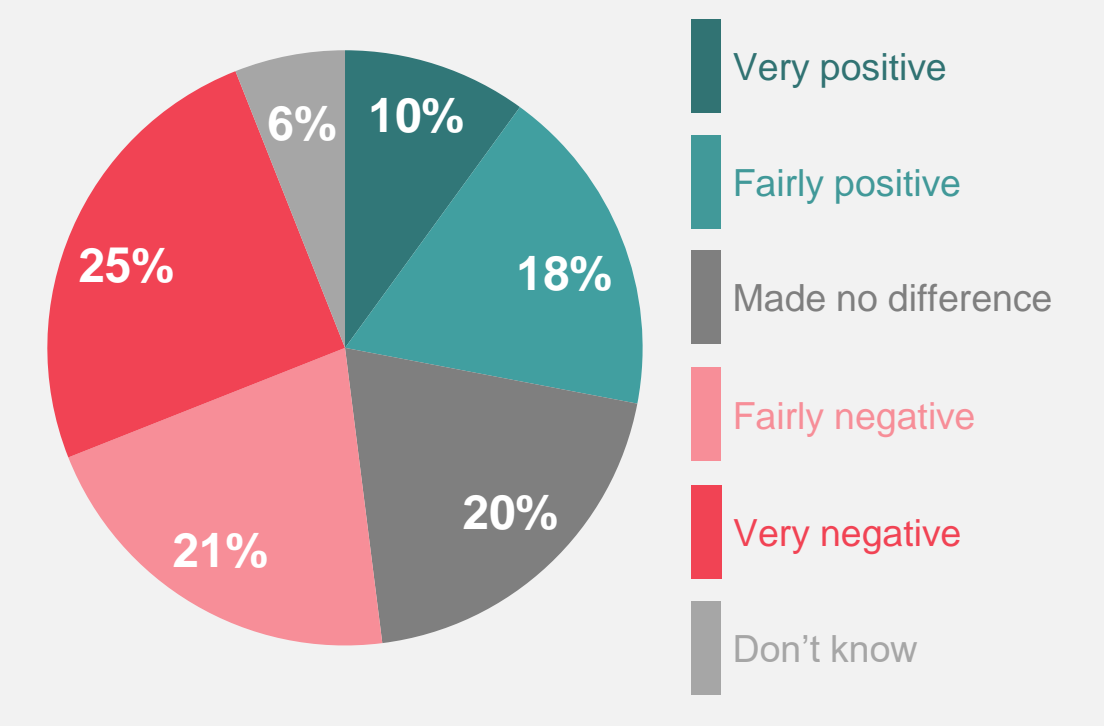
June 2022



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

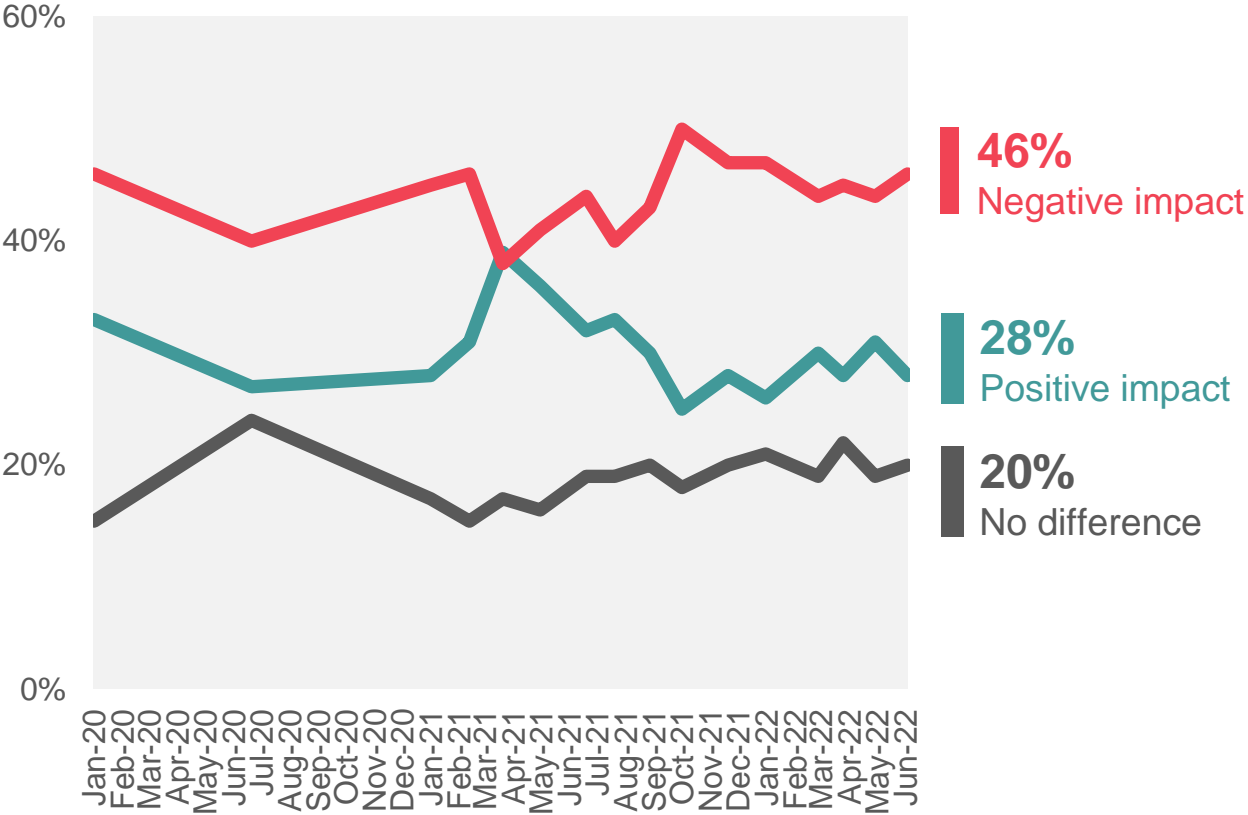
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022

January 2020 – June 2022







# IMAGE OF POLITICAL LEADERS

June 2022

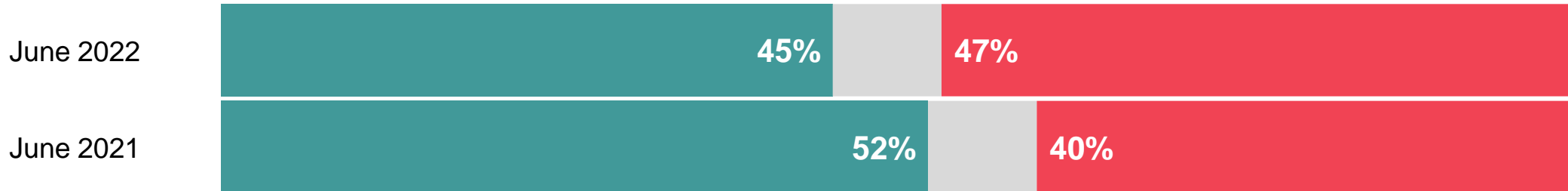
# Is it clear what Johnson and Starmer stand for?

Now thinking about Prime Minister Boris Johnson and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?

