

IPSOS UK POLITICAL PULSE

July 2022

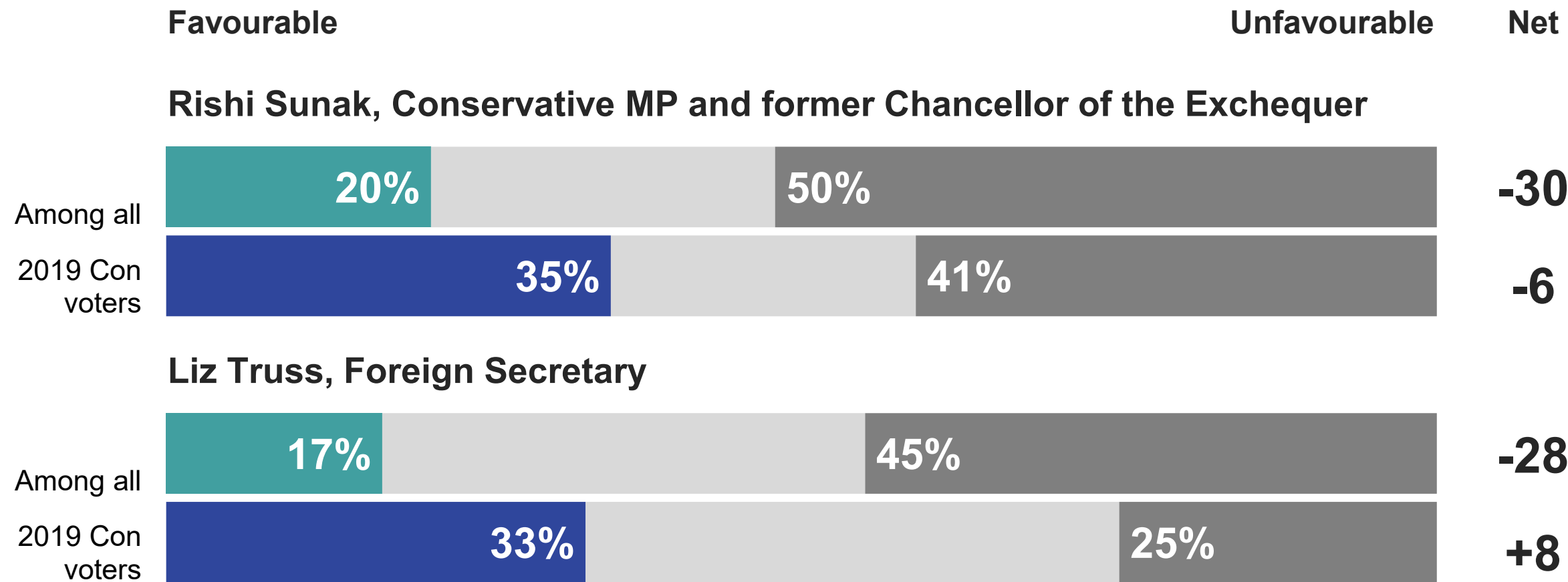


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

July 2022

Favourability of Conservative candidates for next Prime Minister

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

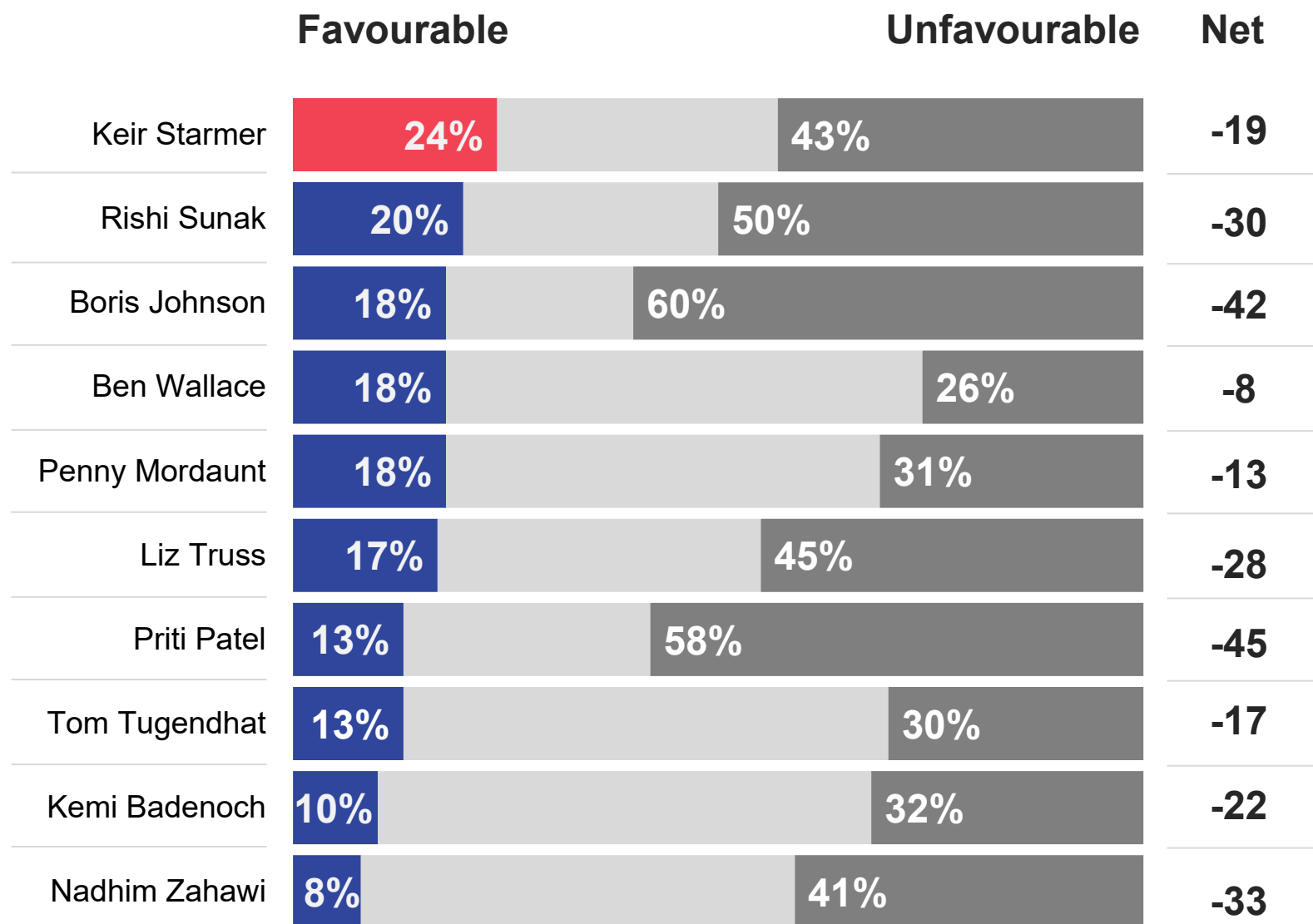


Base: 1,099 Online British adults aged 18+, 15 -20 July 2022, including 2019 Conservative party voters (324)



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?

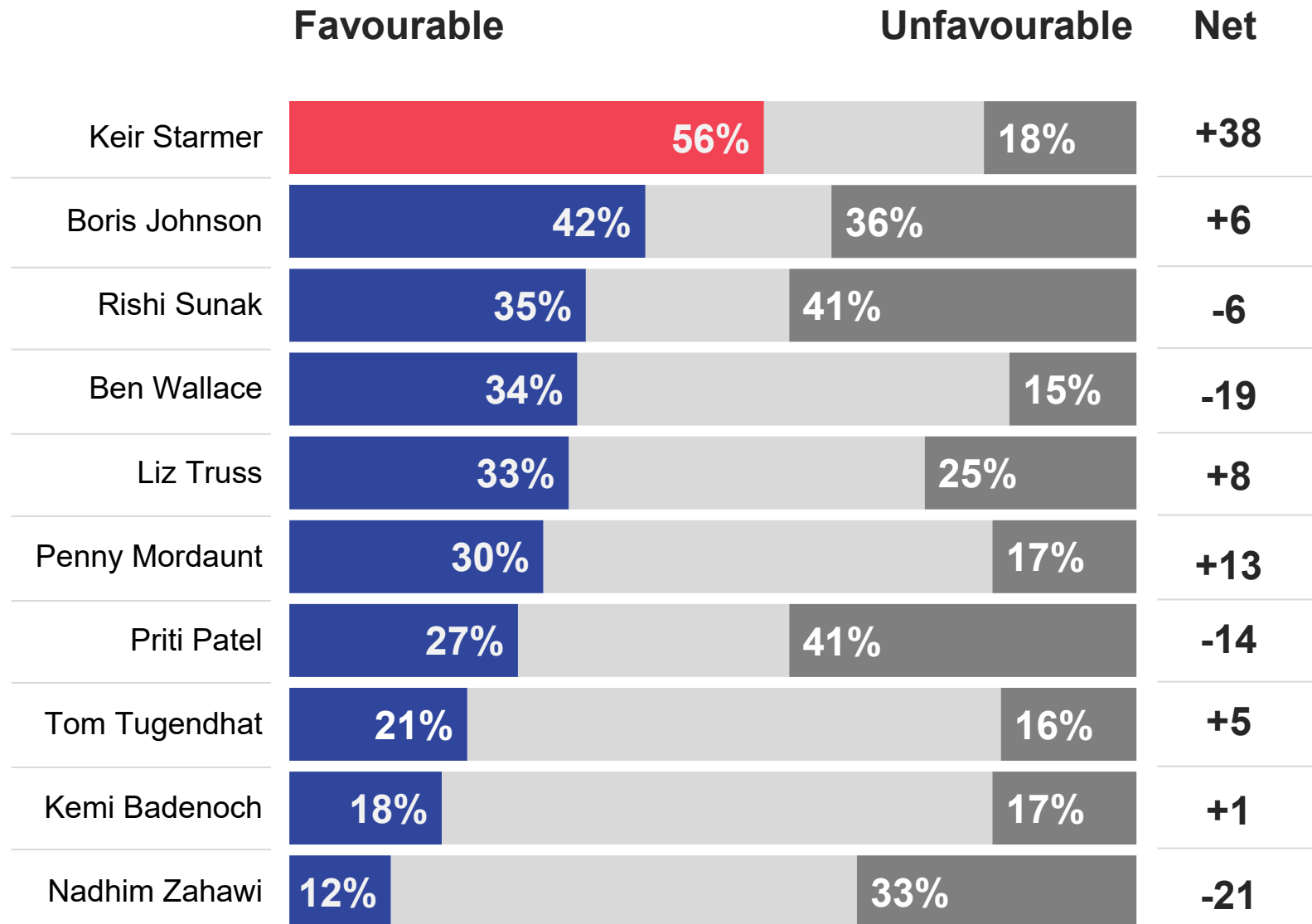


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Favourability of leading politicians

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?

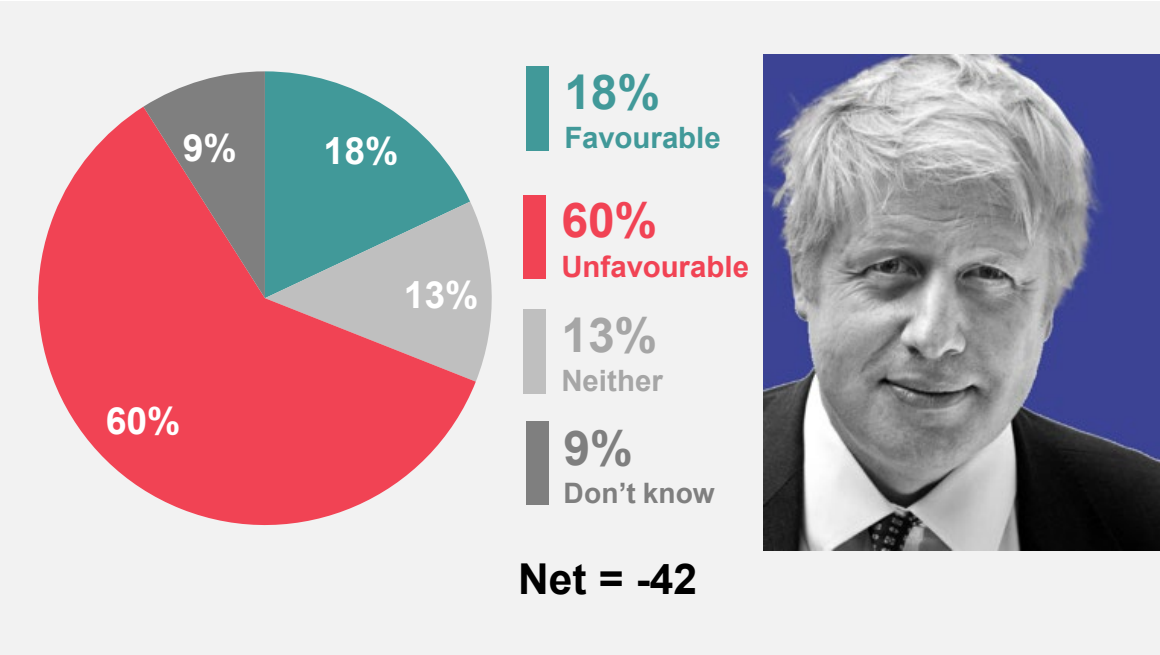


Base: 1,099 Online British adults aged 18+, 15 -20 July 2022, including 2019 Conservative party voters (324) and 2019 Labour voters (259)

