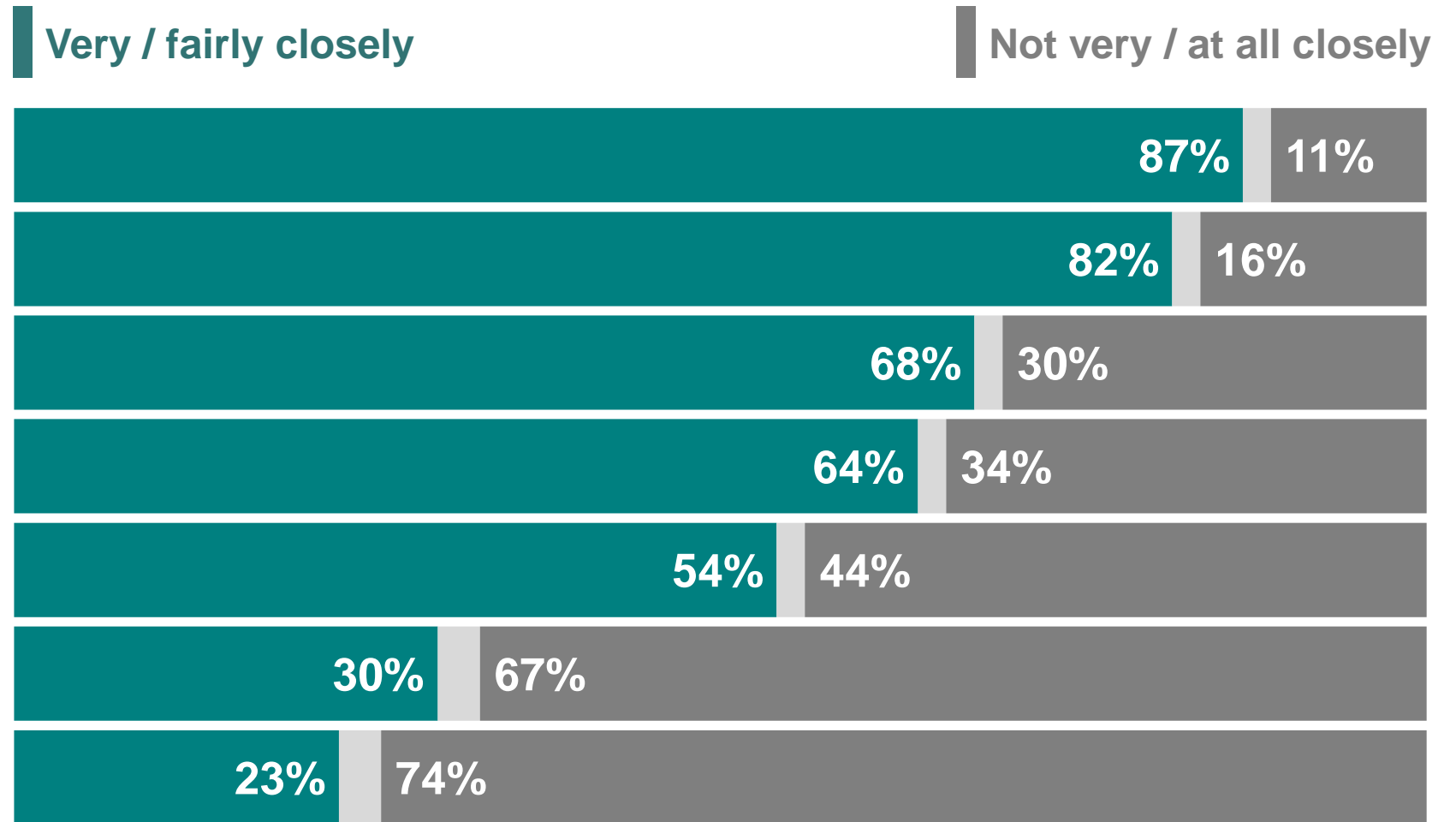# IPSOS UK Conservative party leadership polling