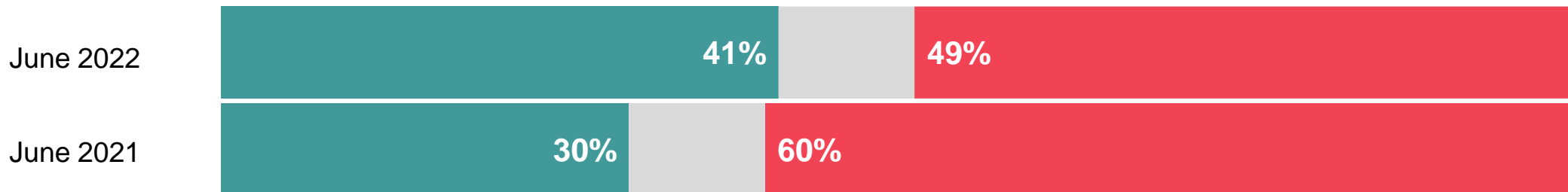
**Very/ fairly clear**

**Not very clear/ not clear at all**

## Boris Johnson, Leader of the Conservative Party and Prime Minister



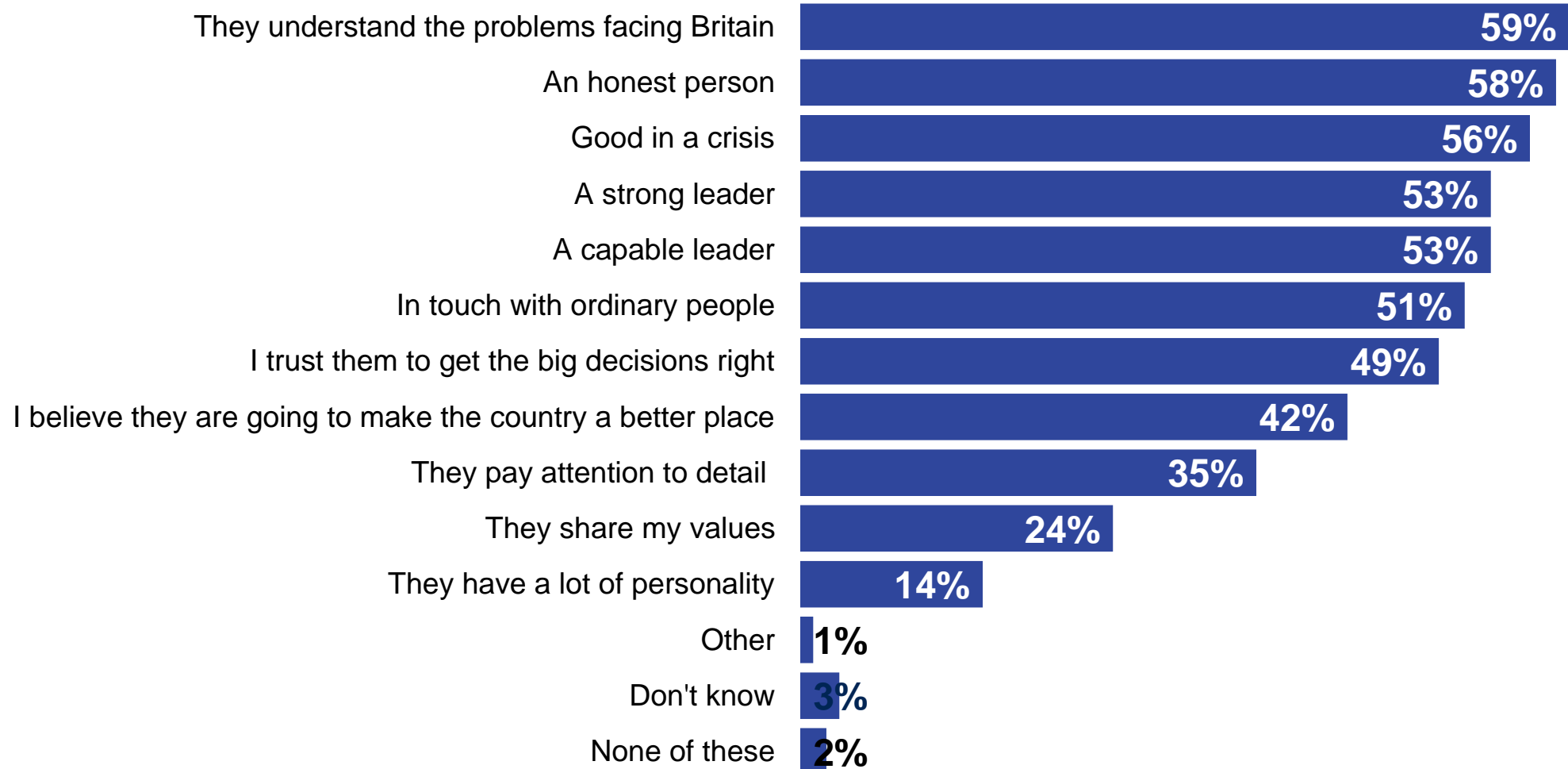
## Keir Starmer, Leader of the Labour Party



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# What makes a good Prime Minister?