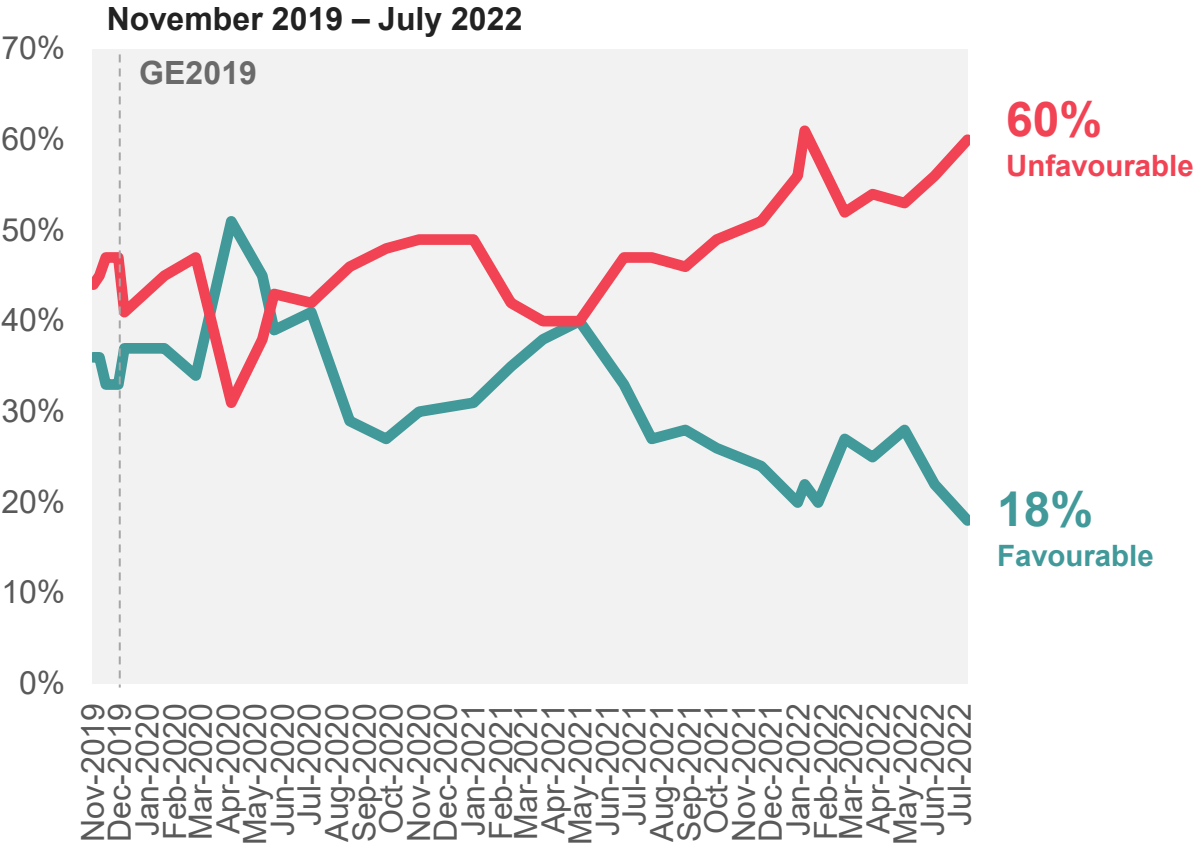
Boris Johnson: Favourability

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

July 2022



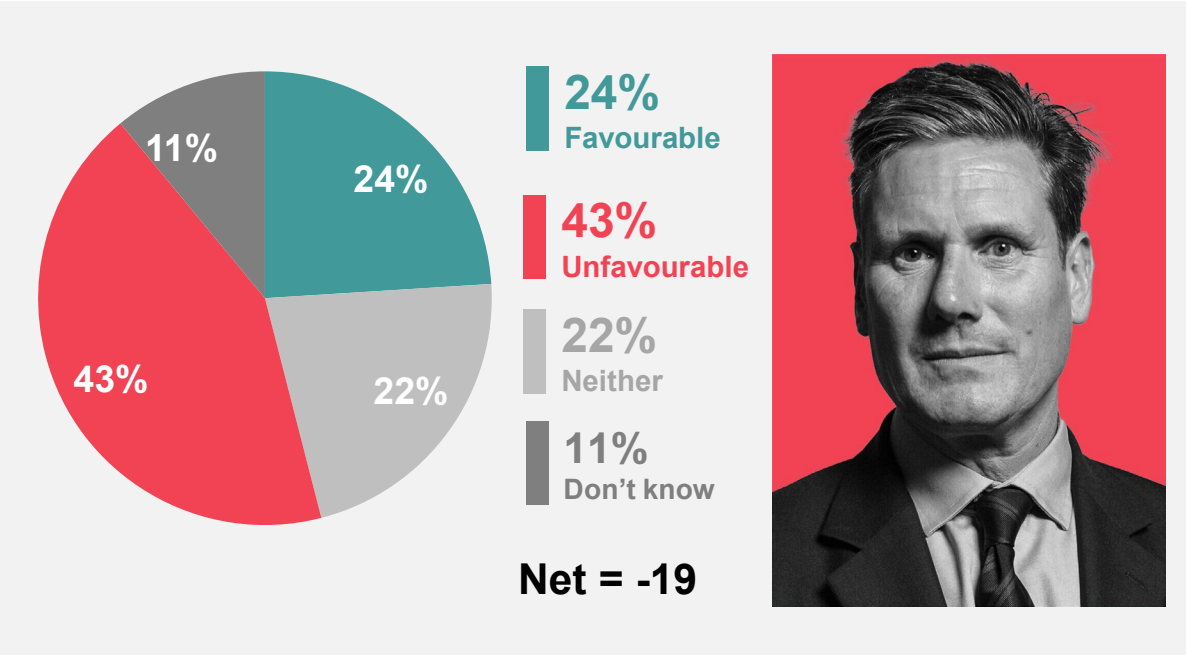
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Keir Starmer: Favourability

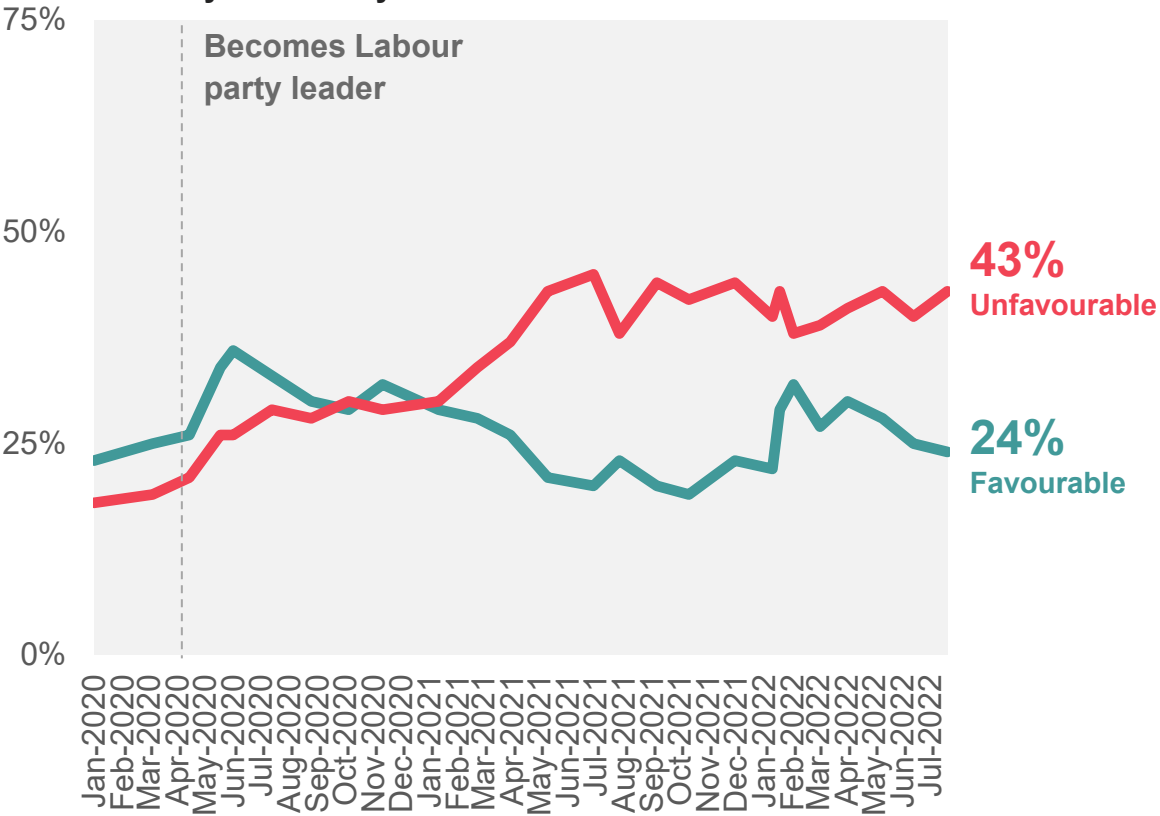
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

July 2022



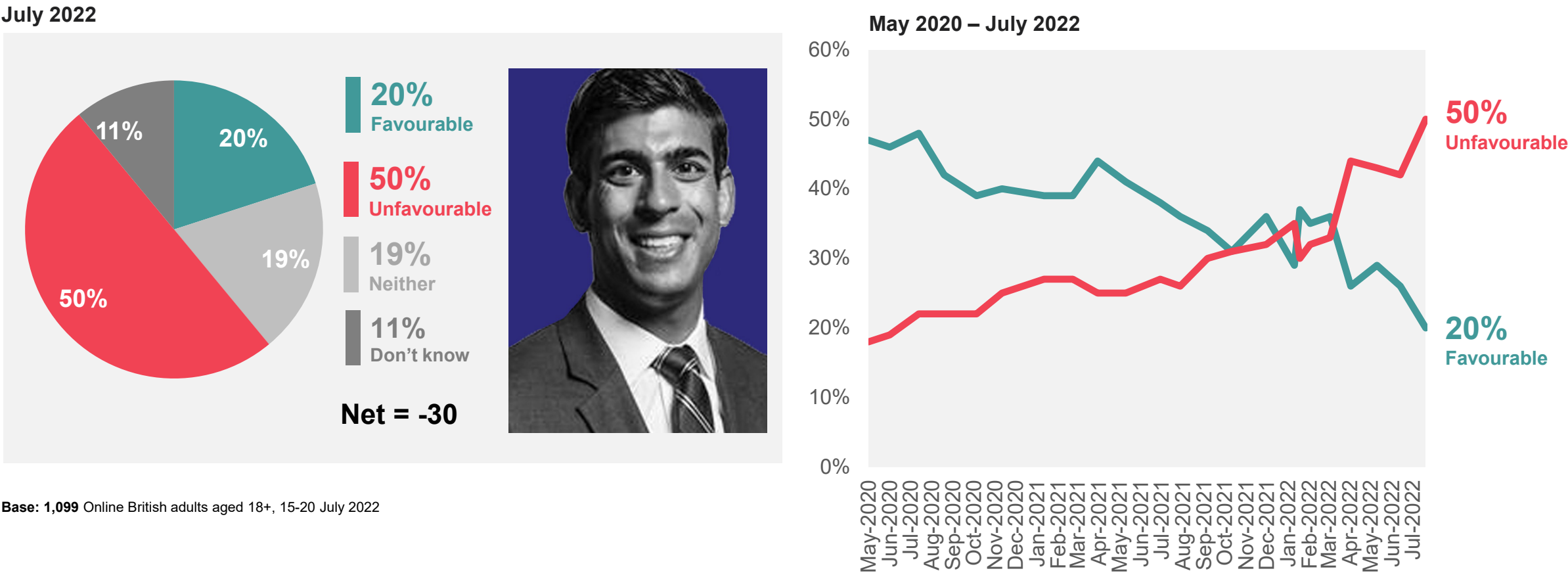
Base: 1,099 Online British adults aged 18+, 15-20 July 2022

January 2020 - July 2022



Rishi Sunak: Favourability

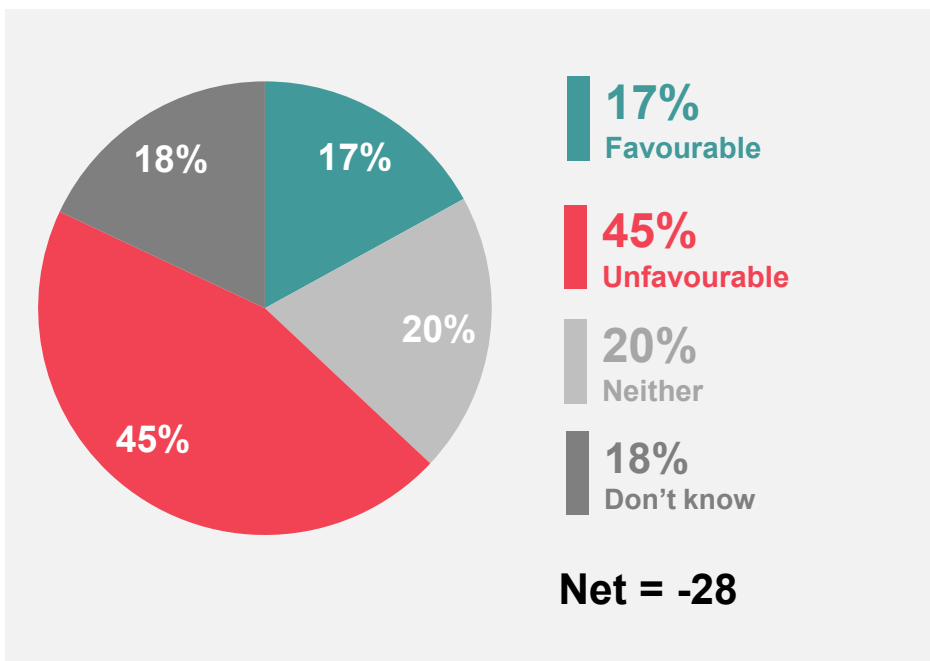
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak



Liz Truss: Favourability

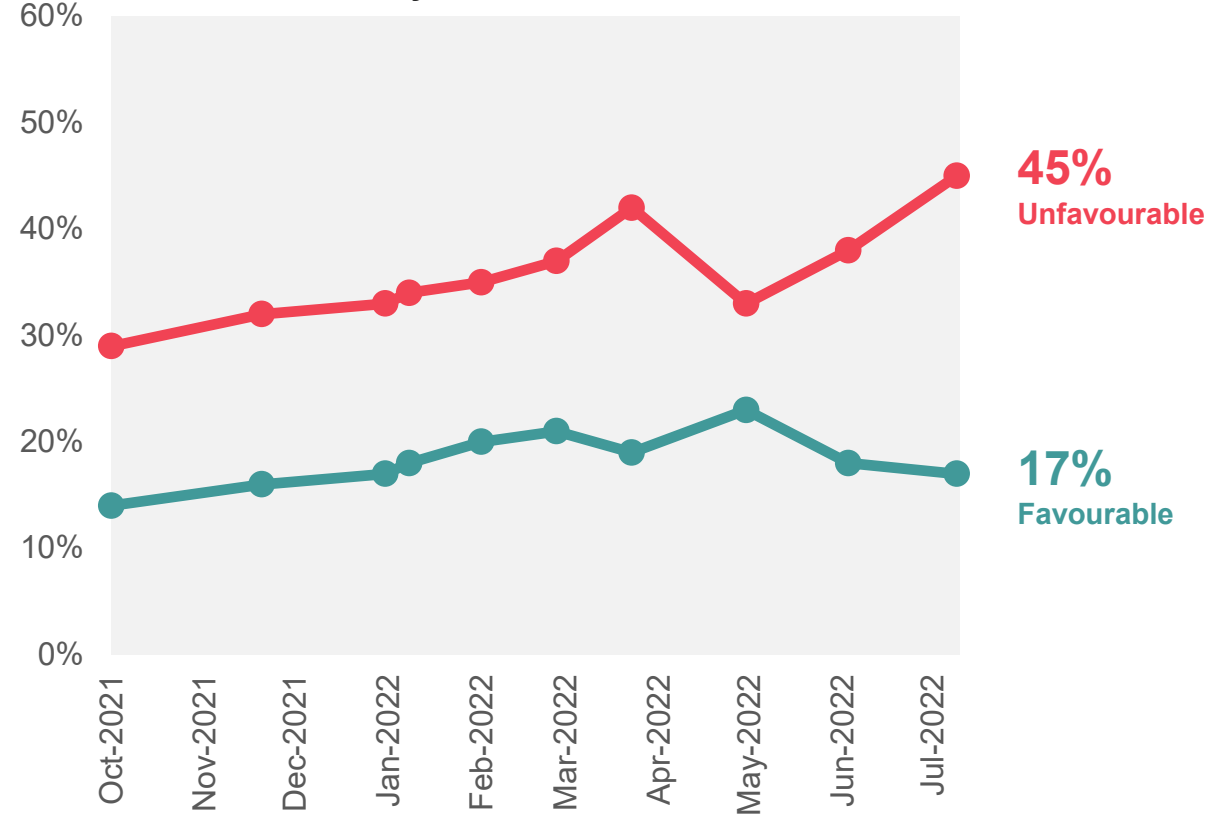
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

