

# IPSOS UK POLITICAL PULSE

August 2022



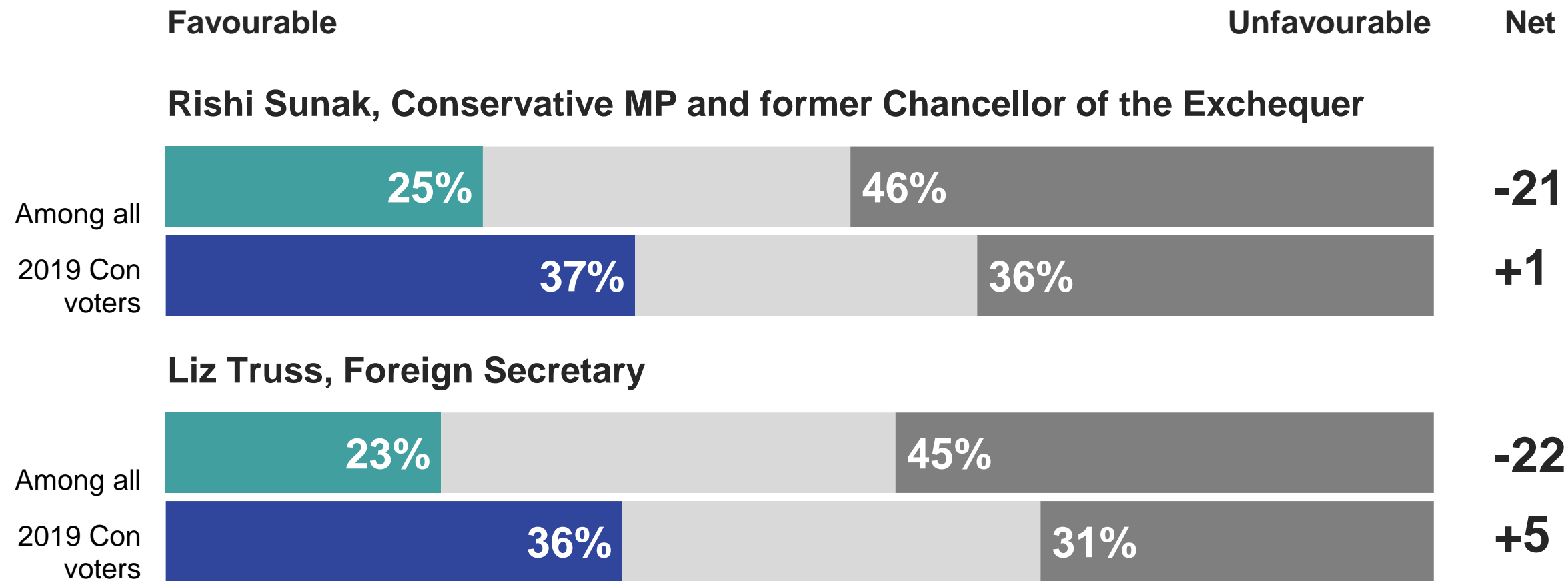


# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

August 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?

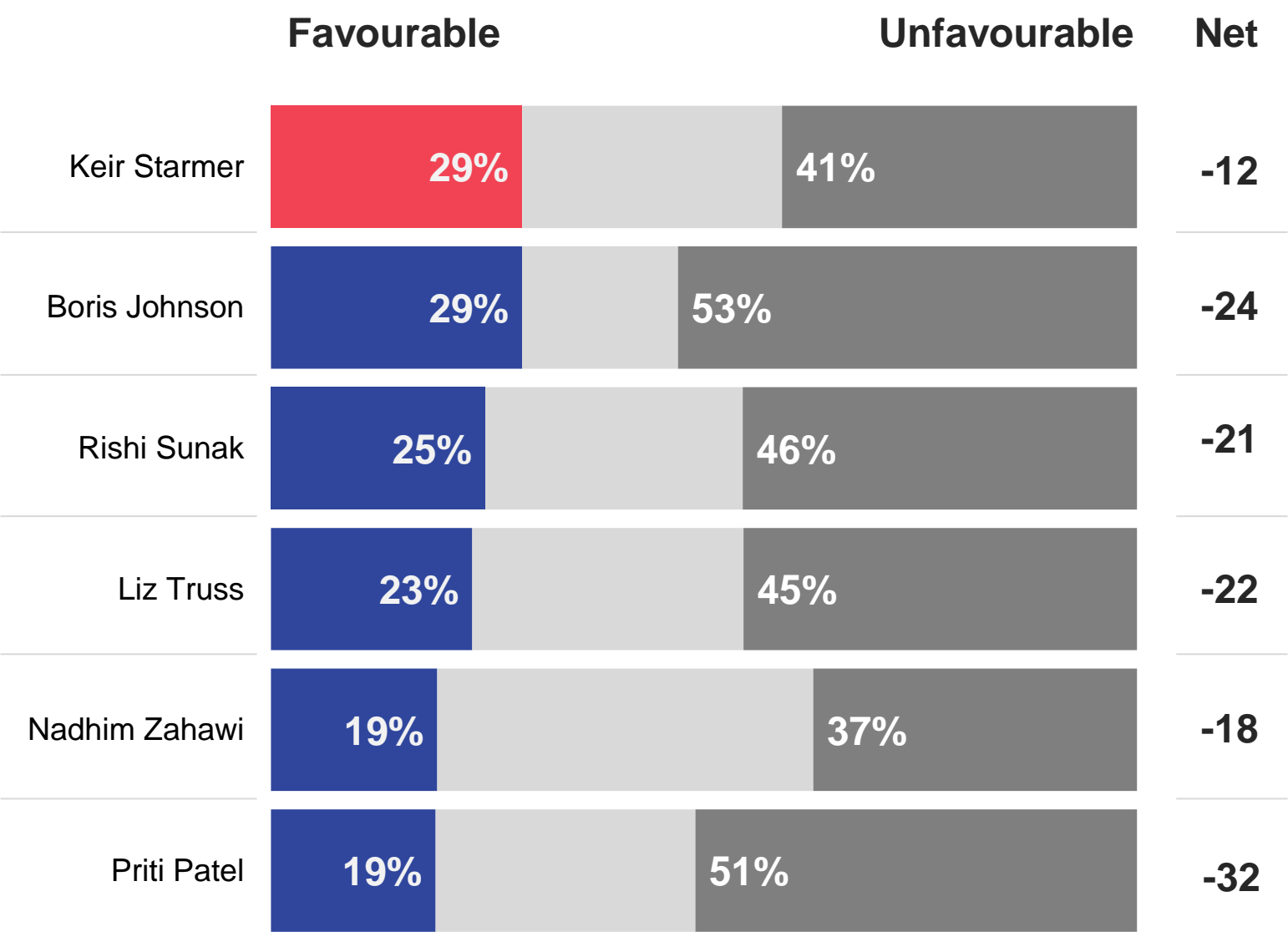


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 2019 Conservative party voters (330)



# 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?

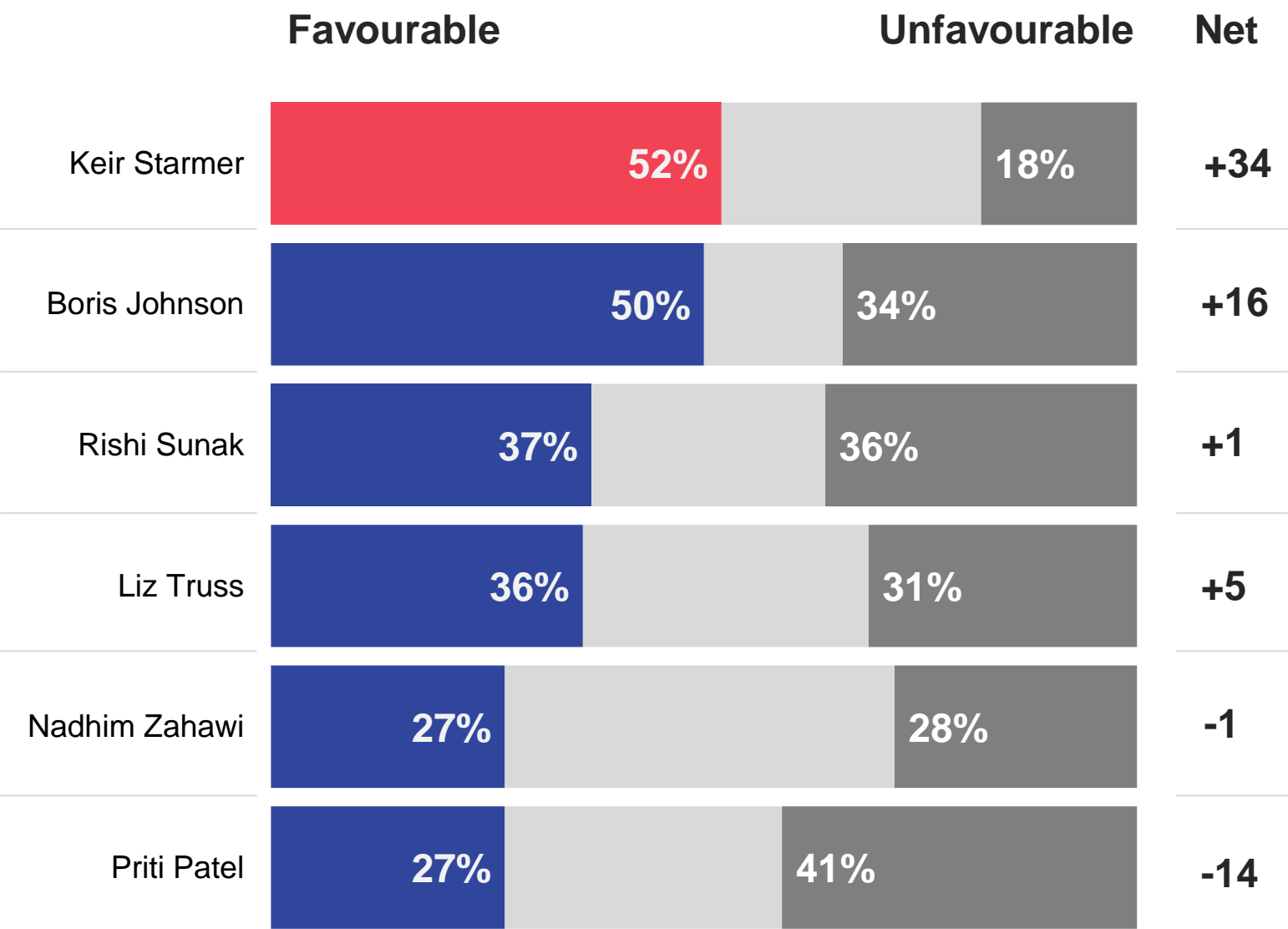


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

# 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: 1,111 Online British adults aged 18+, 19<sup>th</sup>-22<sup>nd</sup> August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284)