Which of the following character traits, if any, do you think are most important in deciding what makes a good Prime Minister?



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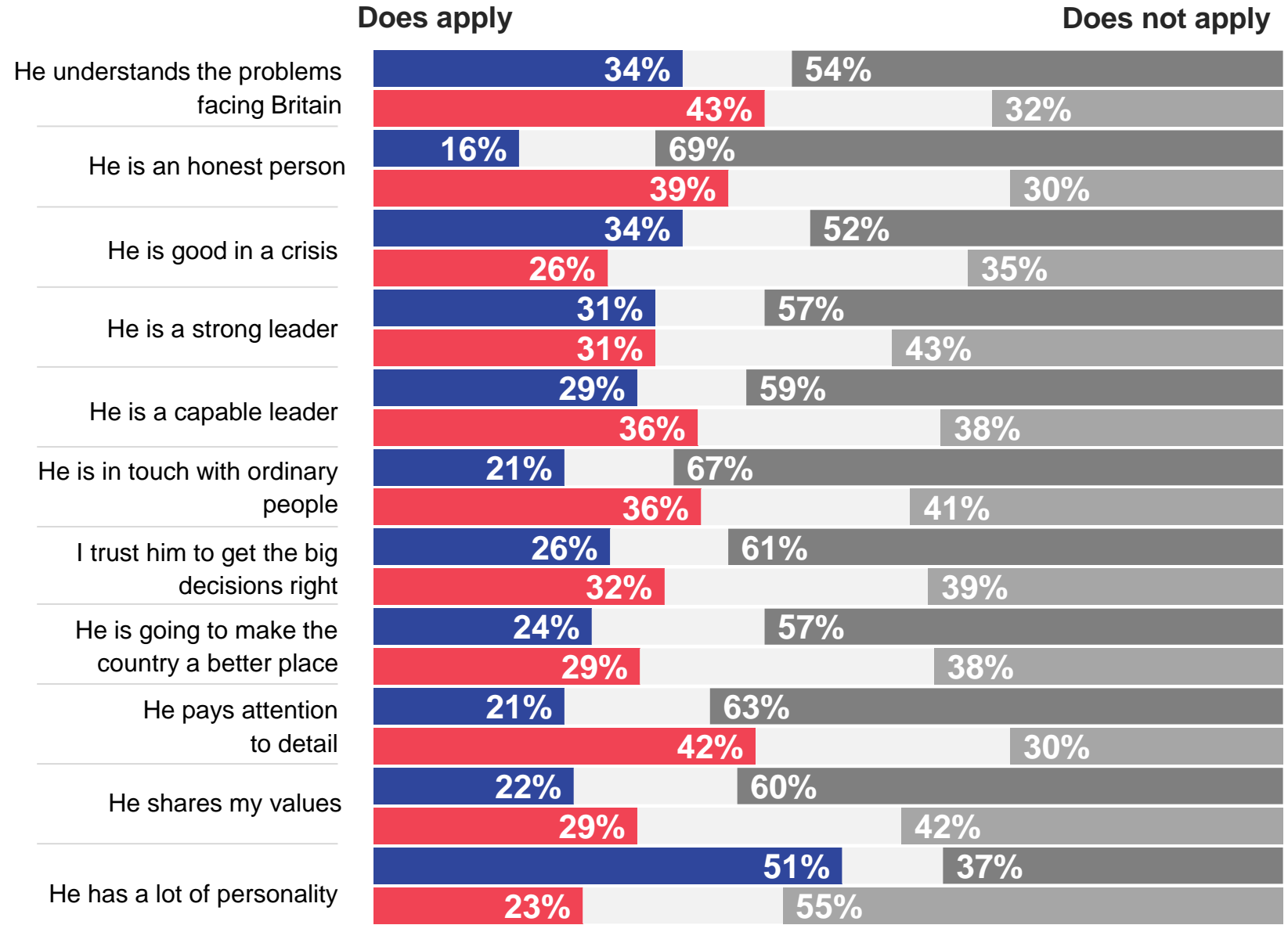
# Image of party leaders