July 2022



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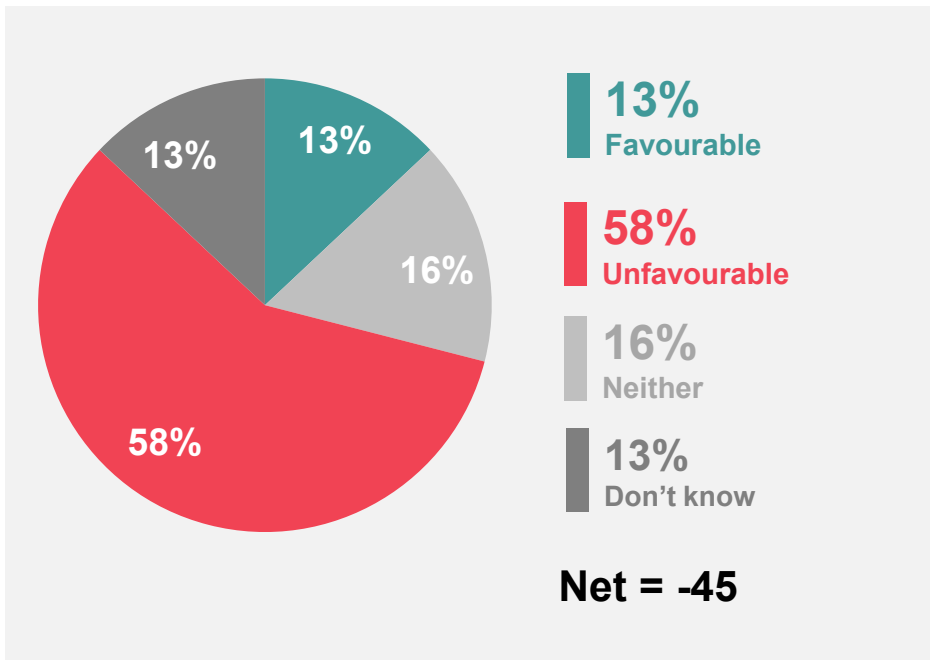
October 2021 – July 2022



Priti Patel: Favourability

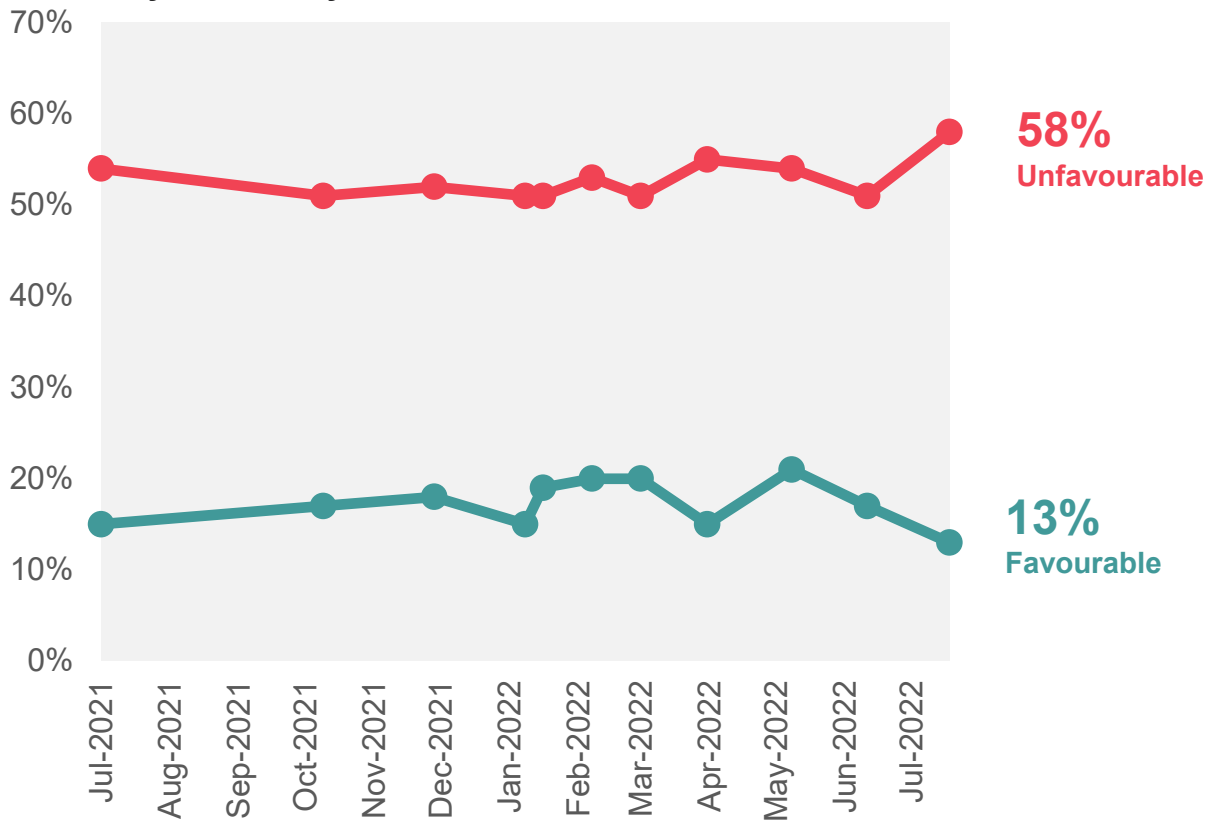
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Priti Patel

July 2022



Base: 1,099 Online British adults aged 18+, 15-20 July 2022

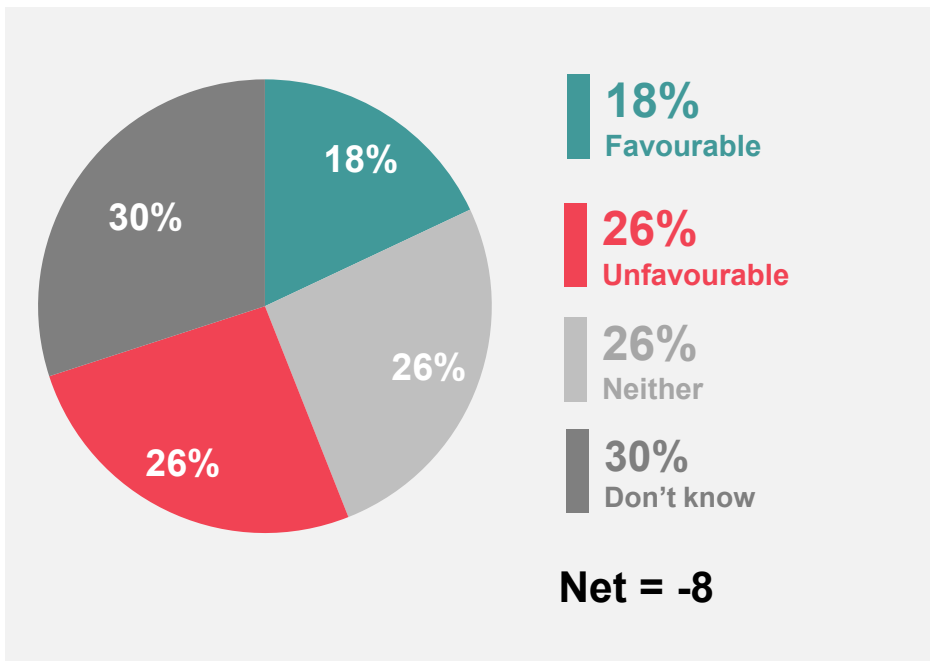
July 2021 – July 2022



Ben Wallace: Favourability

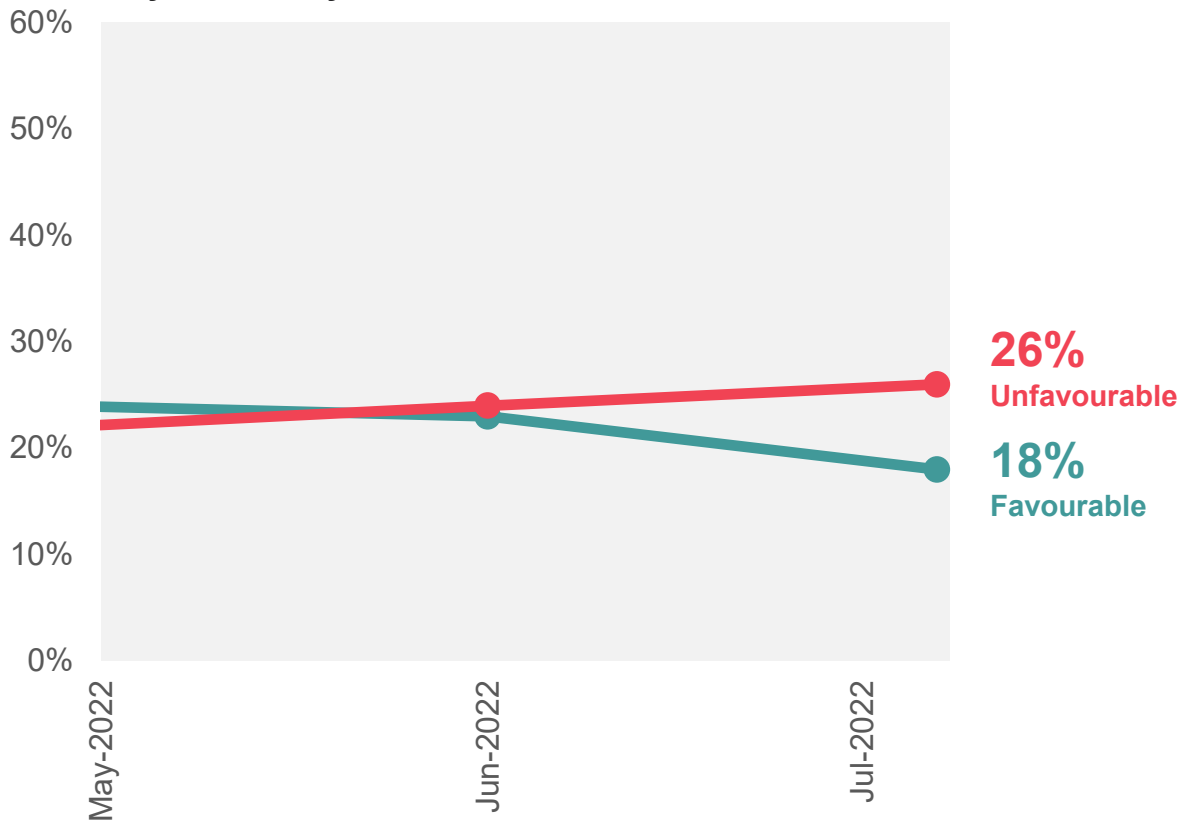
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ben Wallace

July 2022



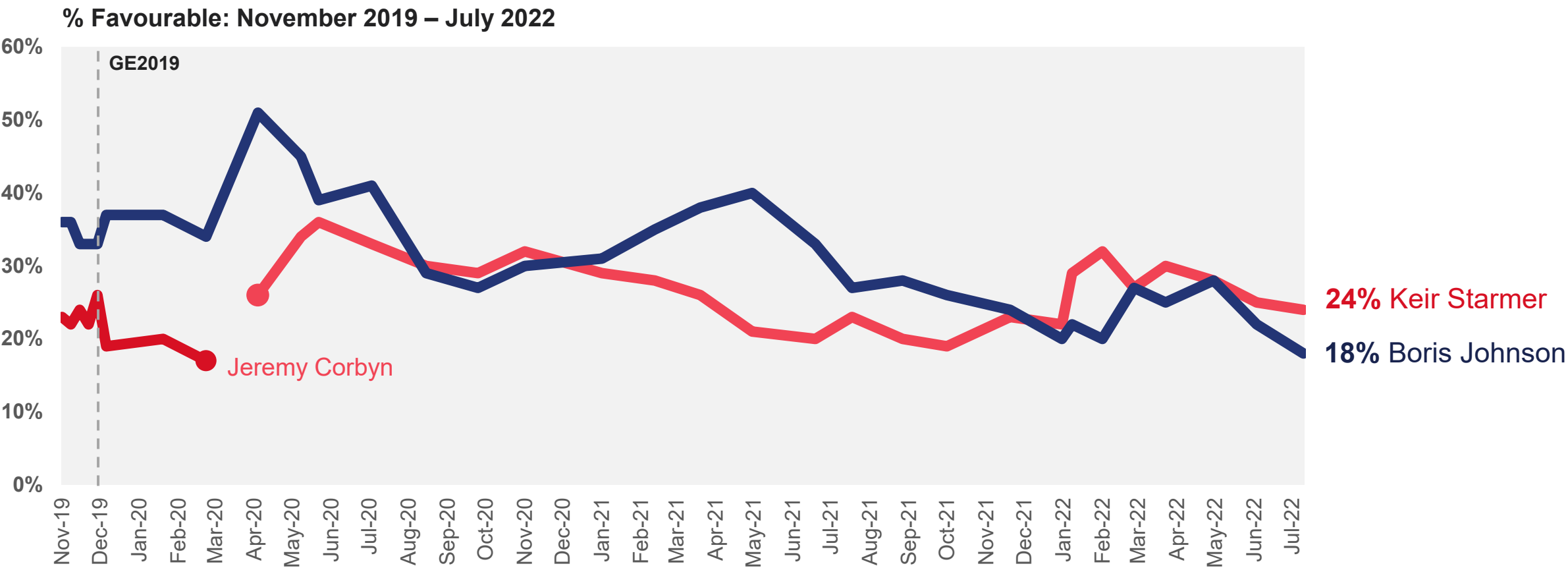
Base: 1,099 Online British adults aged 18+, 15-20 July 2022

July 2021 – July 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?