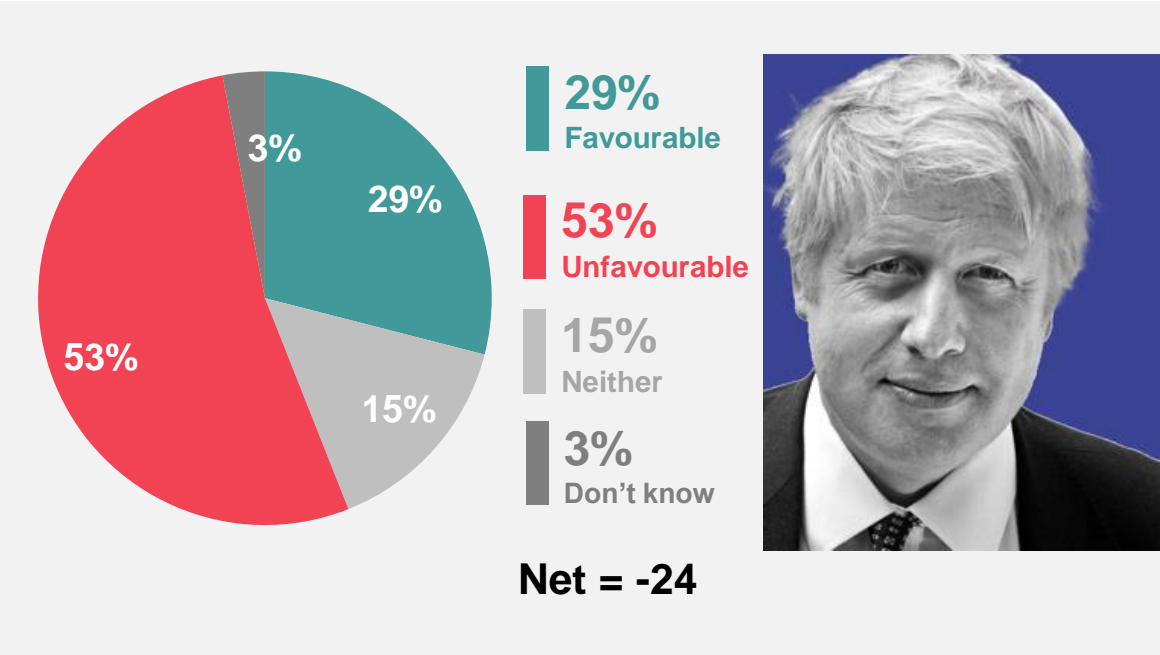




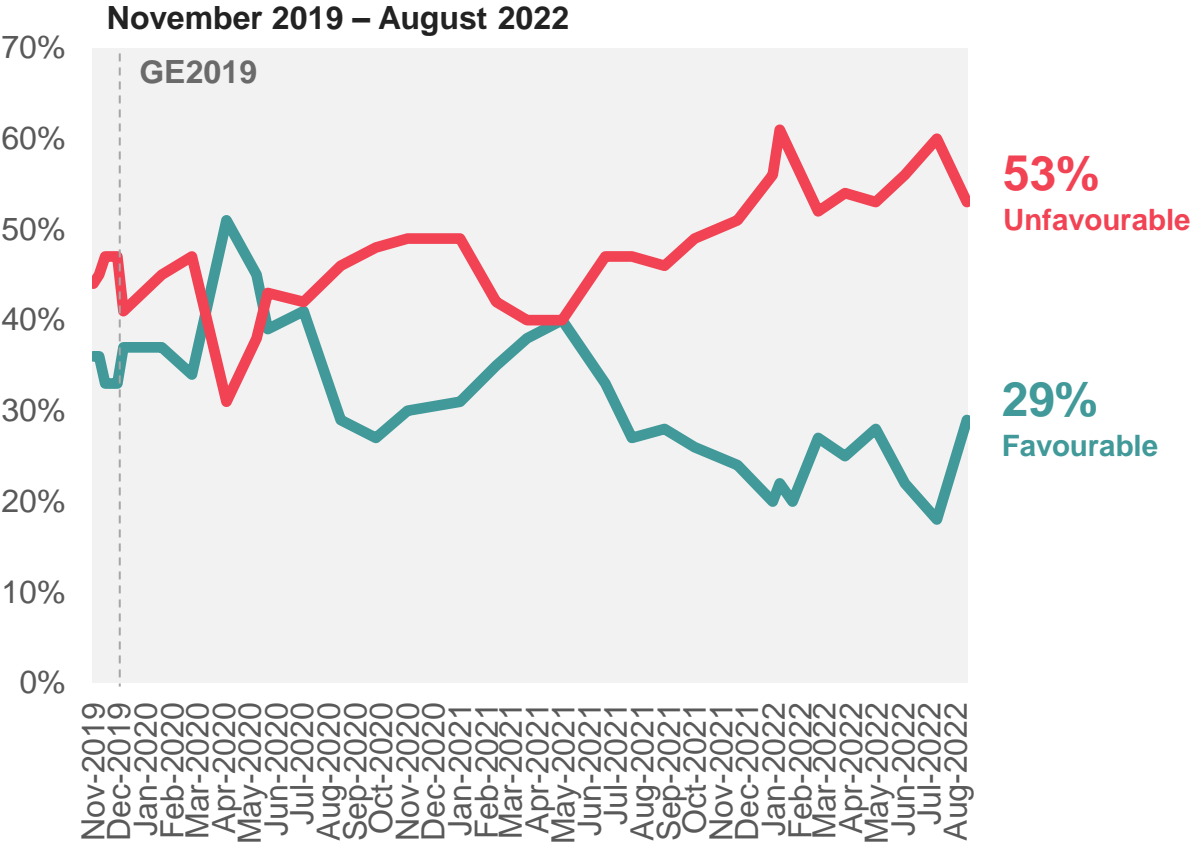
# Boris Johnson: Favourability

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

August 2022



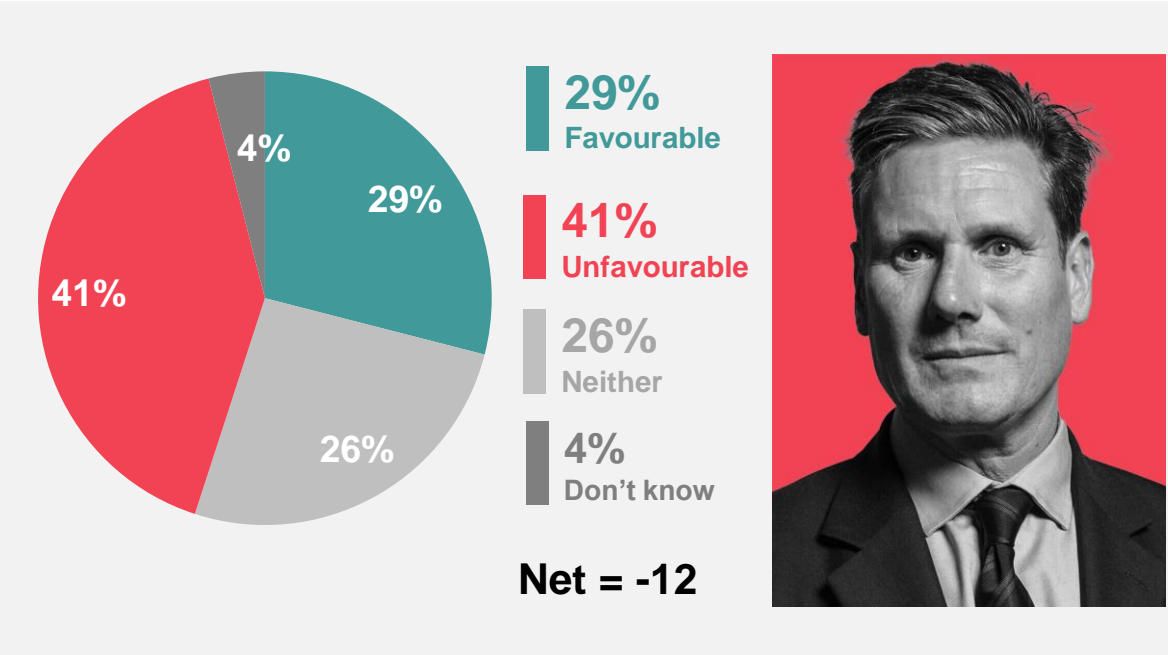
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# Keir Starmer: Favourability

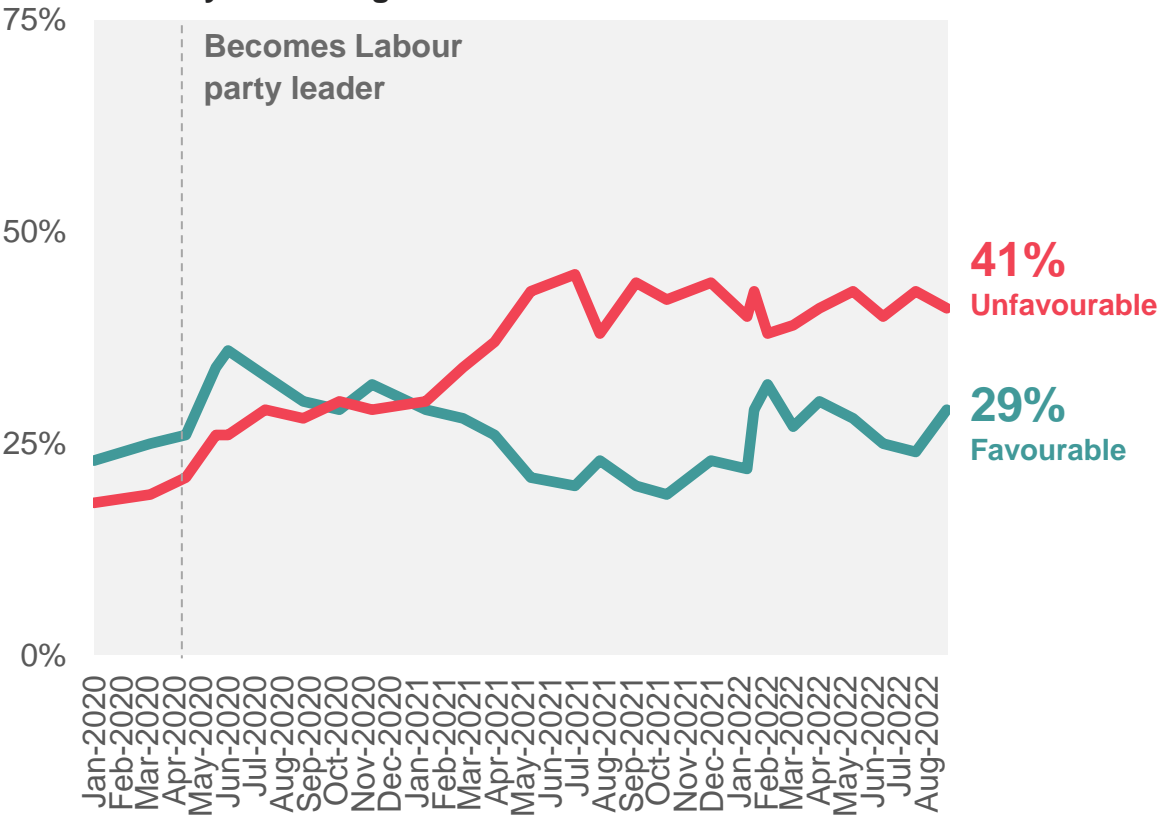
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