## 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**



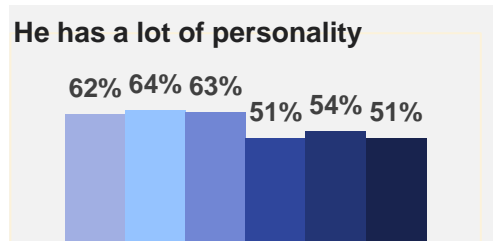
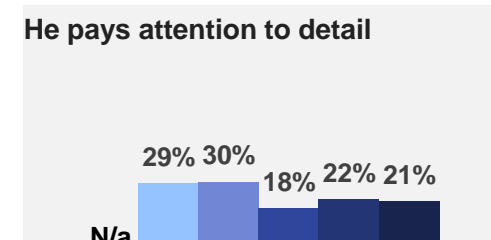
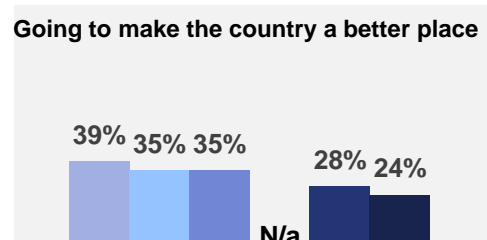
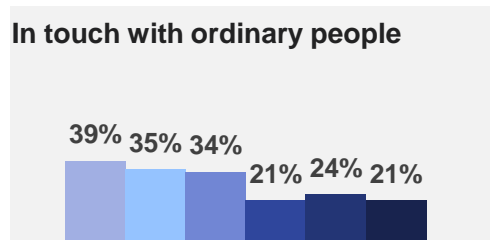
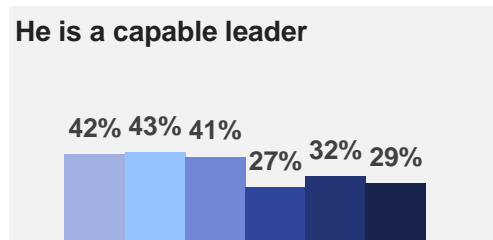
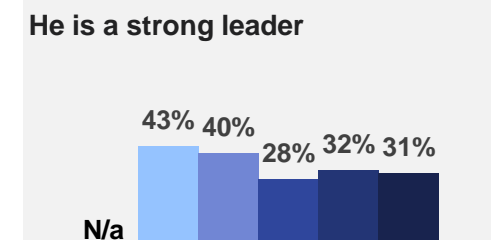
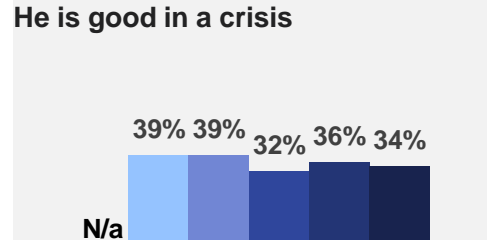
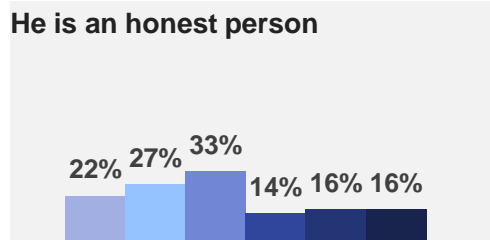
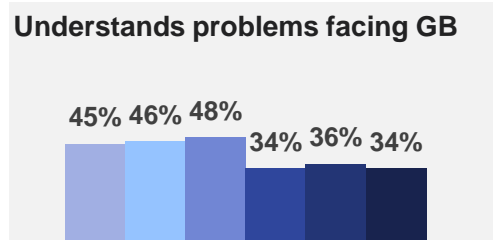
Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022