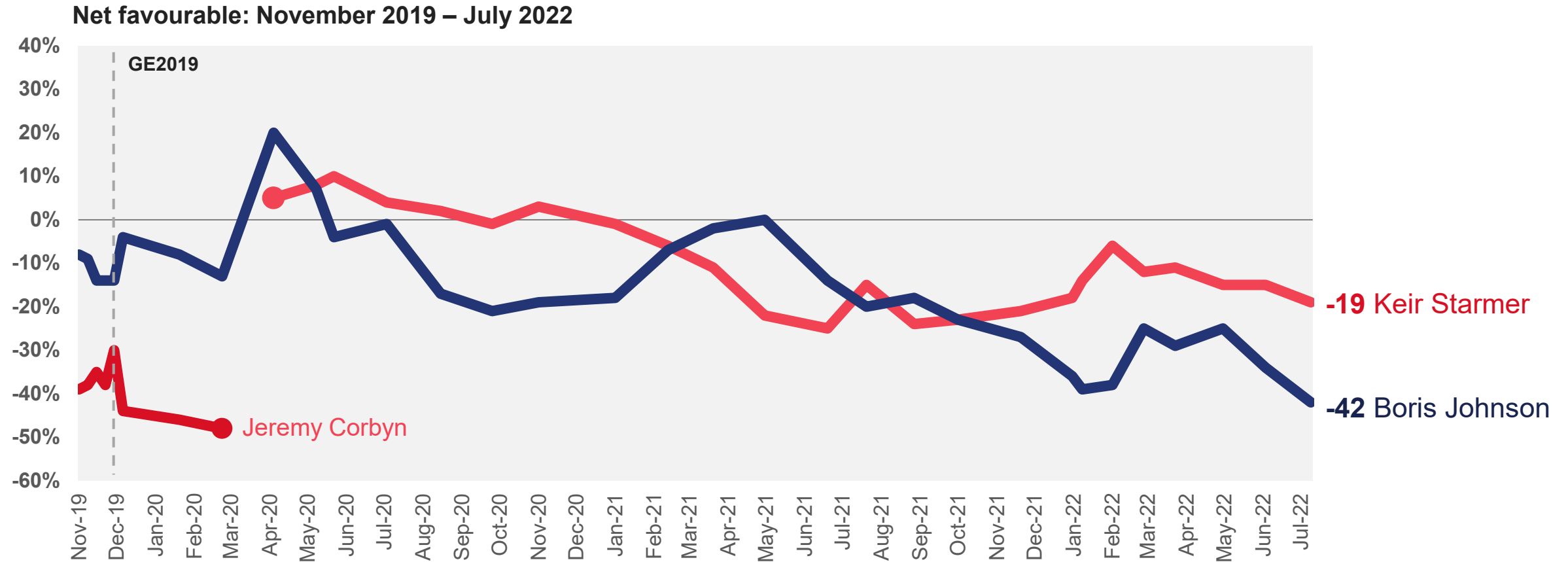


Base: 1,099 Online British adults aged 18+, 15-20 July 2022



Net favourability: Boris Johnson vs Keir Starmer

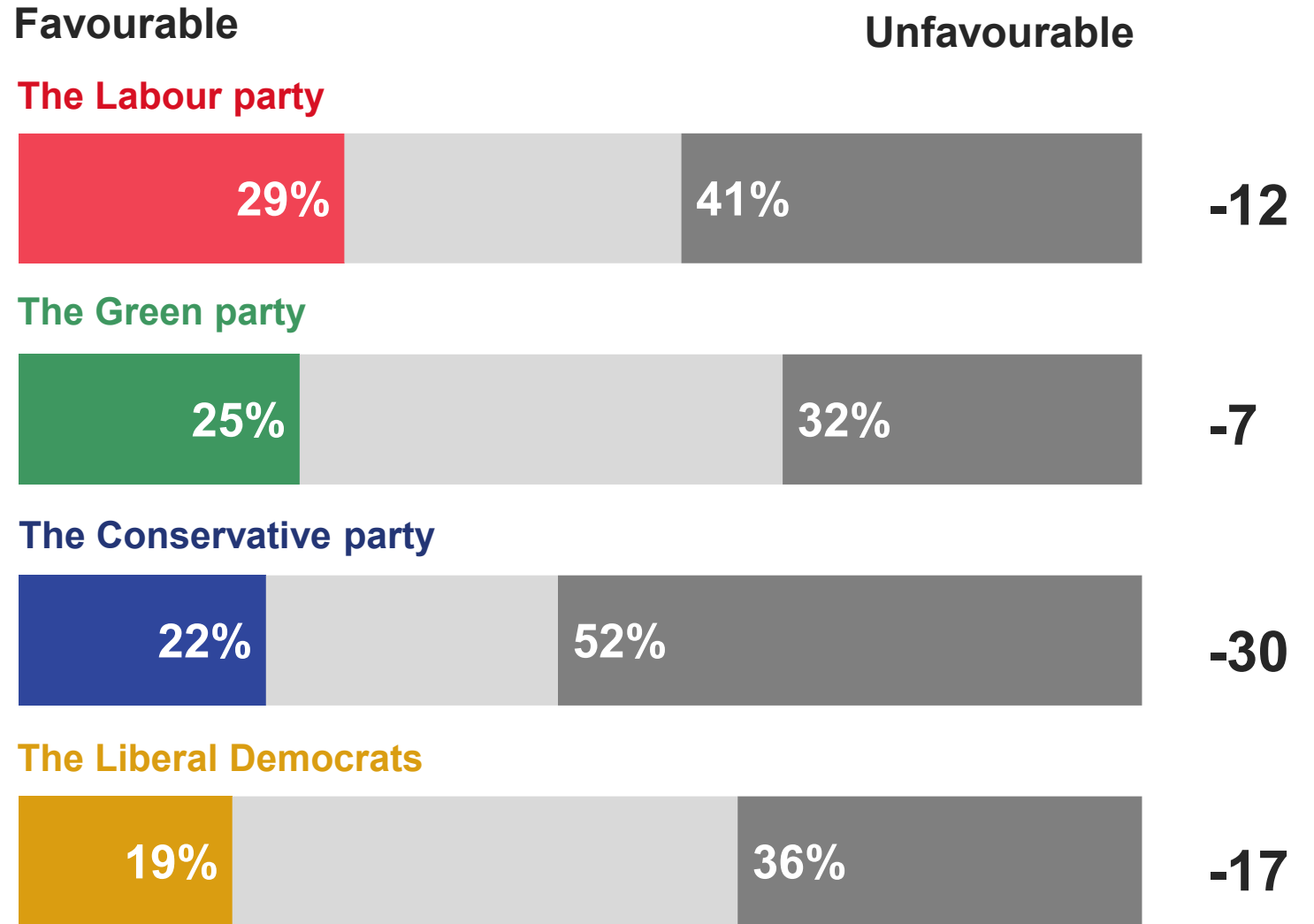
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,099 Online British adults aged 18+, 15-20 July 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?

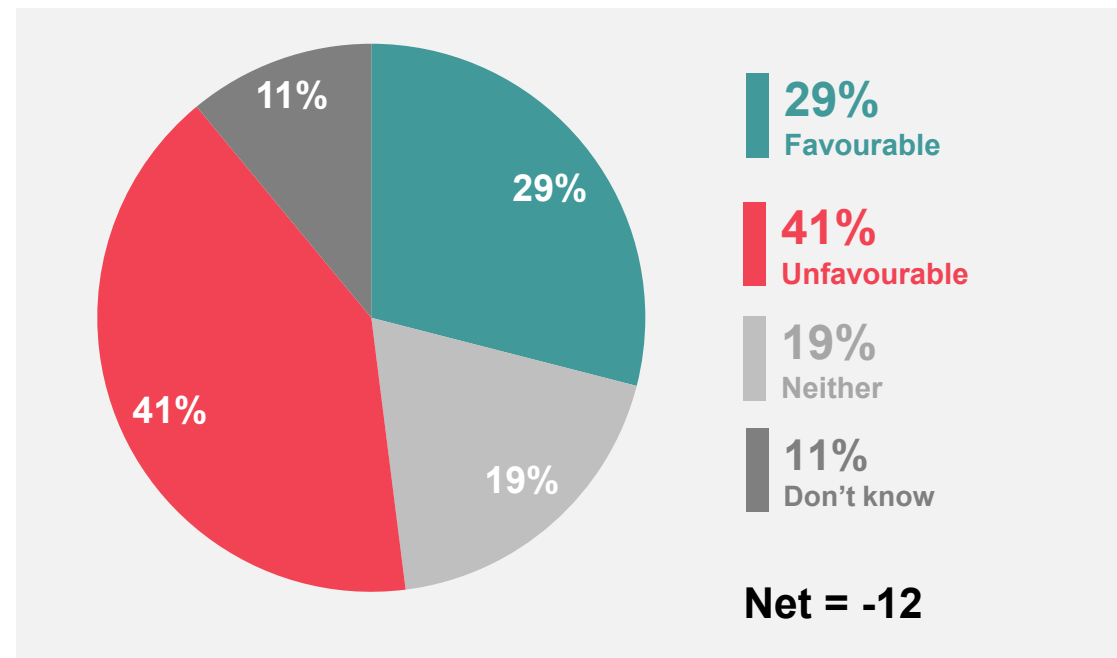


Base: 1,099 Online British adults aged 18+, 15-20 July 2022

The Labour party: Favourability

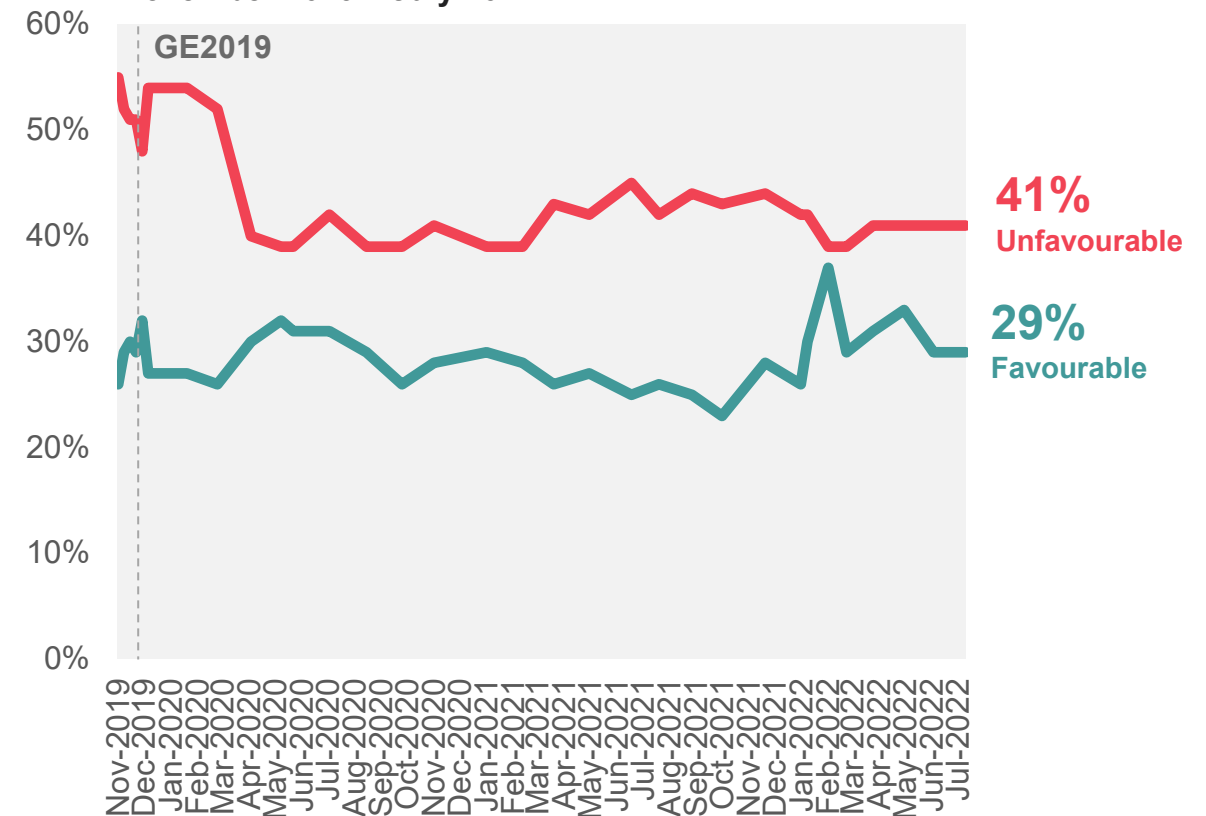
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

July 2022



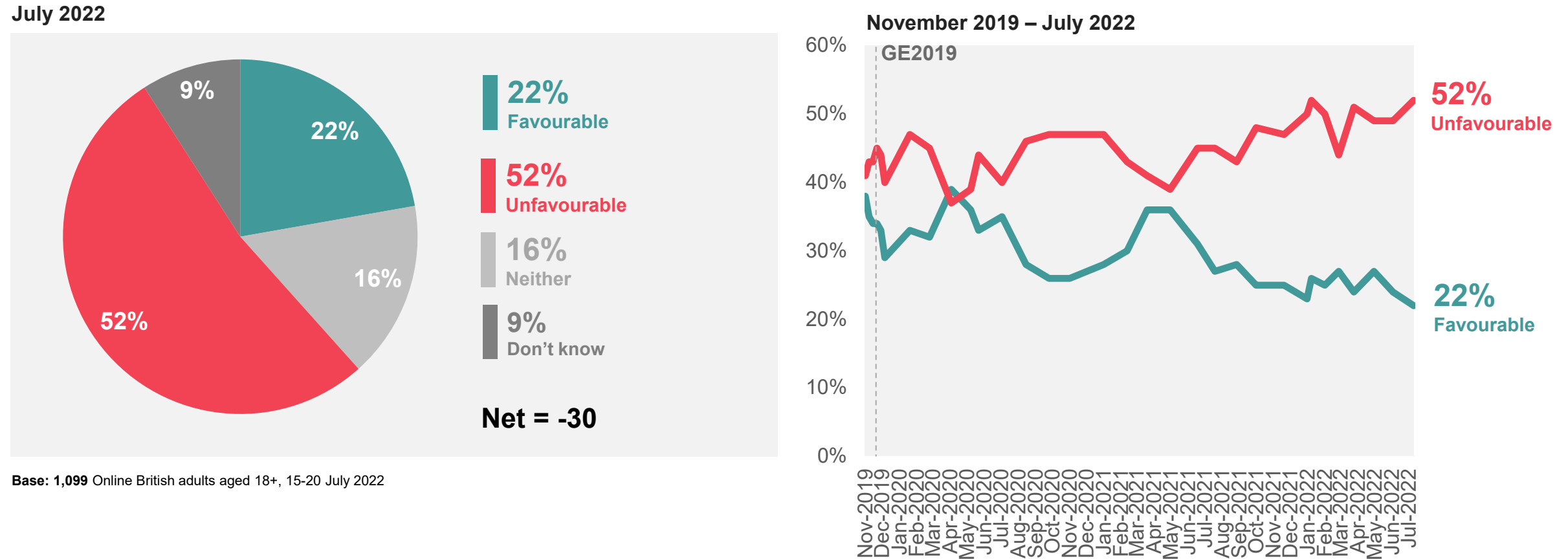
Base: 1,099 Online British adults aged 18+, 15-20 July 2022