July 2022

How closely have you followed these stories?
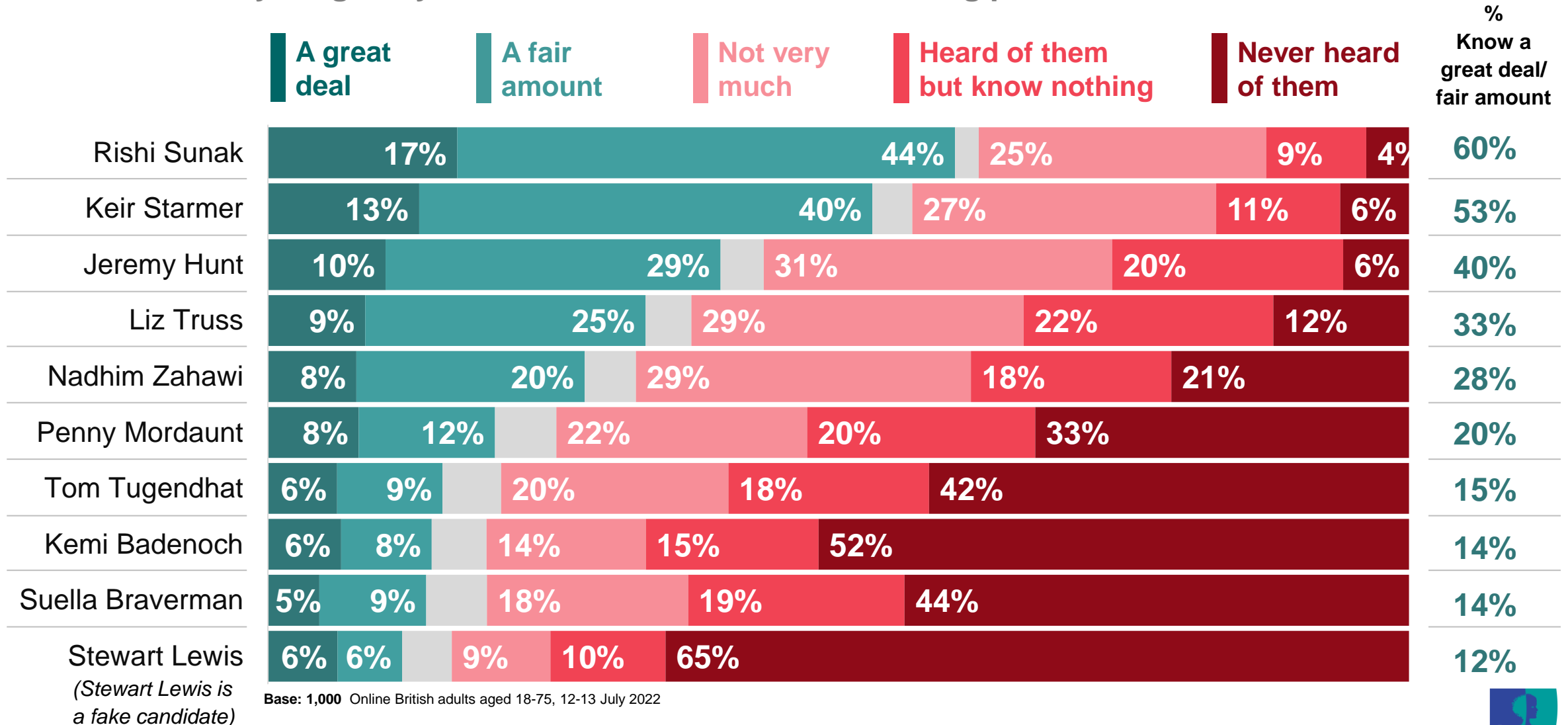
How closely, if at all, have you been following stories about…?

Very / fairly closely **Not very / at all closely**

Story	Very / fairly closely	Not very / at all closely
The rising cost of living	87%	11%
The weather	82%	16%
The Russian invasion of Ukraine	68%	30%
The Conservative Party's leadership race to replace Boris Johnson	64%	34%
Possible future strikes by public sector workers such as teachers or NHS staff	54%	44%
The Women's Euro 2022 football tournament	30%	67%
The TV programme Love Island	23%	74%

Base: 1,000 Online British adults aged 18-75, 12-13 July 2022

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Familiarity with politicians

How much, if anything, do you know about each of the following politicians

	A great deal	A fair amount	Not very much	Heard of them but know nothing	Never heard of them	% Know a great deal/ fair amount
Rishi Sunak	17%	44%	25%	9%	4%	60%
Keir Starmer	13%	40%	27%	11%	6%	53%
Jeremy Hunt	10%	29%	31%	20%	6%	40%
Liz Truss	9%	25%	29%	22%	12%	33%
Nadhim Zahawi	8%	20%	29%	18%	21%	28%
Penny Mordaunt	8%	12%	22%	20%	33%	20%
Tom Tugendhat	6%	9%	20%	18%	42%	15%
Kemi Badenoch	6%	8%	14%	15%	52%	14%
Suella Braverman	5%	9%	18%	19%	44%	14%
Stewart Lewis *(Stewart Lewis is a fake candidate)*	6%	6%	9%	10%	65%	12%

Base: 1,000 Online British adults aged 18-75, 12-13 July 2022

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What job did each politician do prior to resignations from Boris Johnson's Government?