# Image of the Boris Johnson: Trend data

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

■ Dec 2019 
 ■ June 2020 
 ■ Mar 2021 
 ■ Feb 2022 
 ■ Mar 2022 
 ■ June 2022

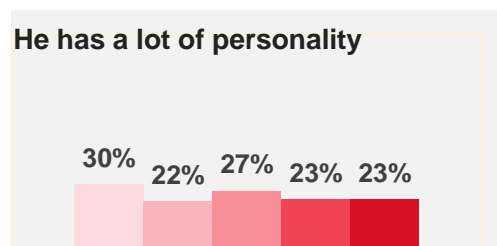
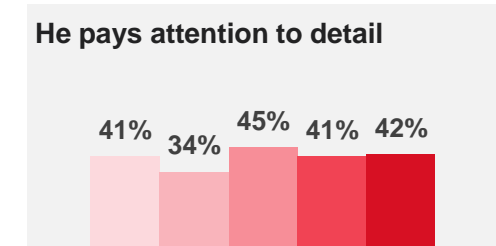
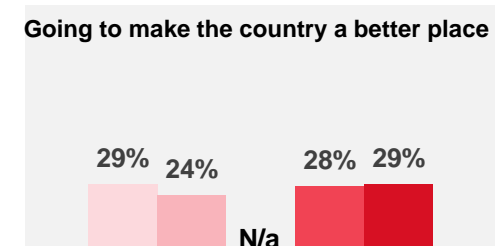
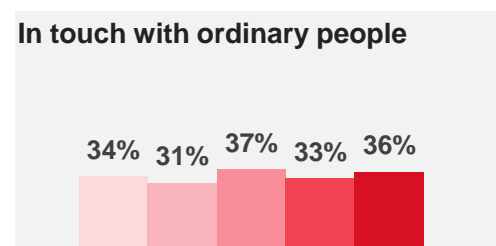
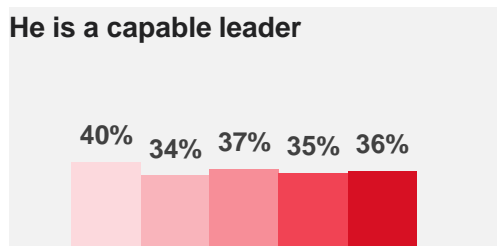
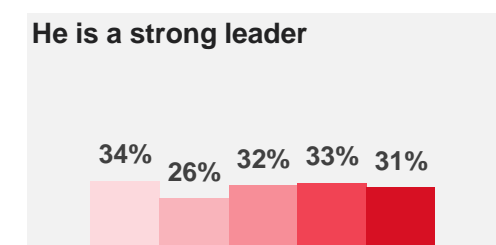
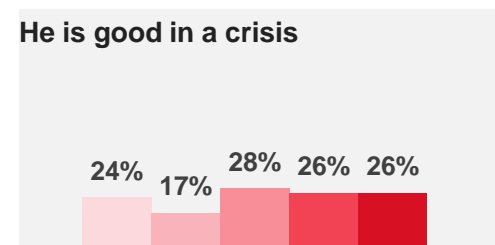
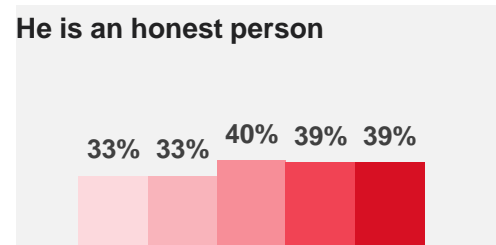
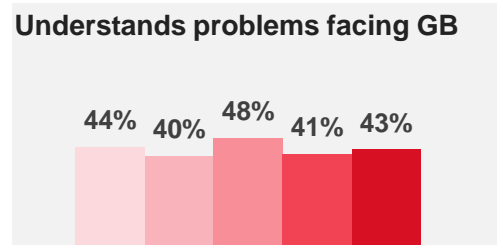


Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022. Where a dataset has N/A the question was not asked on that wave.

# Image of the Keir Starmer: Trend data

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

■ June 2020 
 ■ Mar 2021 
 ■ Feb 2022 
 ■ Mar 2022 
 ■ June 2022



Base: 1,125 Online British adults aged 18+, 10<sup>th</sup>-13<sup>th</sup> June 2022. Where a dataset has N/A the question was not asked on that wave.

# Ipsos UK

## Political Pulse June 2022

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

Laura King  
Research Executive  
[laura.king@ipsos.com](mailto:laura.king@ipsos.com)