November 2019 – July 2022



The Conservative party: Favourability

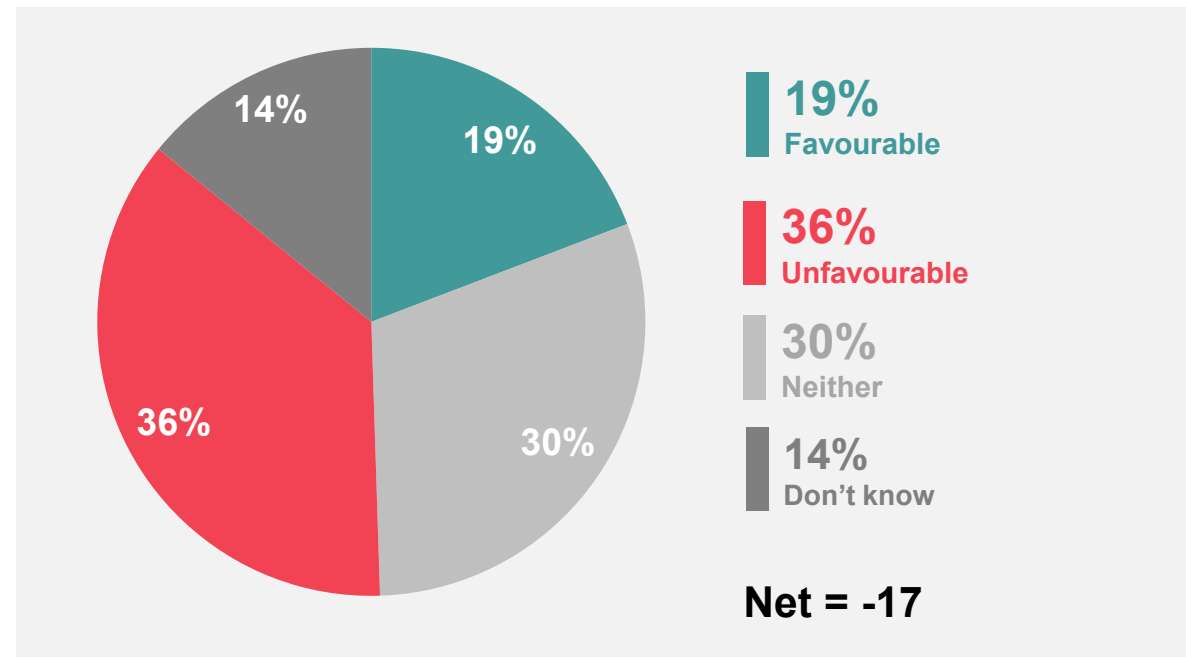
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party



The Liberal Democrats: Favourability

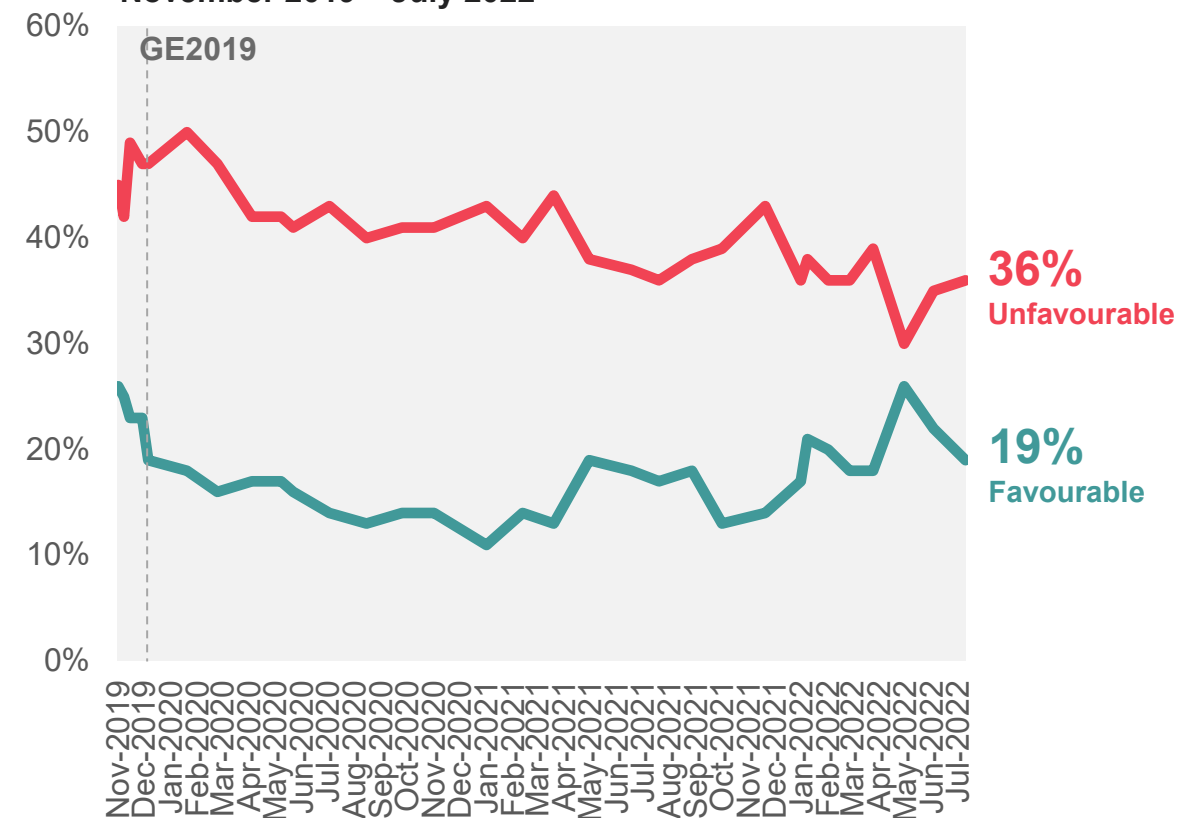
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

July 2022



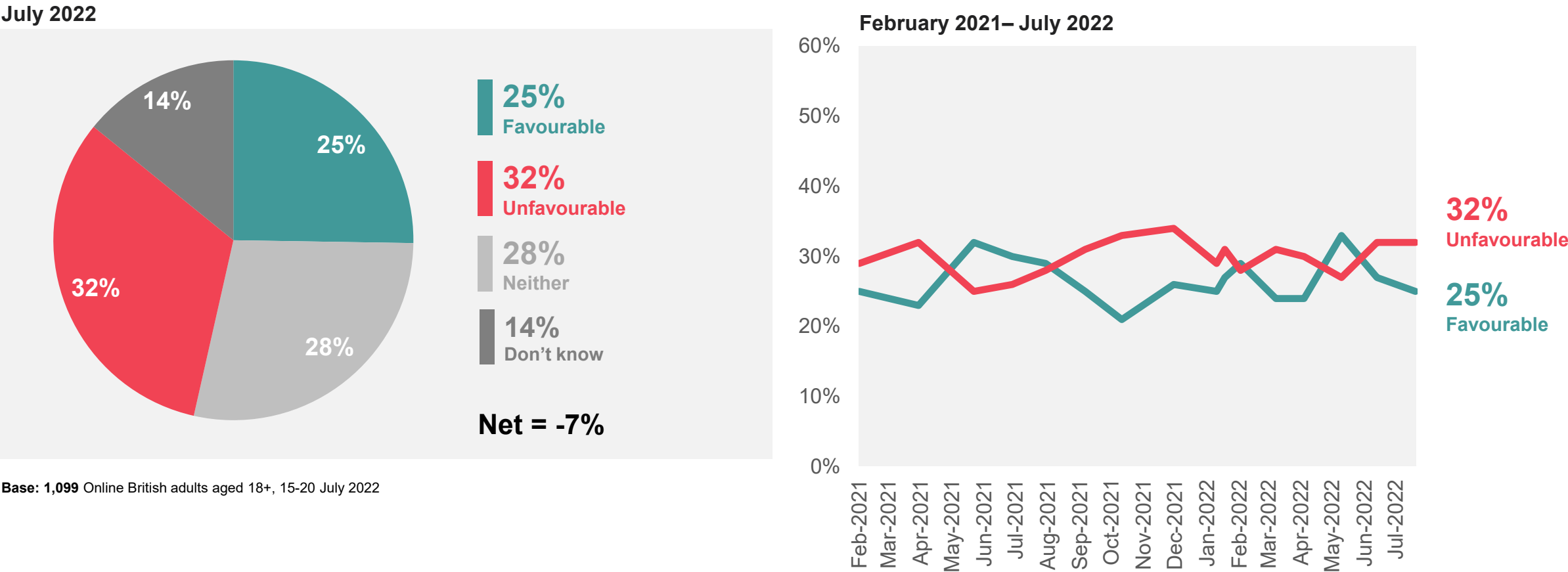
Base: 1,099 Online British adults aged 18+, 15-20 July 2022

November 2019 – July 2022



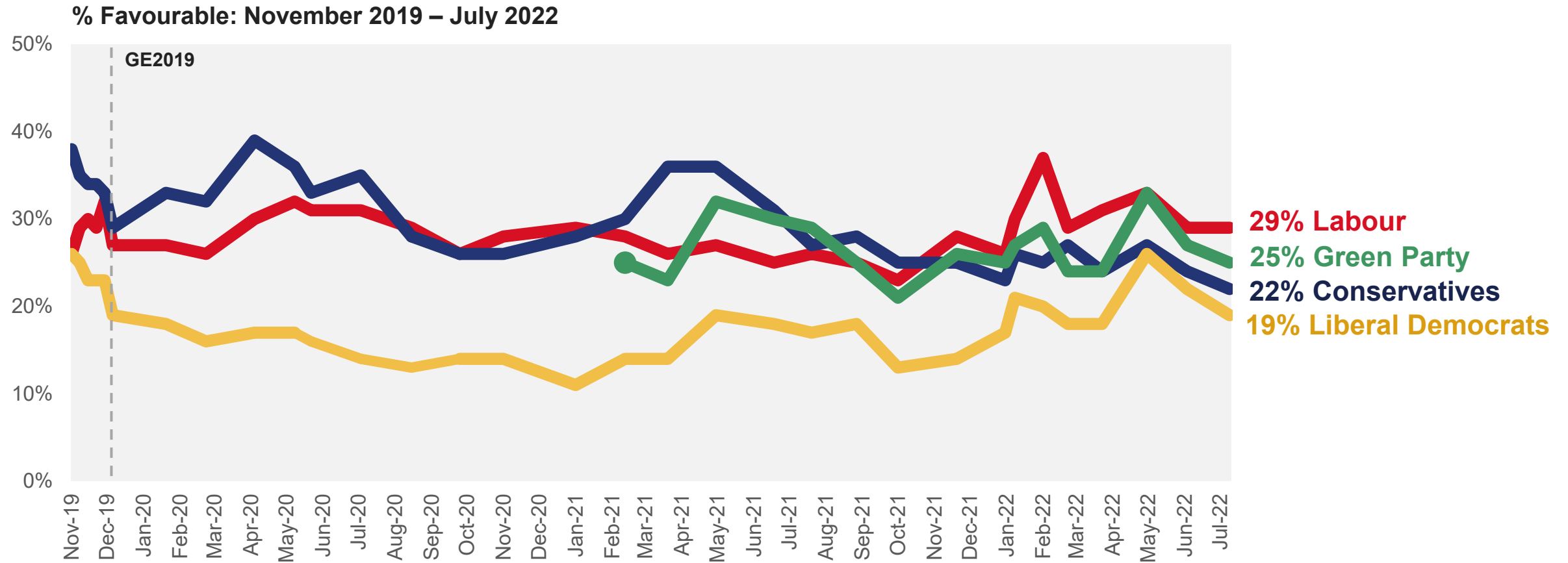
The Green Party: Favourability

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



Political parties: Favourability

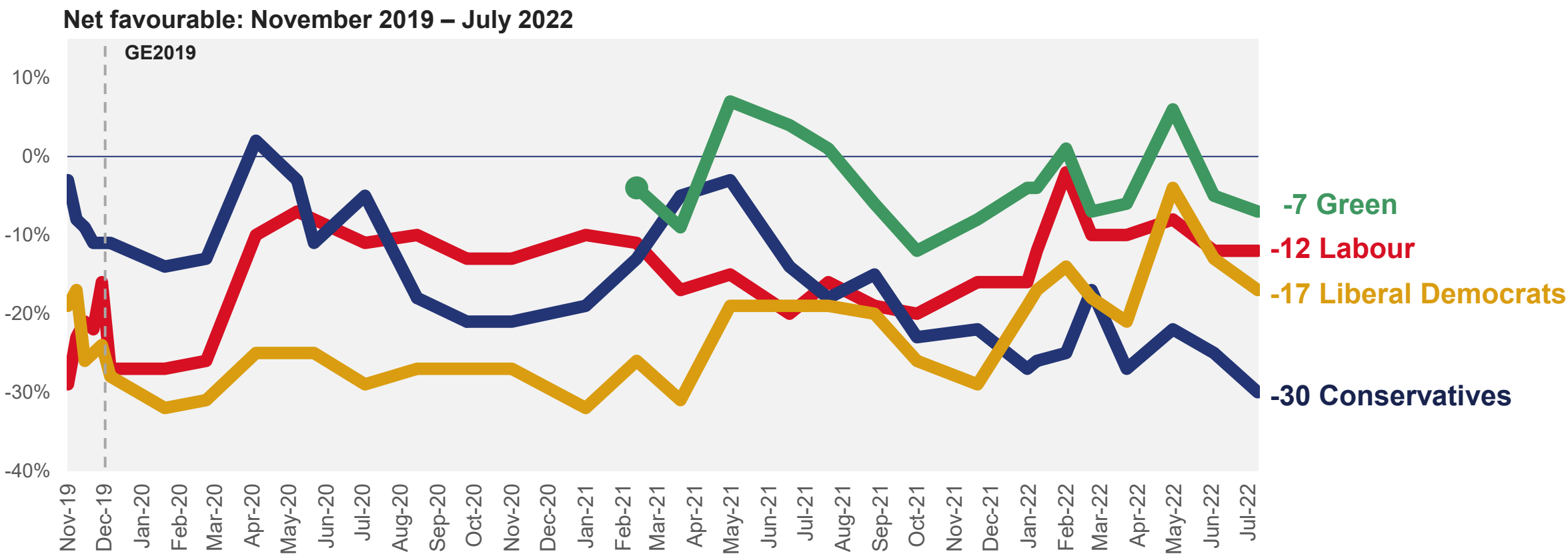
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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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: 1,099 Online British adults aged 18+, 15-20 July 2022