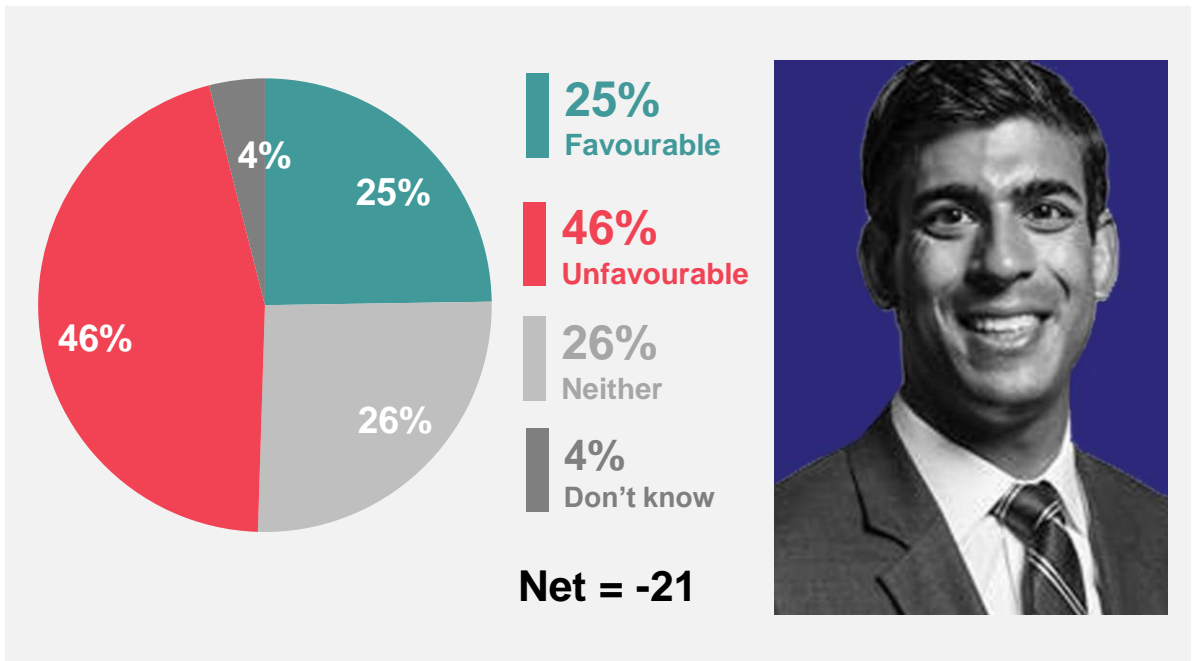
January 2020 - August 2022



# Rishi Sunak: Favourability

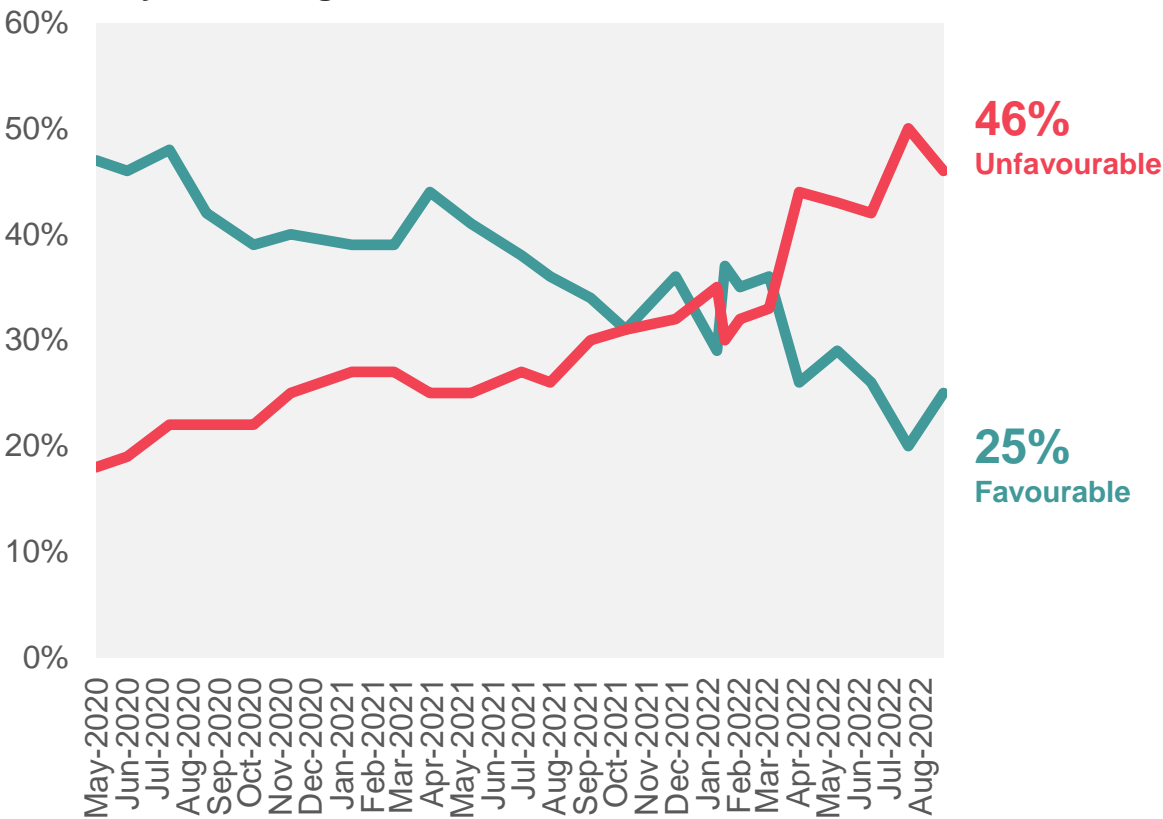
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rishi Sunak

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

May 2020 – August 2022

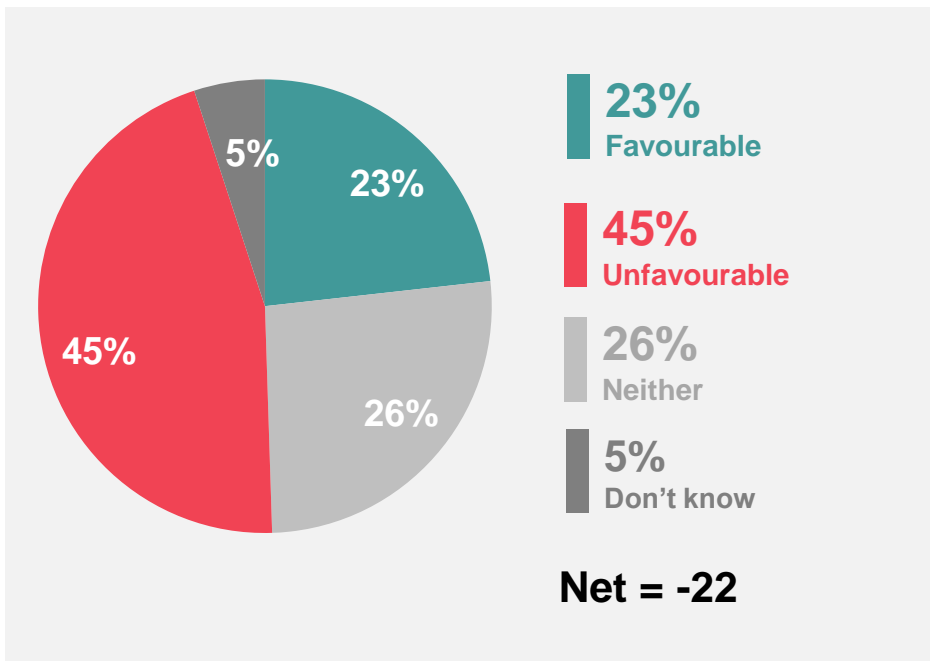




# Liz Truss: Favourability

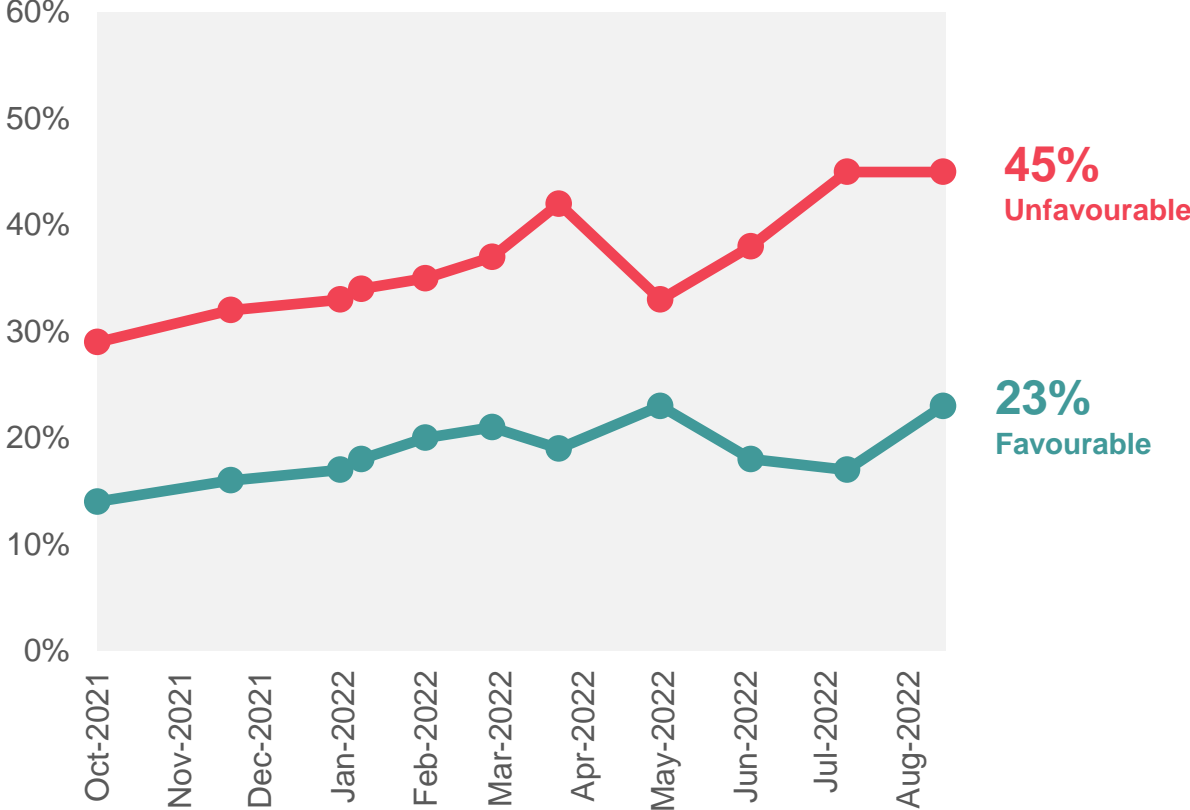
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