Which job position did each of the following politicians hold prior to the resignations from Boris Johnson's government last week? If you do not know or are unsure, then please say so.

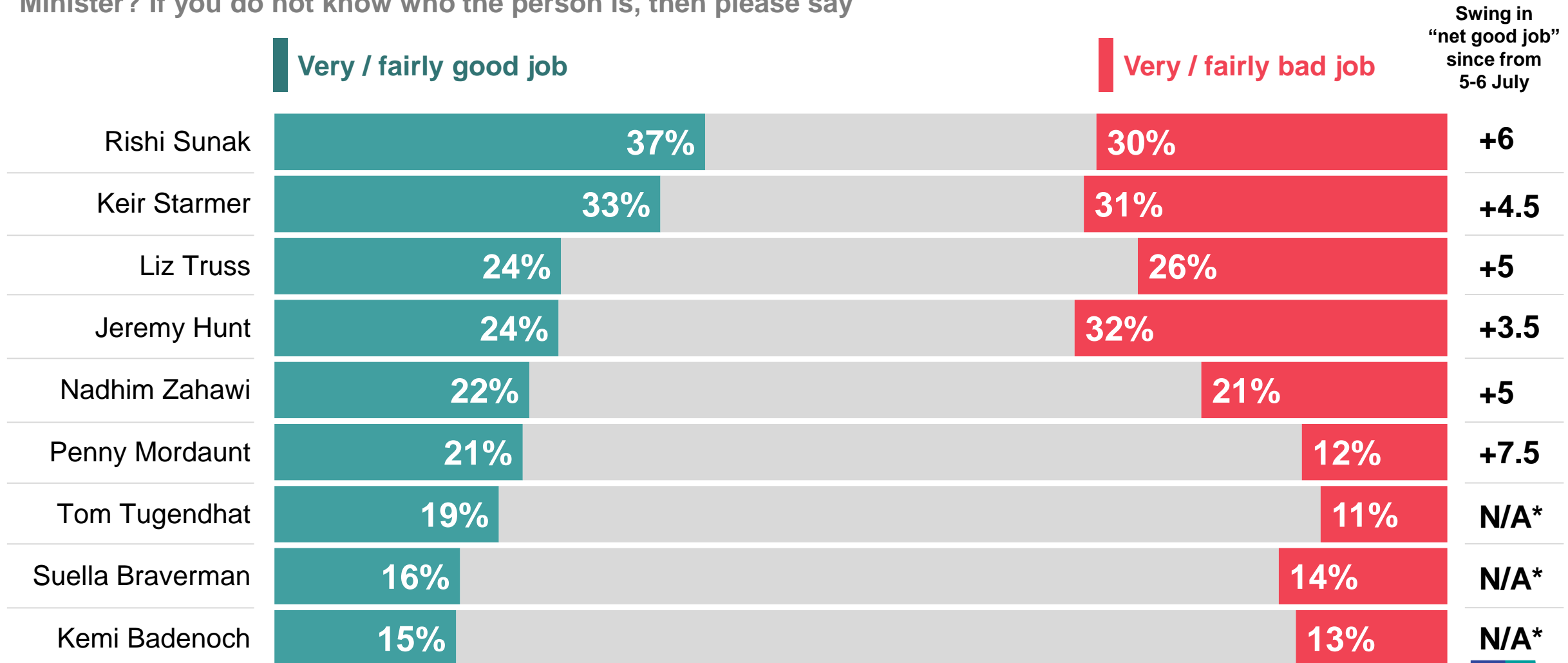**Percentage correctly identifying the correct position from a prompted list**

Correct answer

Politician	%	Correct answer
Keir Starmer	62%	*Leader of the Labour party*
Rishi Sunak	56%	*Chancellor of the Exchequer*
Liz Truss	27%	*Foreign Secretary*
Nadhim Zahawi	11% / 15%	*Secretary of State for Education / Chancellor*
Suella Braverman	16%	*Attorney General*
Jeremy Hunt	% / 10%	*Chair of Select Cttee/Backbench MP*
Penny Mordaunt	6%	*Minister of State for Trade Policy*
Kemi Badenoch	4%	*Minister of State for Equalities, Local Gov, Faith + Communities*
Tom Tugendhat	3% / 7%	*Chair of Select Cttee/Backbench MP*

Base: 1,000 Online British adults aged 18-75, 12-13 July 2022

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Who would make a good Prime Minister?