PARTY POLICIES

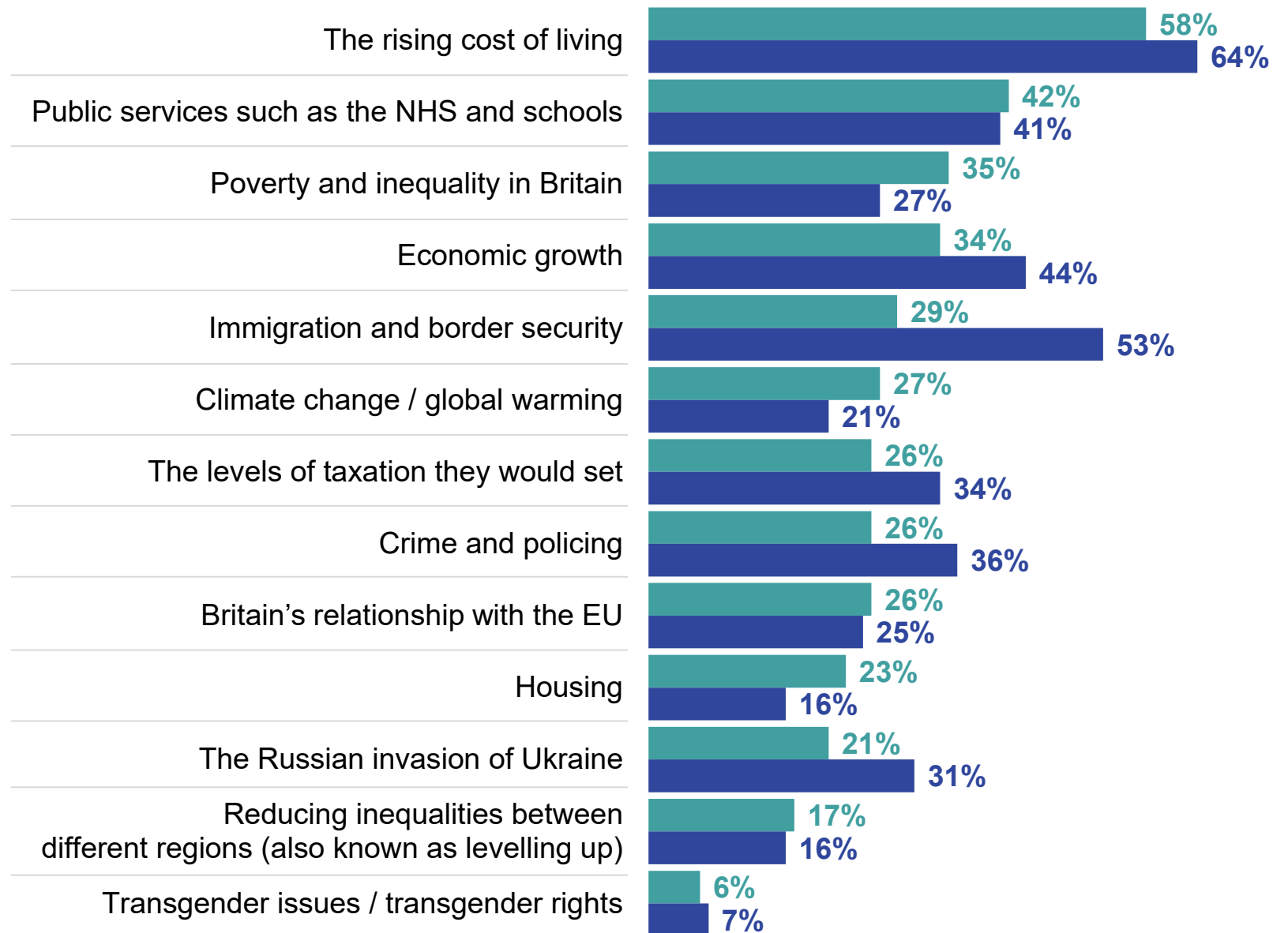
July 2022

What should Conservative candidates for the next Prime Minister be talking about?

As you may know, the Conservative Party are now in the process of choosing a new leader and that person will replace Boris Johnson as Prime Minister. Which of the following subjects would you most like to hear the candidates talk about their plans for?

Among all

2019 Conservative voters



Base: 1,099 Online British adults aged 18+, 15 -20 July 2022, including 2019 Conservative party voters (324)

Where is the political centre ground? Public spending and taxes

Below is a list of different aims a political party could have. For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference.

STATEMENT A	Change since 2020	AGREE MORE STATEMENT A	AGREE MORE STATEMENT B	Change since 2020	STATEMENT B
Spending on public services should be increased, even if that meant higher taxes or more government borrowing	-7	28%	36%	+4	Public spending in Britain is already high and taxes and government borrowing should not be increased any more
Taxes should not be cut now because that will mean less money for public services or higher government borrowing	N/A	32%	30%	N/A	Taxes should be cut now to reduce costs for individuals/businesses even if that means less money for public services or higher government spending
Britain should spend more on foreign aid	N/A	16%	44%	N/A	Britain should spend less on foreign aid
Benefits such as housing benefit and unemployment benefit should be increased	-4	33%	23%	-6	Benefits such as housing benefit and unemployment benefit should be reduced
Should take urgent action to meet targets to reduce impacts on climate change (e.g. investing in renewable energy + reducing use of fossil fuels, funded by green taxes on petrol/polluting industries & green levies on bills)	N/A	38%	27%	N/A	More important to reduce green taxes on petrol/polluting industries, green levies on bills & limitations on business, even if won't meet targets for reducing impacts on climate change

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Where is the political centre ground? The Economy

Below is a list of different aims a political party could have. For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference.

STATEMENT A	Change since 2020	AGREE MORE STATEMENT A	AGREE MORE STATEMENT B	Change since 2020	STATEMENT B
Britain should prioritise trade with the EU	N/A	32%	22%	N/A	Britain should prioritise trade with other countries such as the US, China and India
Public utilities (such as water & gas) and the train companies should be nationalised	+1	46%	16%	-5	Public utilities (such as water & gas) and the train companies should stay in the private sector
Government should set stricter rules for businesses on issues like workers' rights and environmental standards	-11	33%	27%	-1	Red-tape on businesses should be cut to help them grow and create more jobs
The right of workers to strike should be protected	N/A	39%	26%	N/A	It should be made more difficult for workers to strike

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Where is the political centre ground? Society

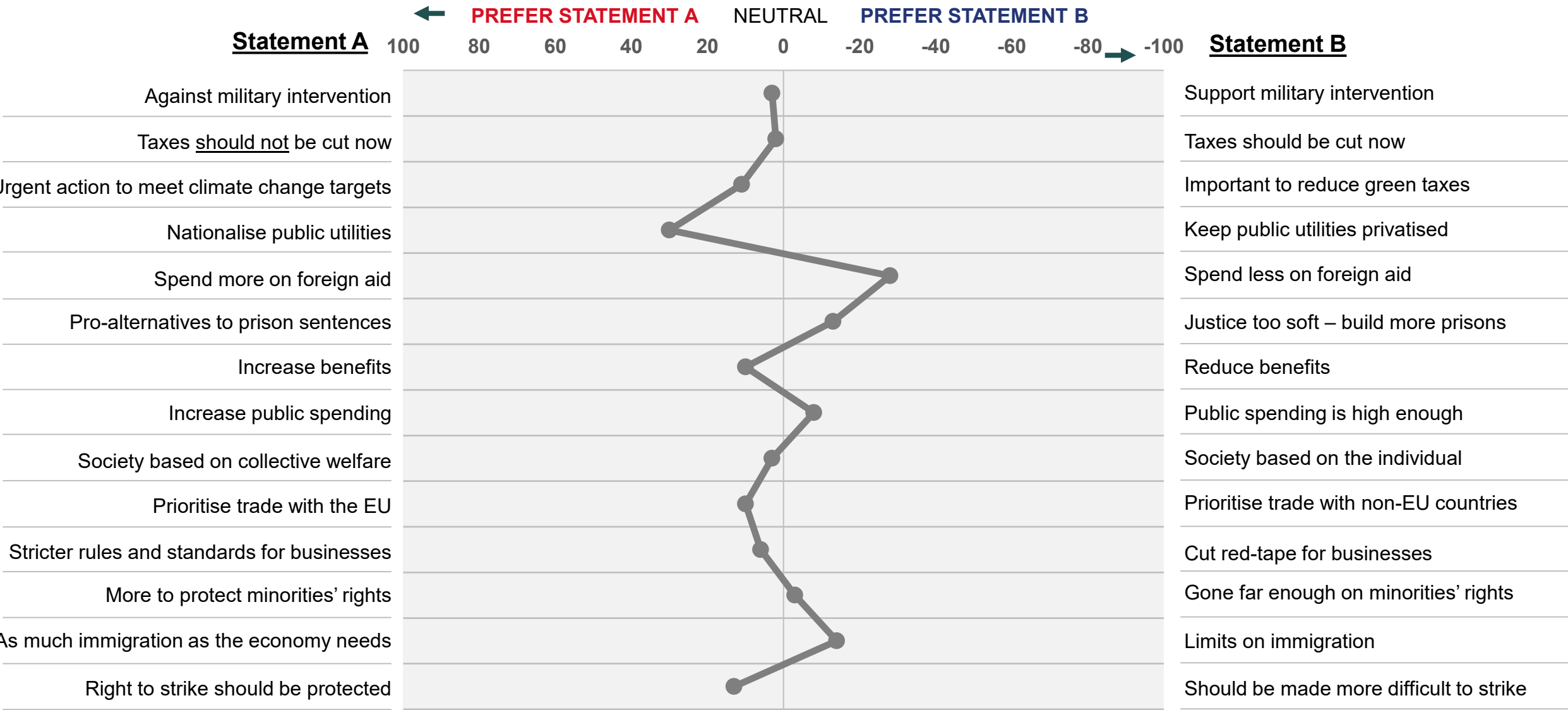
Below is a list of different aims a political party could have. For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference.

STATEMENT A	Change since 2020	AGREE MORE STATEMENT A	AGREE MORE STATEMENT B	Change since 2020	STATEMENT B
Britain should allow as much immigration as the economy needs	-4	28%	42%	-5	There should be strict limits on immigration into Britain as current numbers are too high
We should use more alternatives to prison sentences, such as community service, fines, travel bans and so on	-3	27%	40%	-7	The criminal justice system is too soft and we should build more prisons to house criminals
Britain should not get involved in any military conflicts in other countries	-12	31%	28%	+2	Britain should be prepared to intervene militarily in other countries if it supports our interests
We should create a society which emphasises the social and collective provision of welfare	-7	34%	31%	-3	We should create a society where the individual is encouraged to look after him or herself
We should do more to protect the rights of minorities	-8	30%	33%	-1	We have gone far enough on protecting minorities' rights

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Where is the political centre ground?

For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference?*

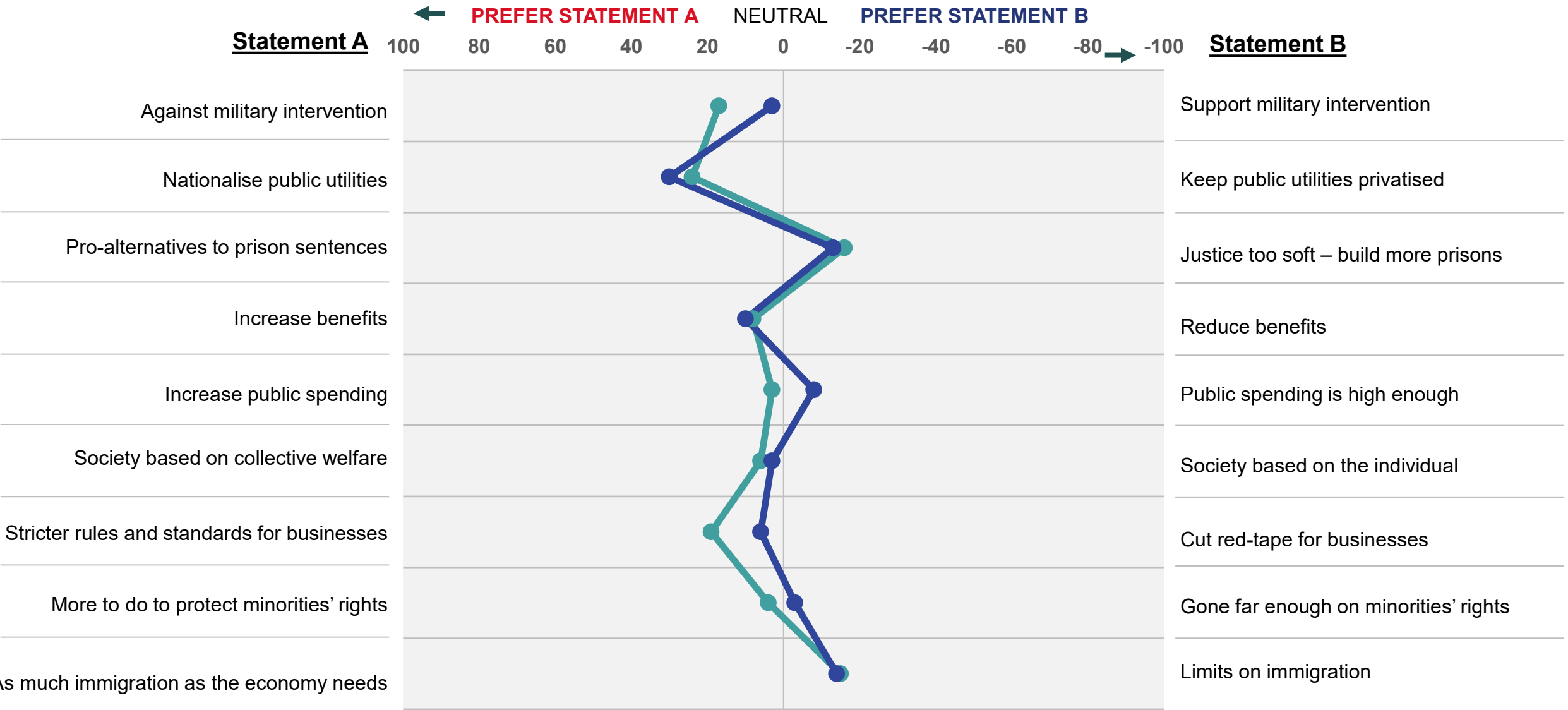


Where the public place themselves

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* Visit the Ipsos website for the full wording of each statement