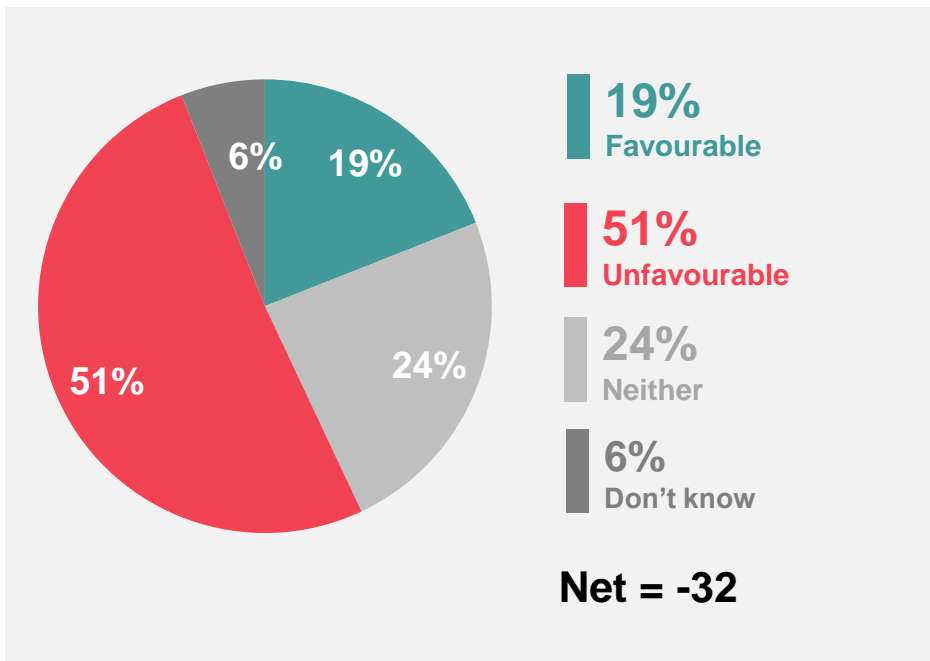
October 2021 – August 2022



# Priti Patel: Favourability

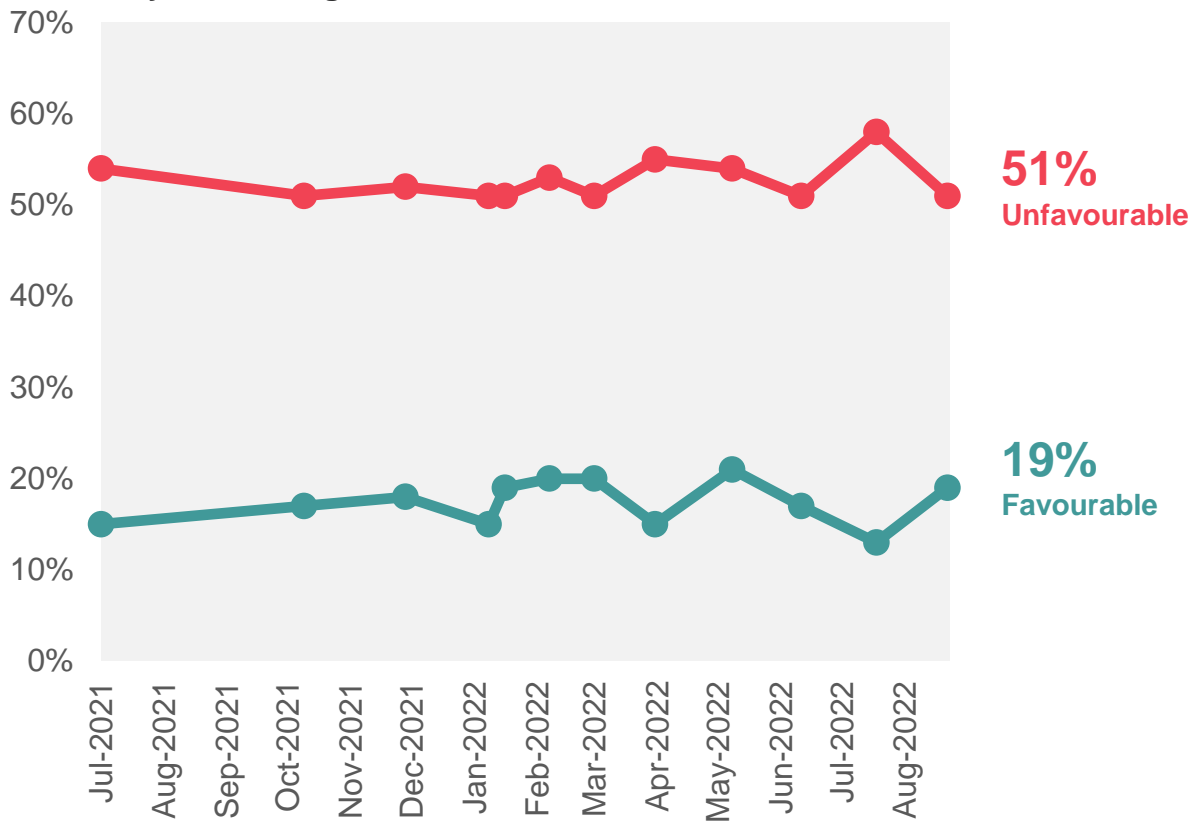
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Priti Patel

August 2022



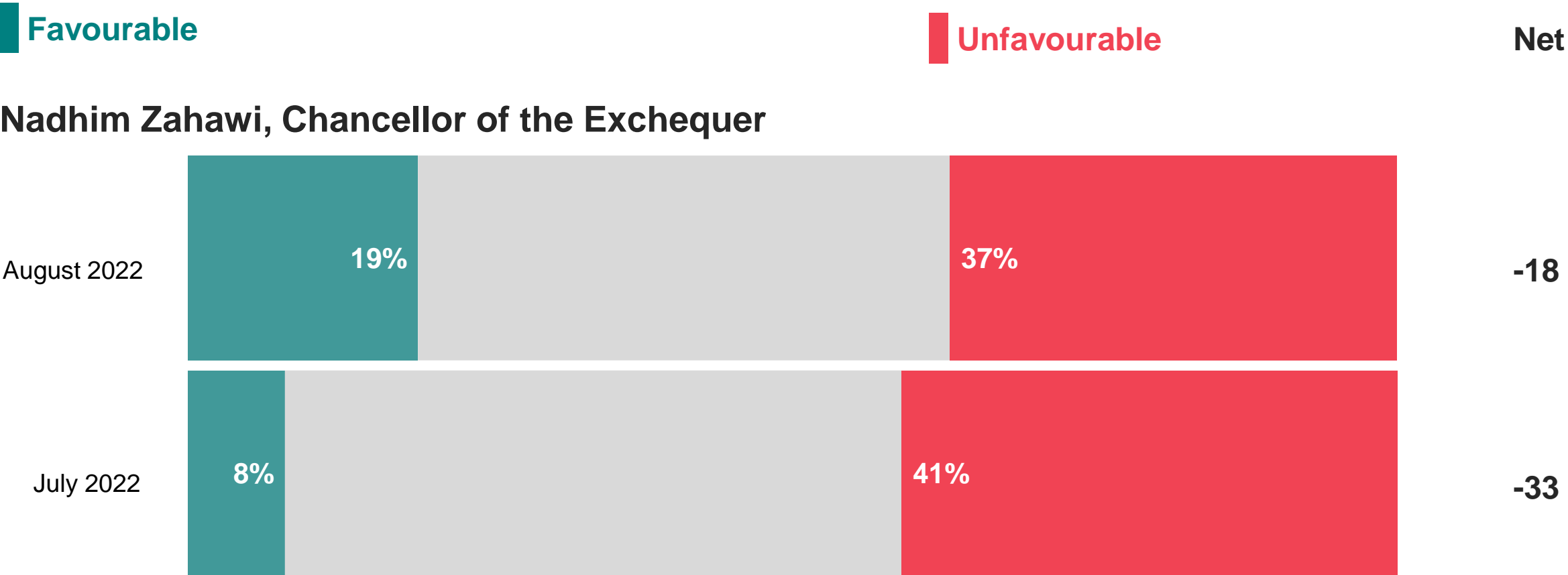
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

July 2021 – August 2022



# Favourability

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

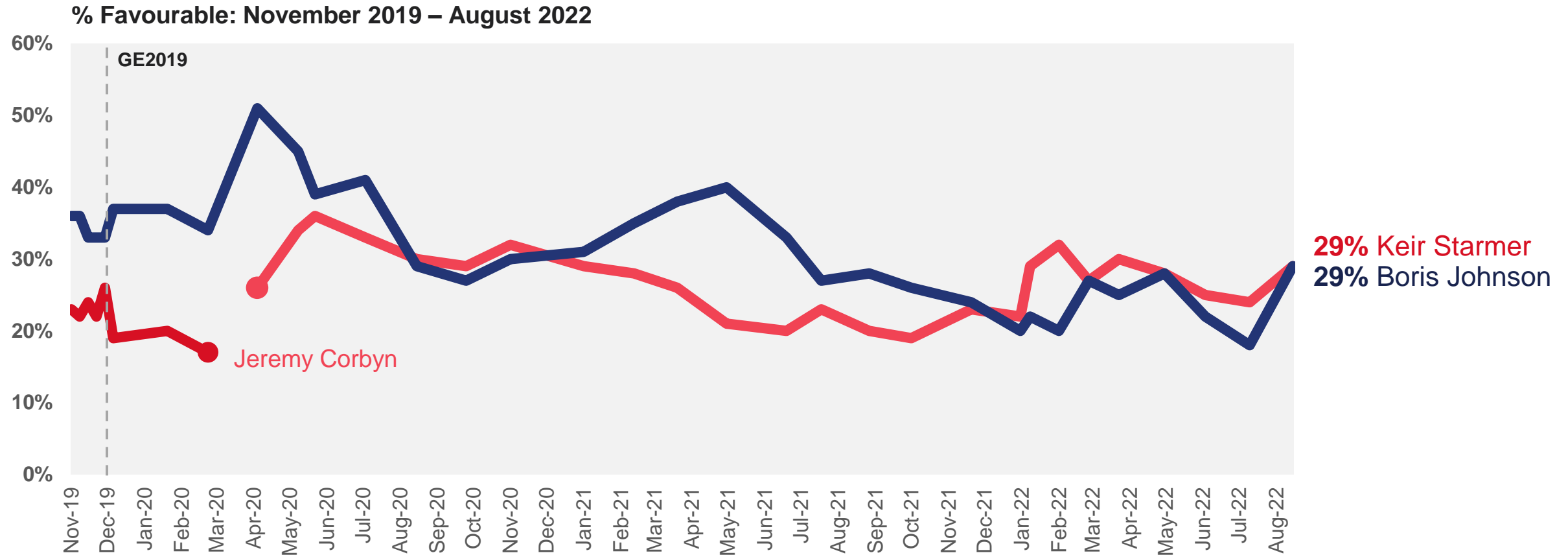


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# 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?