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say
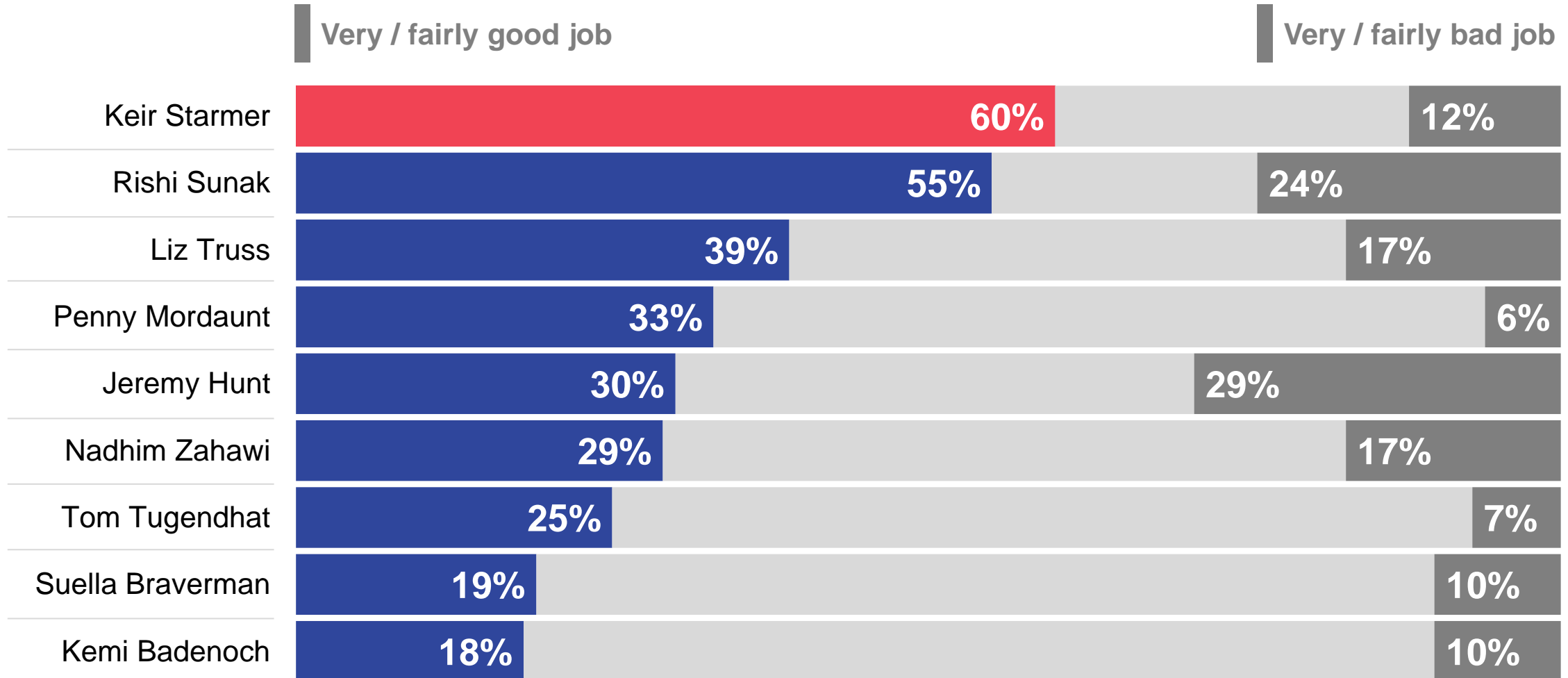
Very / fairly good job

Very / fairly bad job

Swing in "net good job" since from 5-6 July

	Very / fairly good job	Very / fairly bad job	Swing in "net good job" since from 5-6 July
Rishi Sunak	37%	30%	+6
Keir Starmer	33%	31%	+4.5
Liz Truss	24%	26%	+5
Jeremy Hunt	24%	32%	+3.5
Nadhim Zahawi	22%	21%	+5
Penny Mordaunt	21%	12%	+7.5
Tom Tugendhat	19%	11%	N/A*
Suella Braverman	16%	14%	N/A*
Kemi Badenoch	15%	13%	N/A*

Base: 1,000 Online British adults aged 18-75, 12-13 July 2022
*Not asked about in the previous wave

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Who would make a good Prime Minister? *Among party voters*

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say

Very / fairly good job   **Very / fairly bad job**

	Very / fairly good job	Very / fairly bad job
Keir Starmer	60%	12%
Rishi Sunak	55%	24%
Liz Truss	39%	17%
Penny Mordaunt	33%	6%
Jeremy Hunt	30%	29%
Nadhim Zahawi	29%	17%
Tom Tugendhat	25%	7%
Suella Braverman	19%	10%
Kemi Badenoch	18%	10%

Base: 1,000 Online British adults aged 18-75, 12-13 July 2022. Including 2019 Conservative voters (297), 2019 Labour voters (230)

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Political Polling July 2022

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