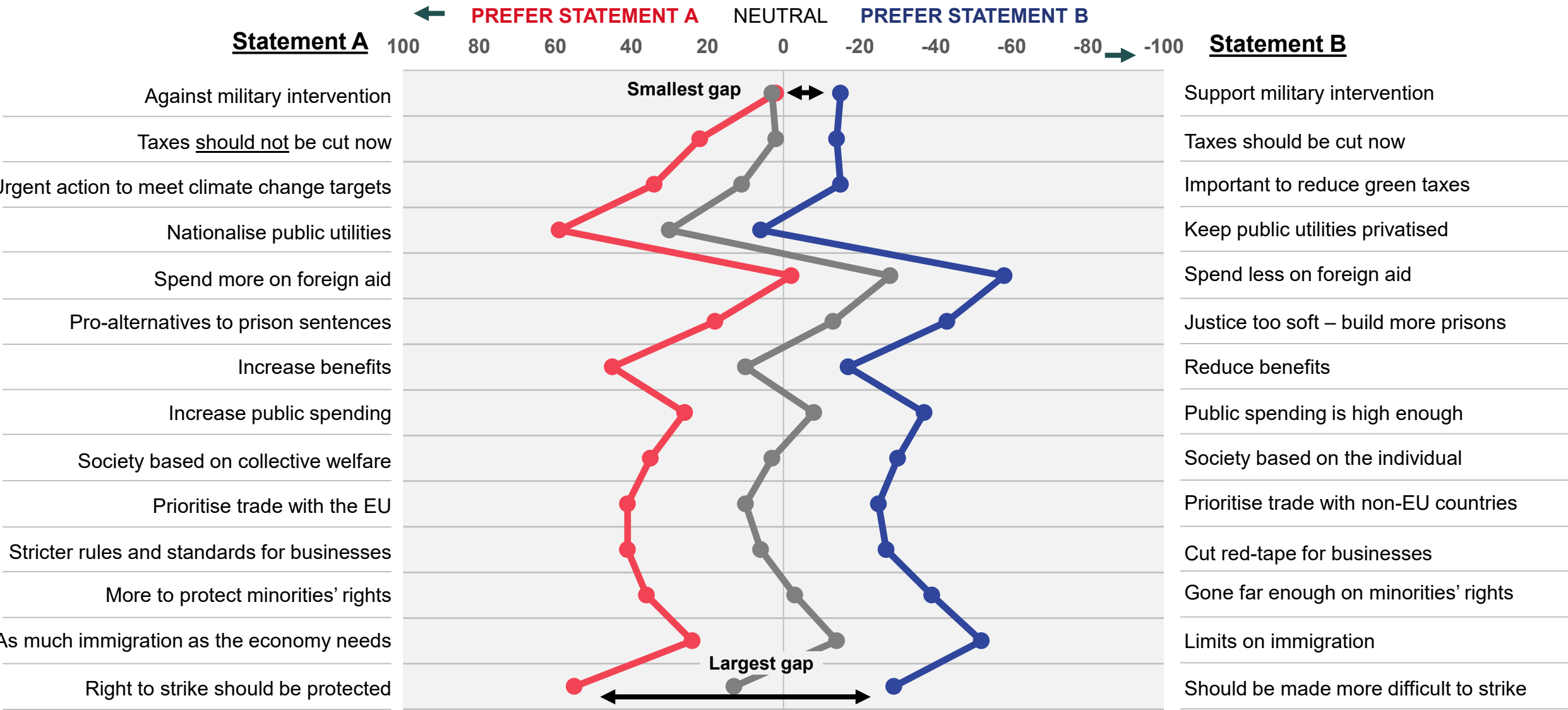
Where is the political centre ground? *Trends*

For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference?*



Where do the voters from 2019 stand?

For each pair of statements, please choose which would make you more likely to vote for a political party, or if it would make no difference?*



DIRECTION OF THE COUNTRY

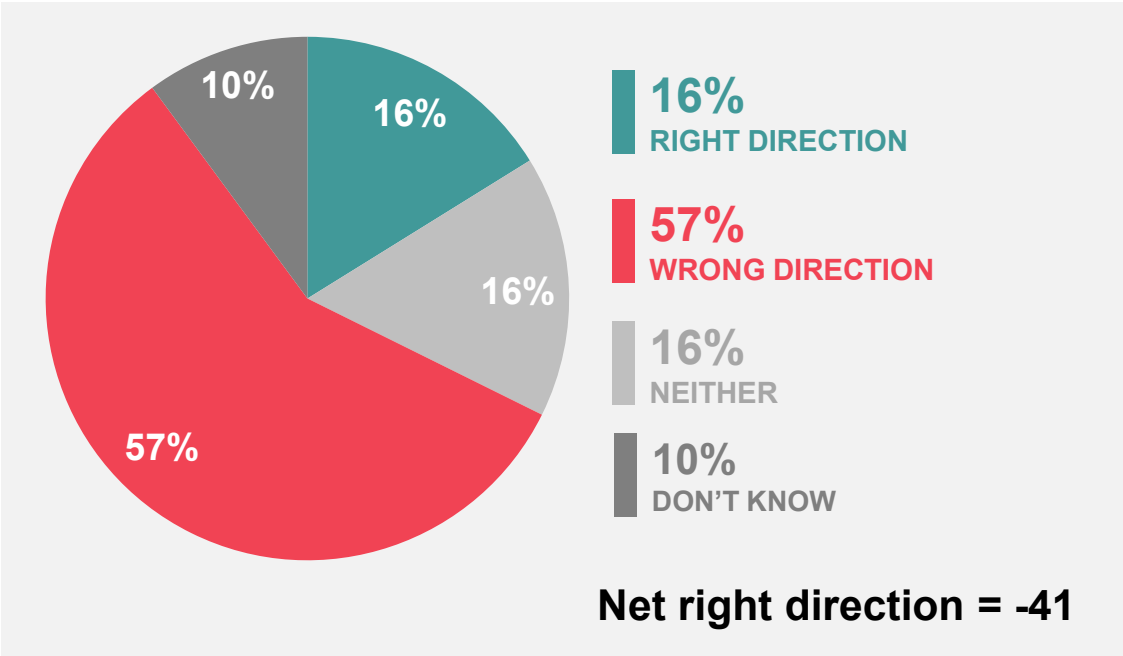
July 2022



Direction of the country

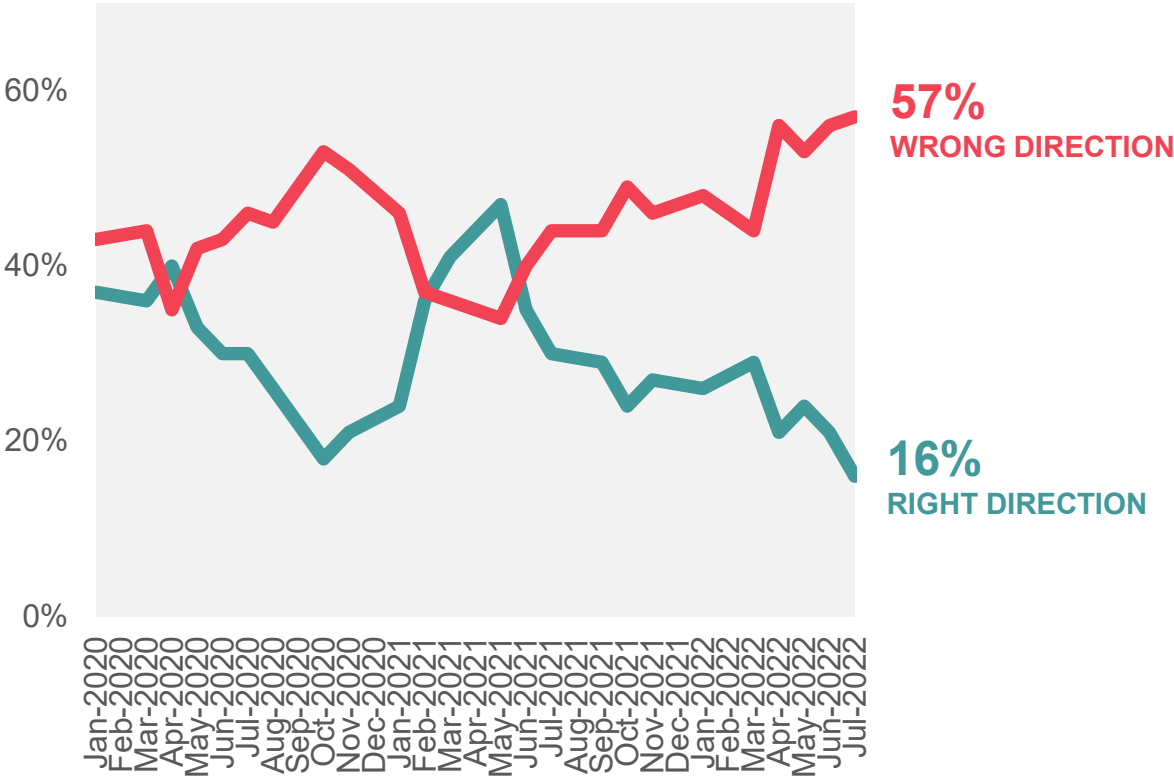
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

July 2022



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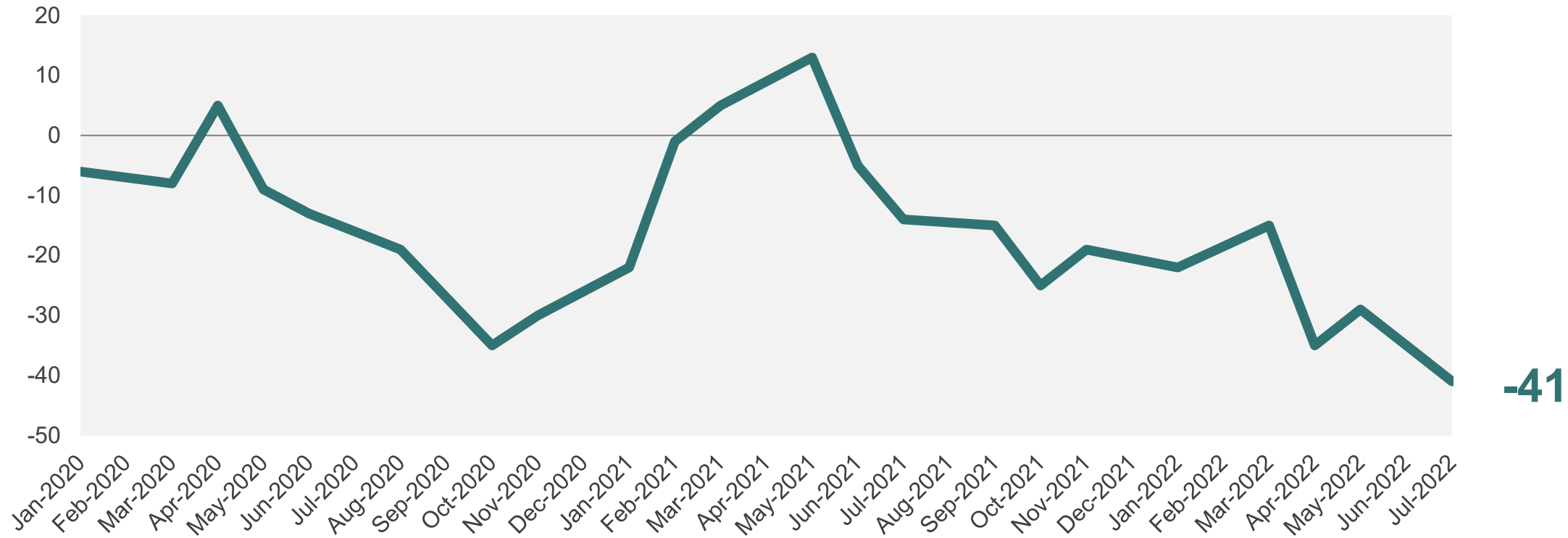
January 2020 – July 2022