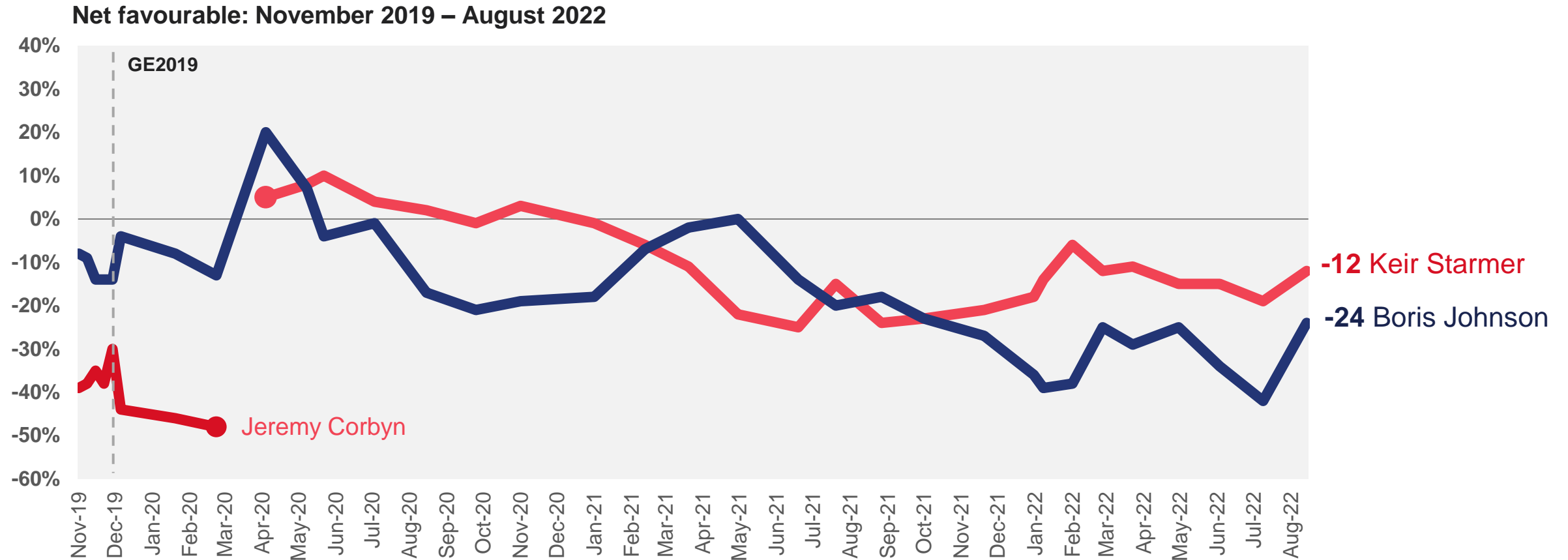


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# Net favourability: Boris Johnson vs Keir Starmer

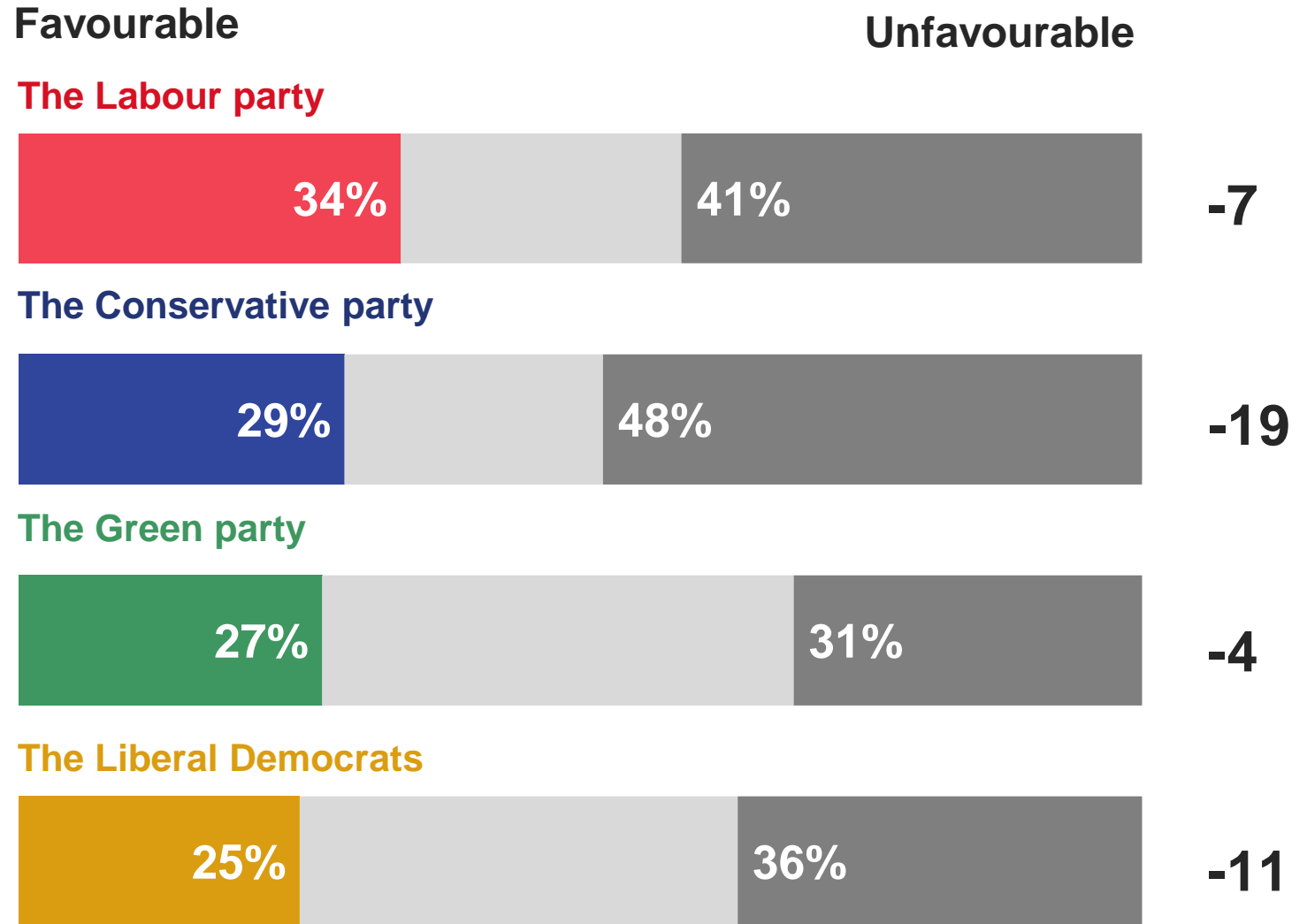
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 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?

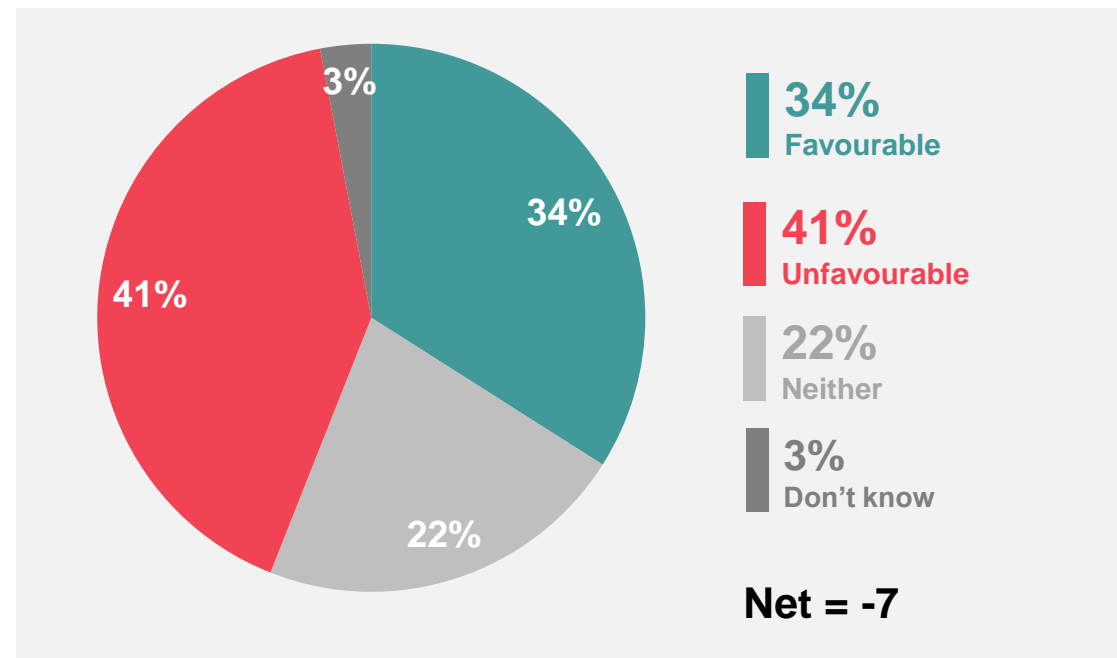


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

# The Labour party: Favourability

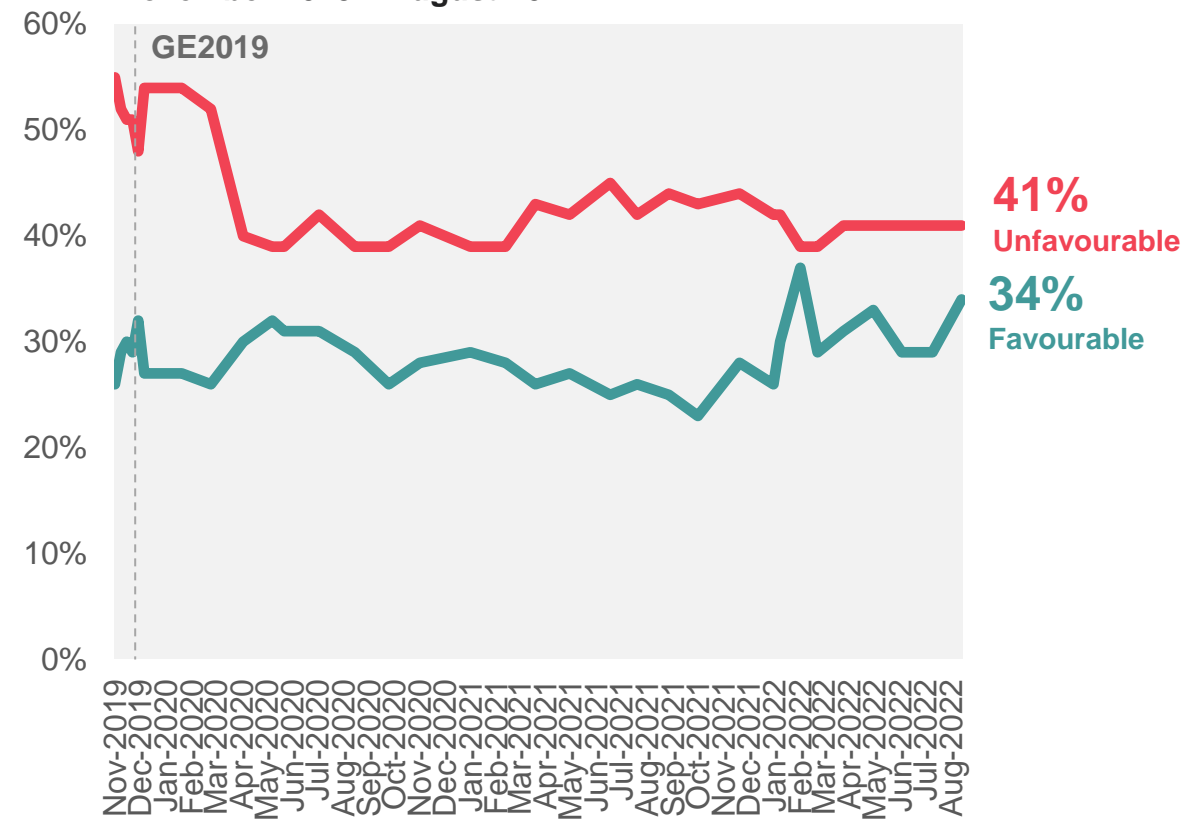
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

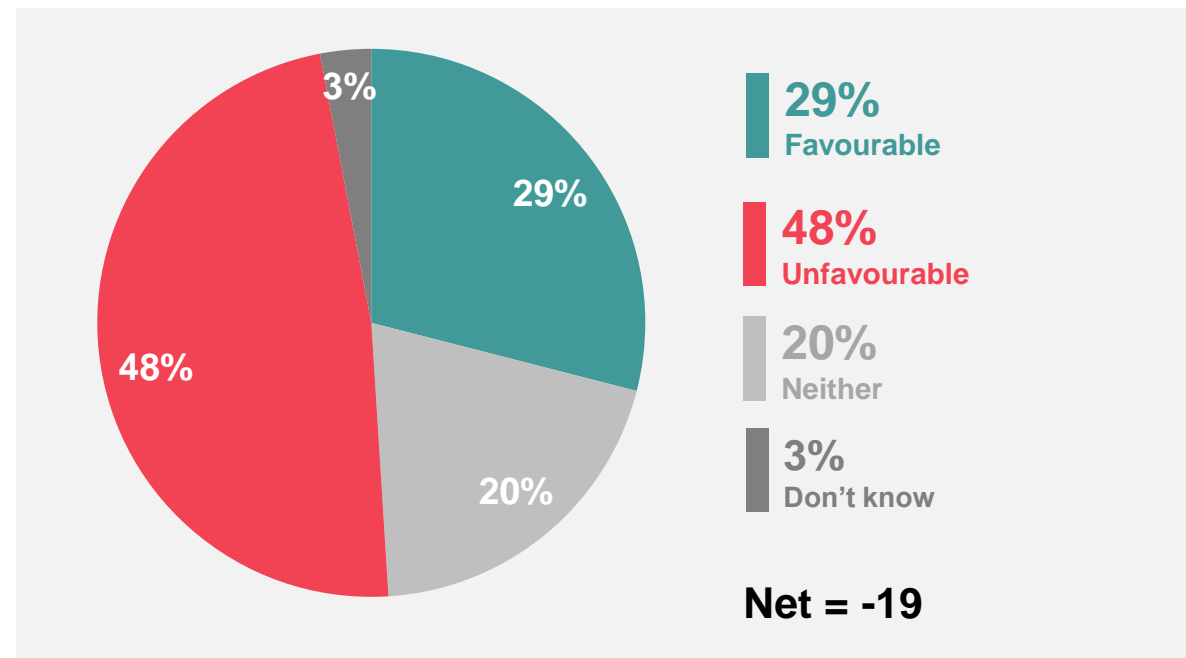
November 2019 – August 2022



# The Conservative party: Favourability

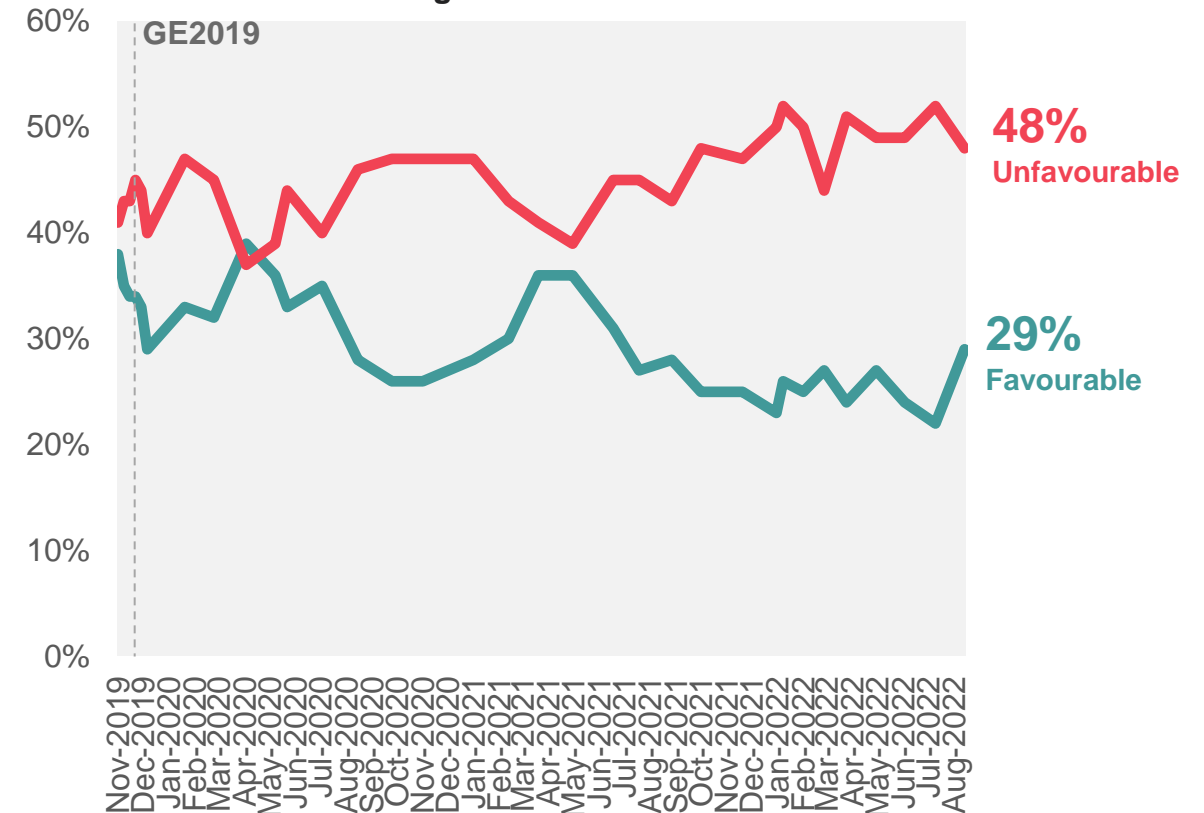
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