Direction of the country: January 2020 – July 2022

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

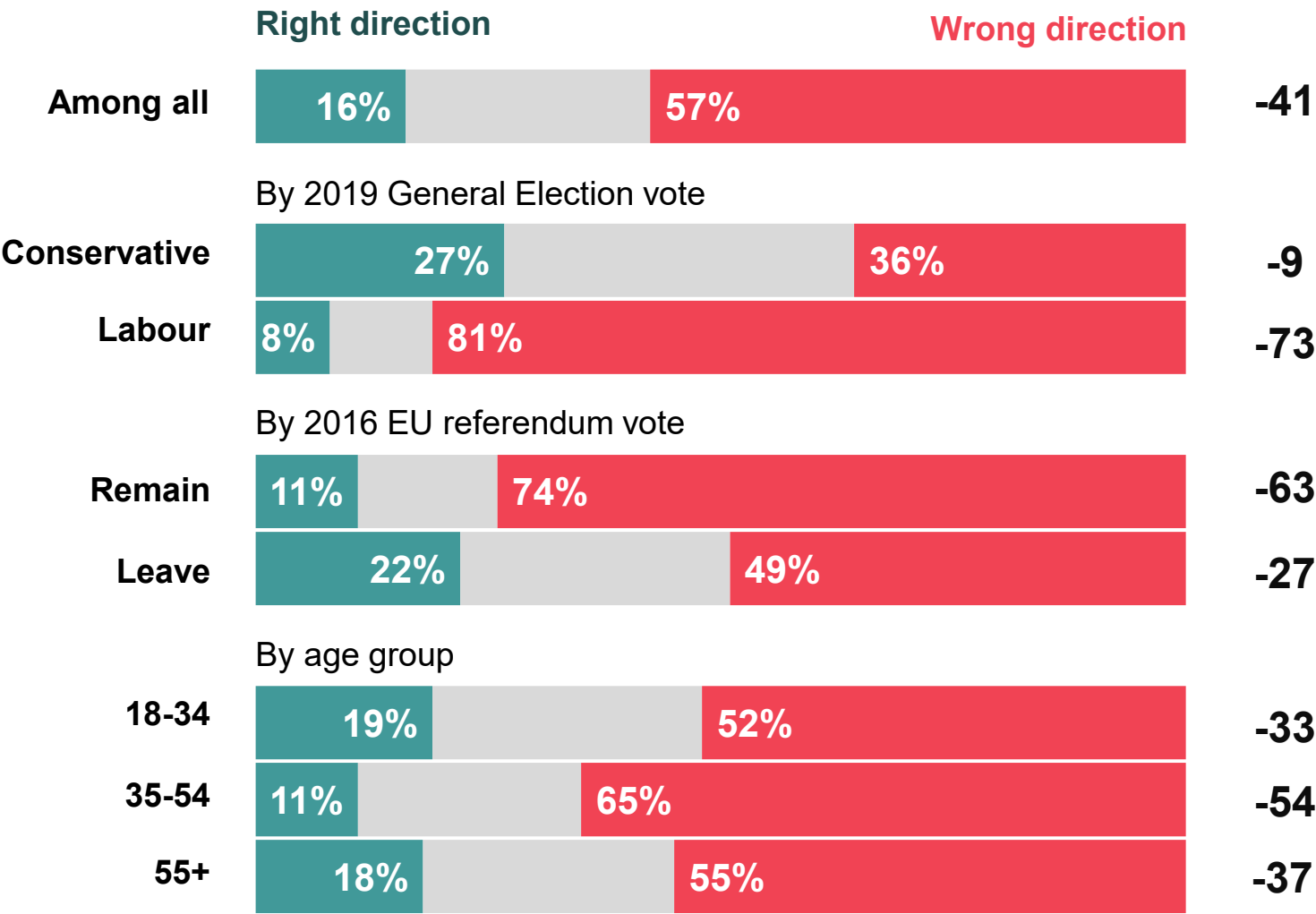
Net right direction



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Direction of the country

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

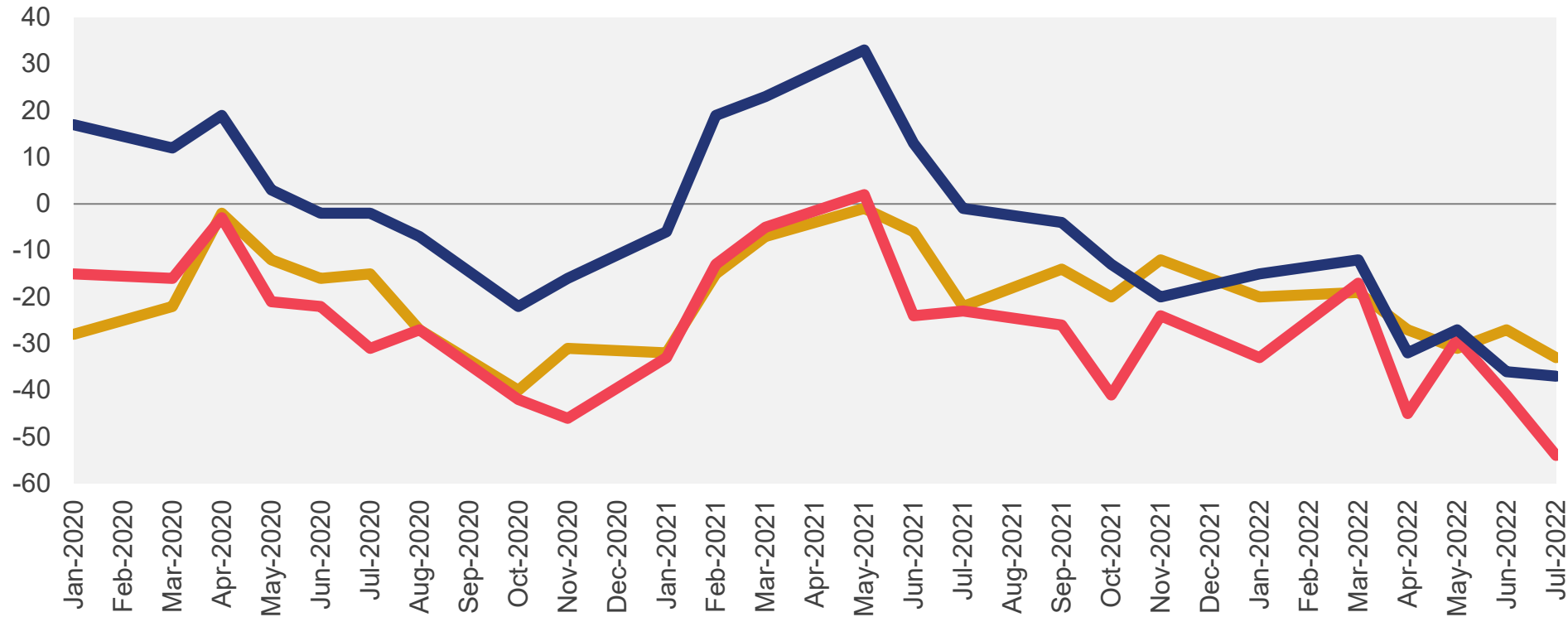


Base: 1,099 Online British adults aged 18+, 15-20 July 2022

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 – July 2022



Base: 1,099 Online British adults aged 18+, 15th -20th July 2022

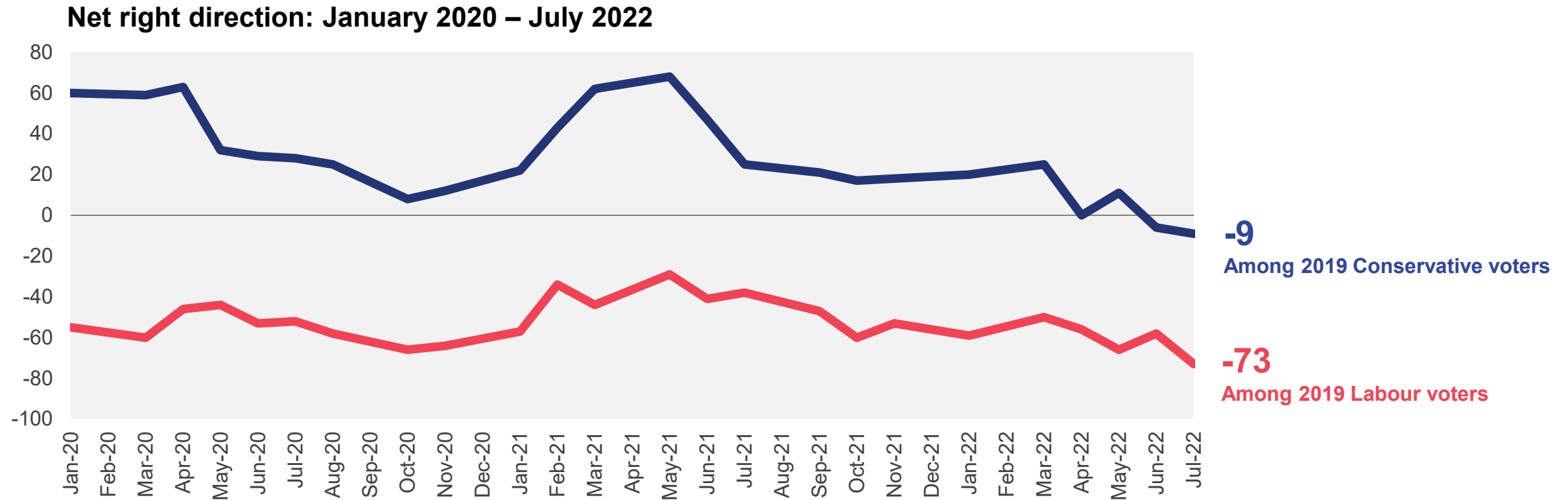
-33
Among those aged 18-34

-37
Among those aged 55+

-54
Among those aged 35-54

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: 1,099 Online British adults aged 18+, 15th -20th July 2022

BREXIT

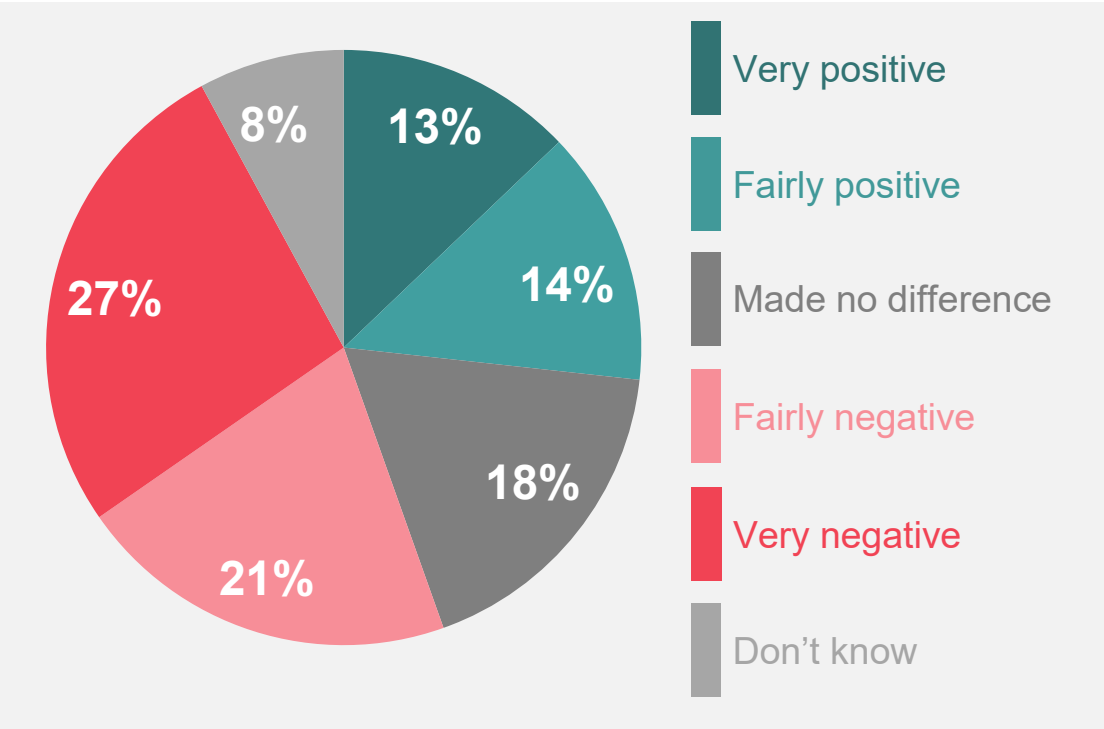
July 2022



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

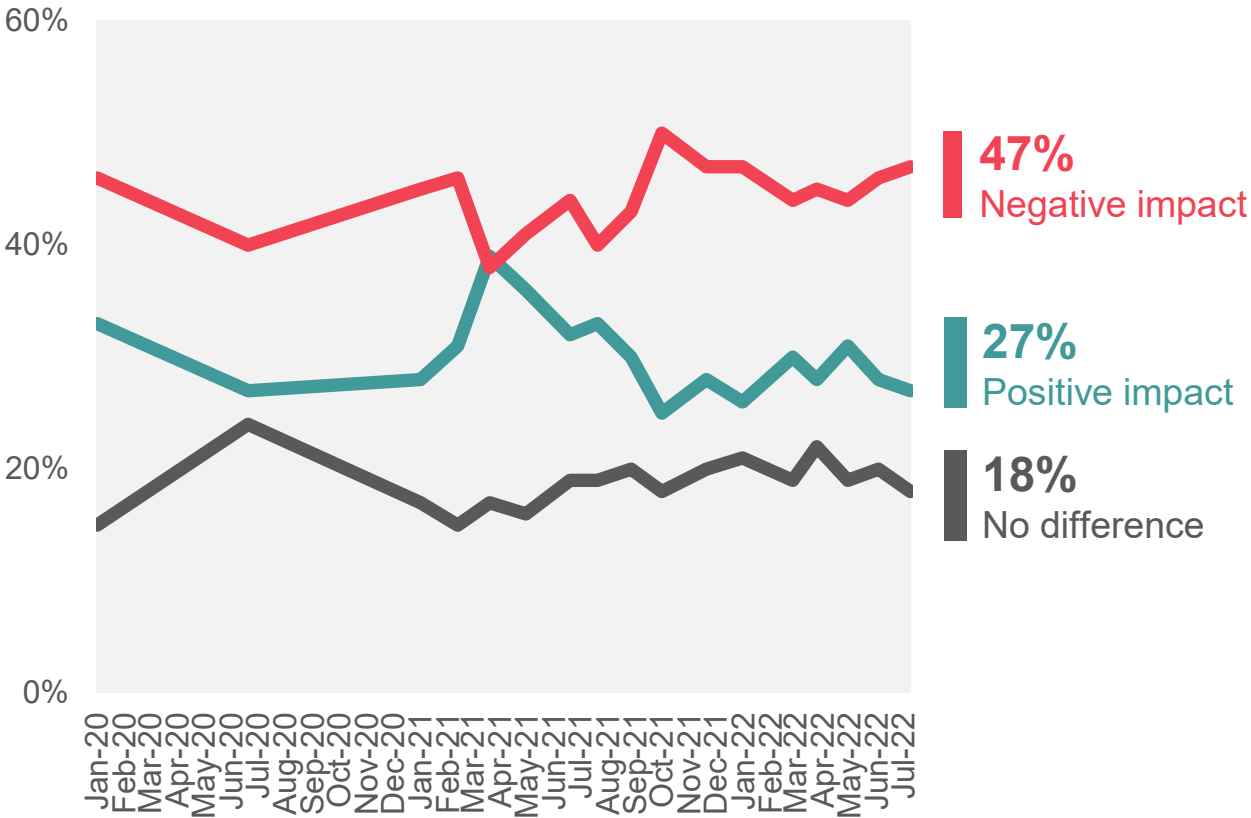
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

July 2022



Base: 1,099 Online British adults aged 18+, 15 -20 July 2022

January 2020 – July 2022



Ipsos UK

Political Pulse July 2022

For more information

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