November 2019 – August 2022

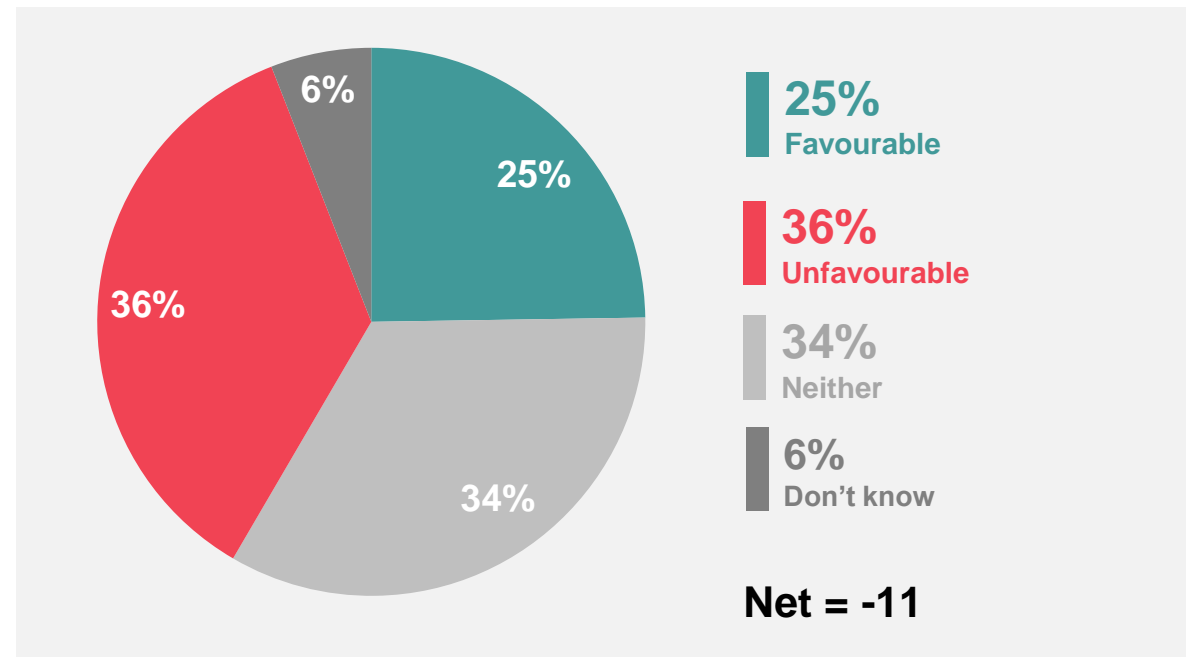




# The Liberal Democrats: Favourability

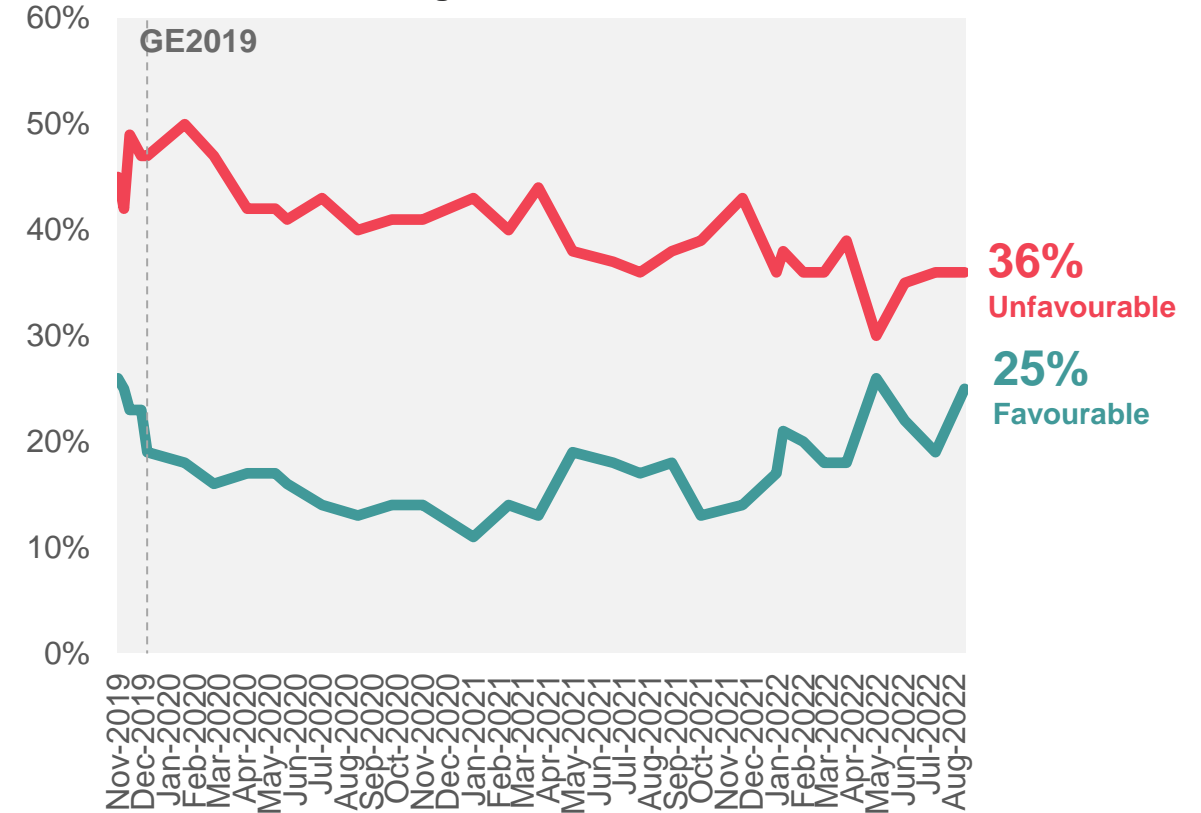
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

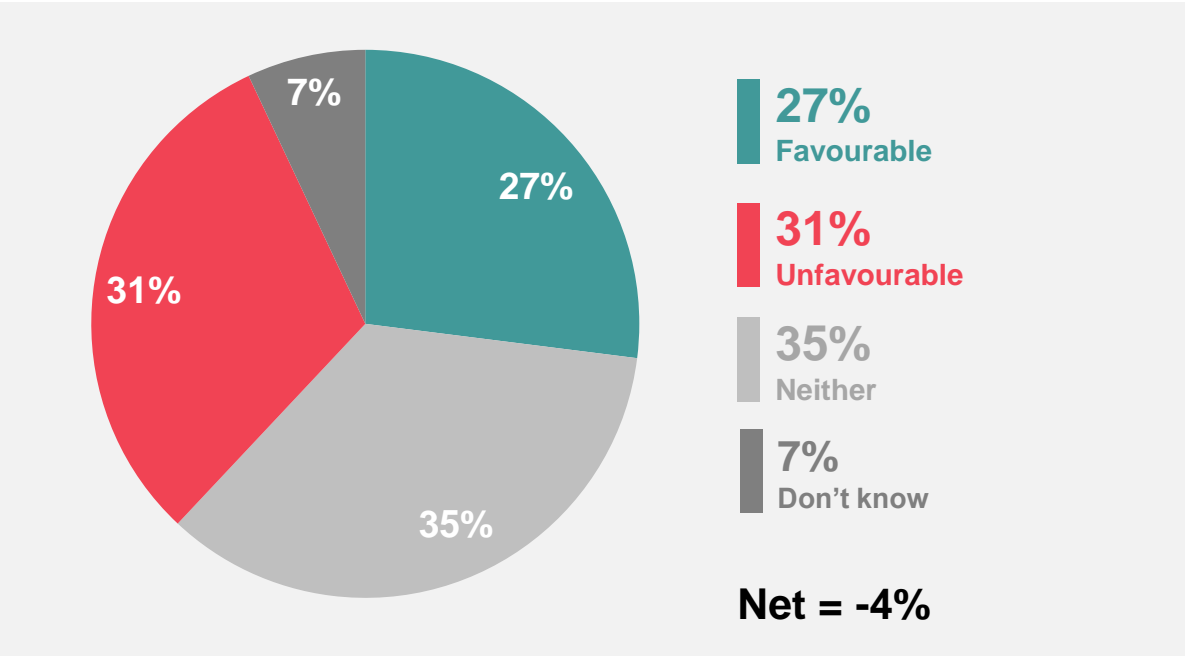
November 2019 – August 2022



# The Green Party: Favourability

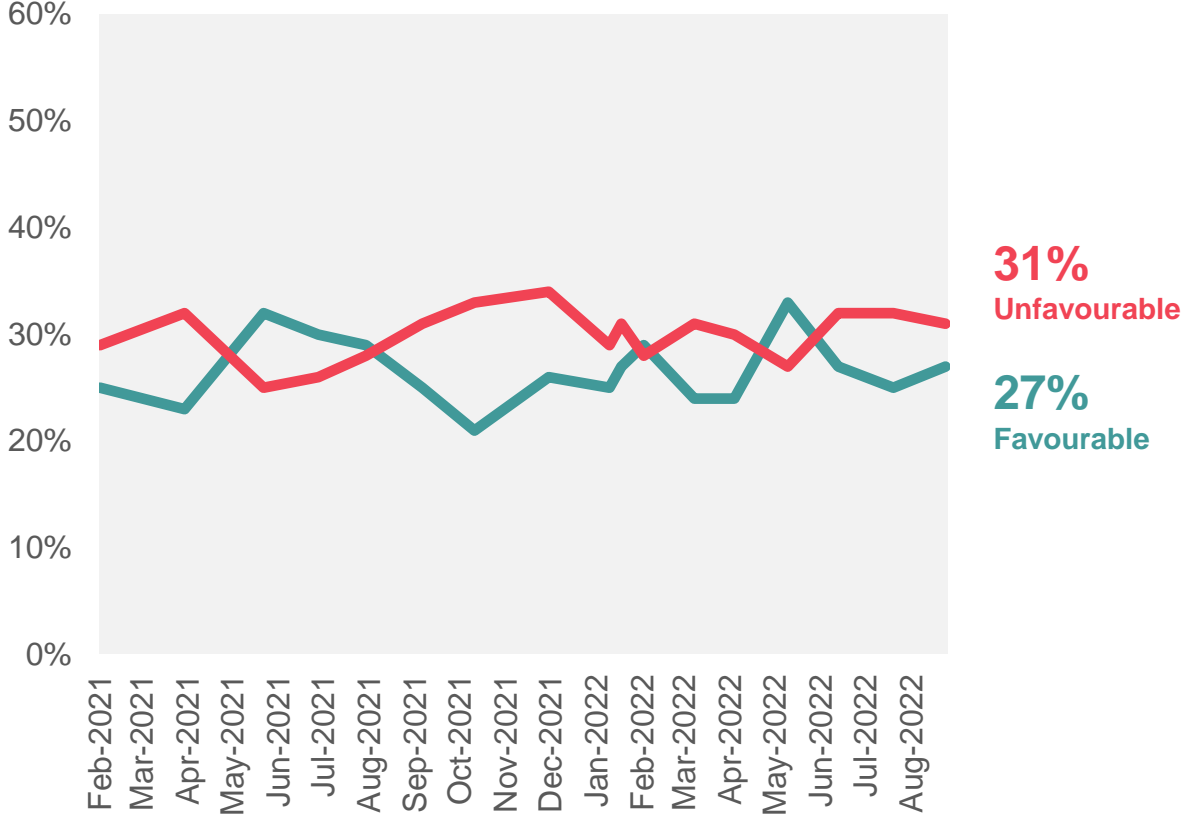
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

August 2022



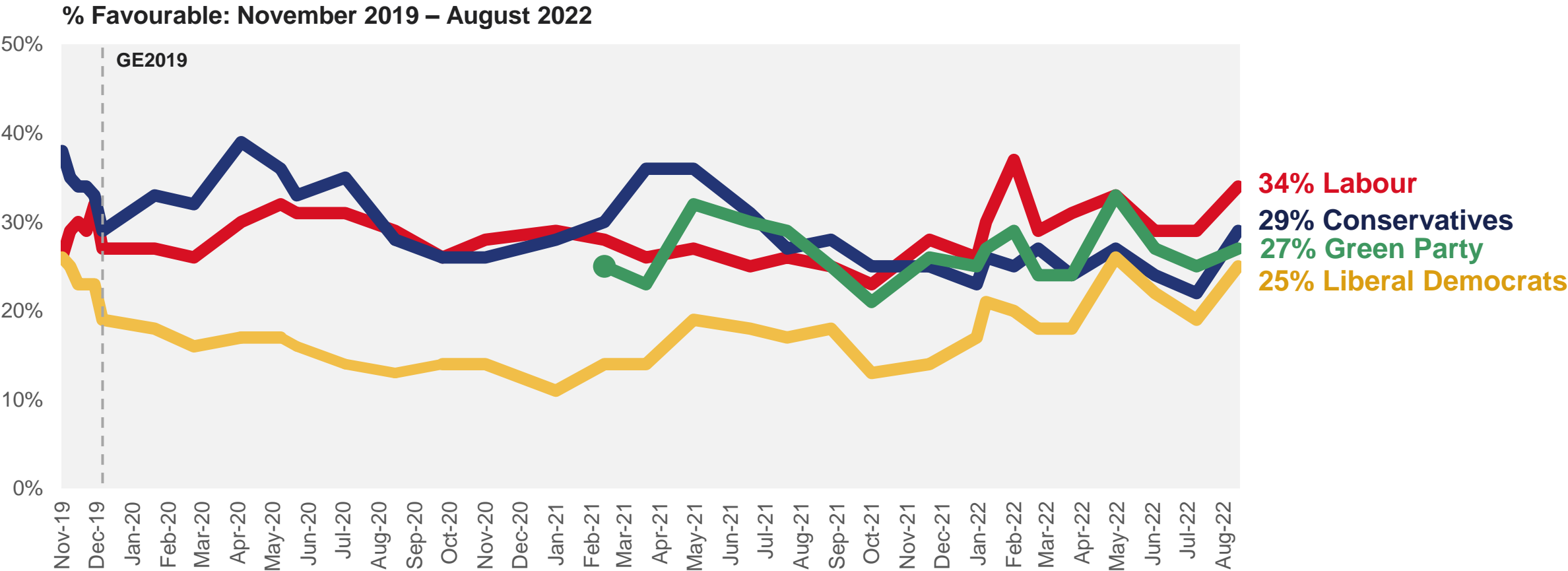
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

February 2021– July 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?

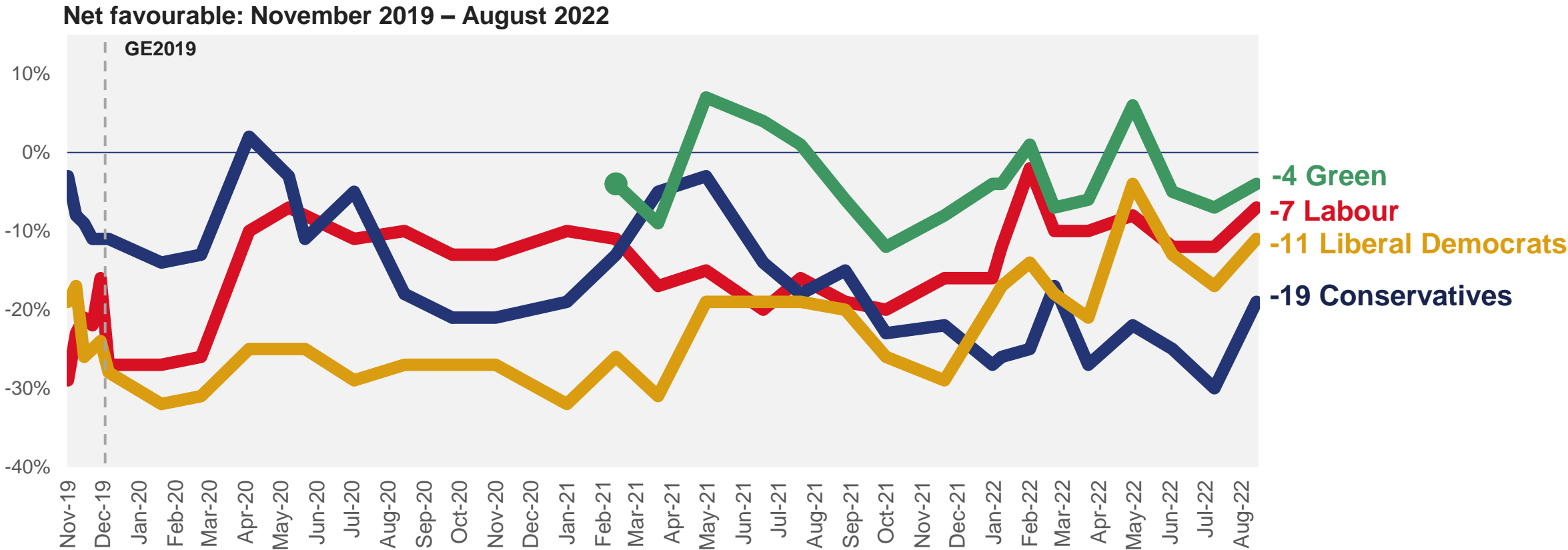


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# 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: 1,111 Online British adults aged 18+, 19th – 22nd August 2022





# DIRECTION OF THE COUNTRY

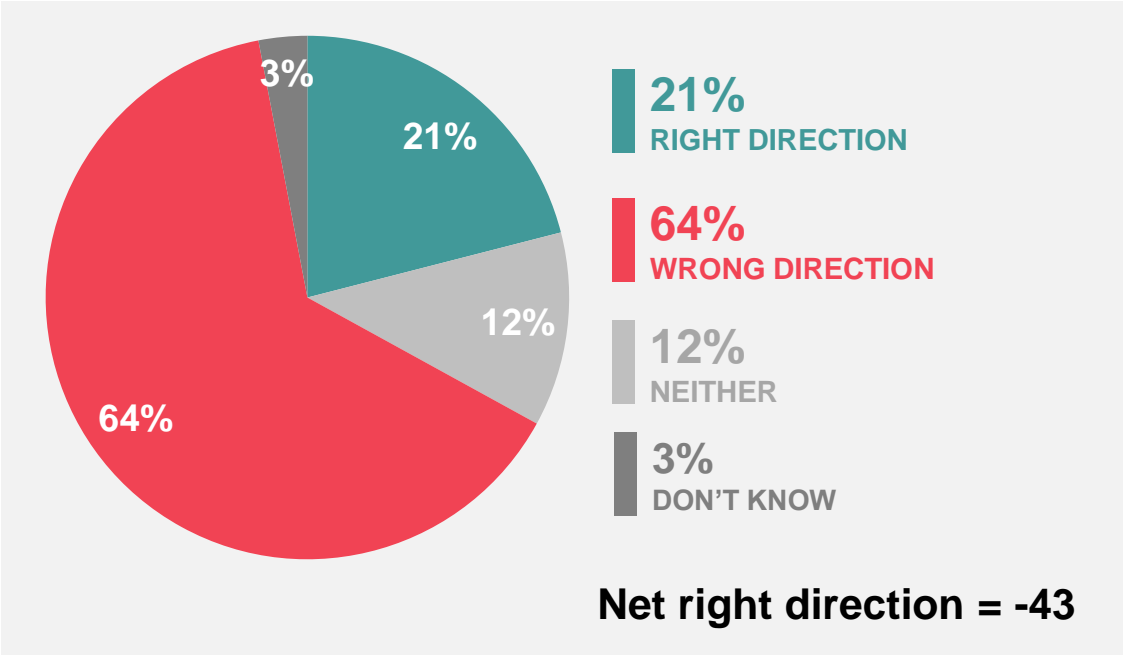
August 2022



# Direction of the country

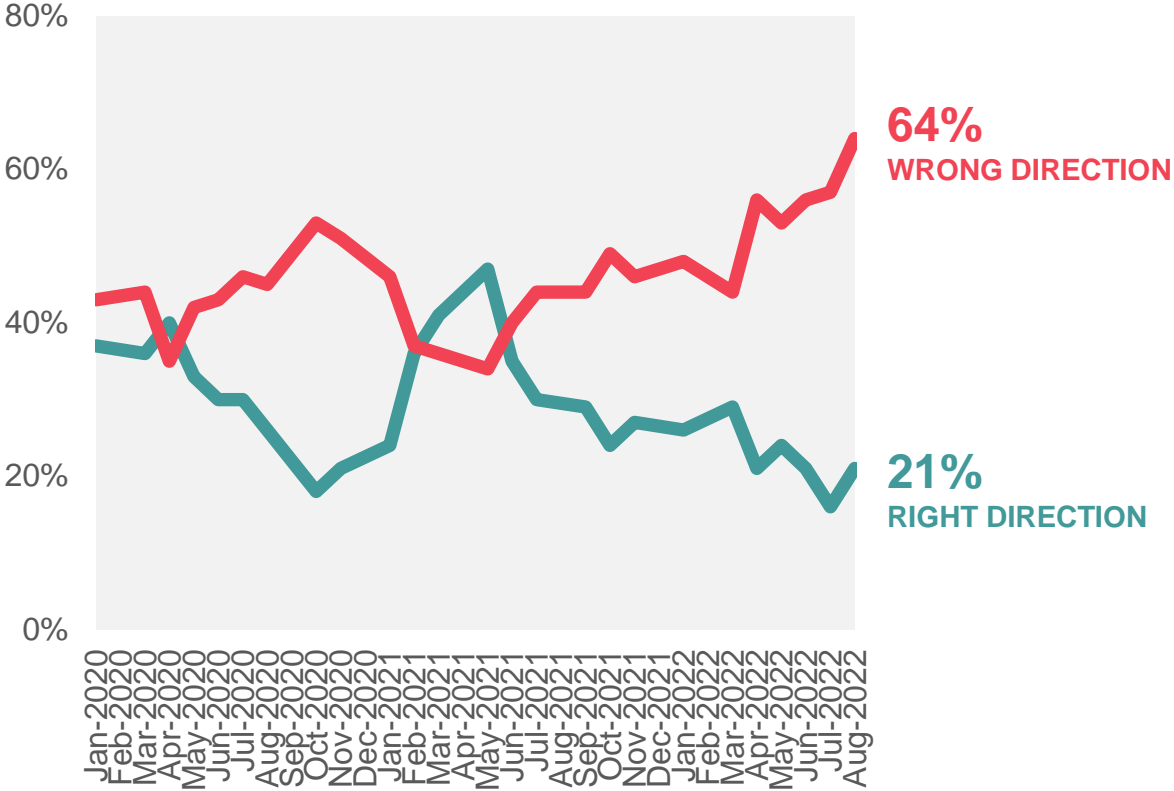
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

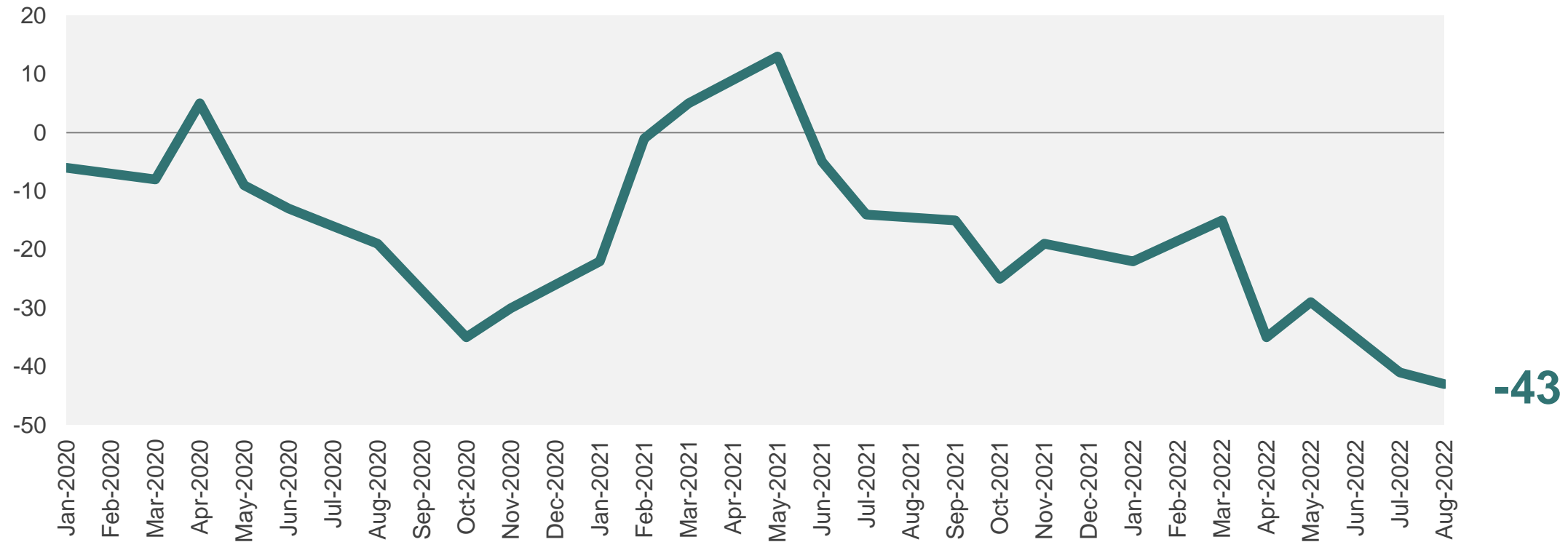
January 2020 – August 2022



# Direction of the country: January 2020 – August 2022

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

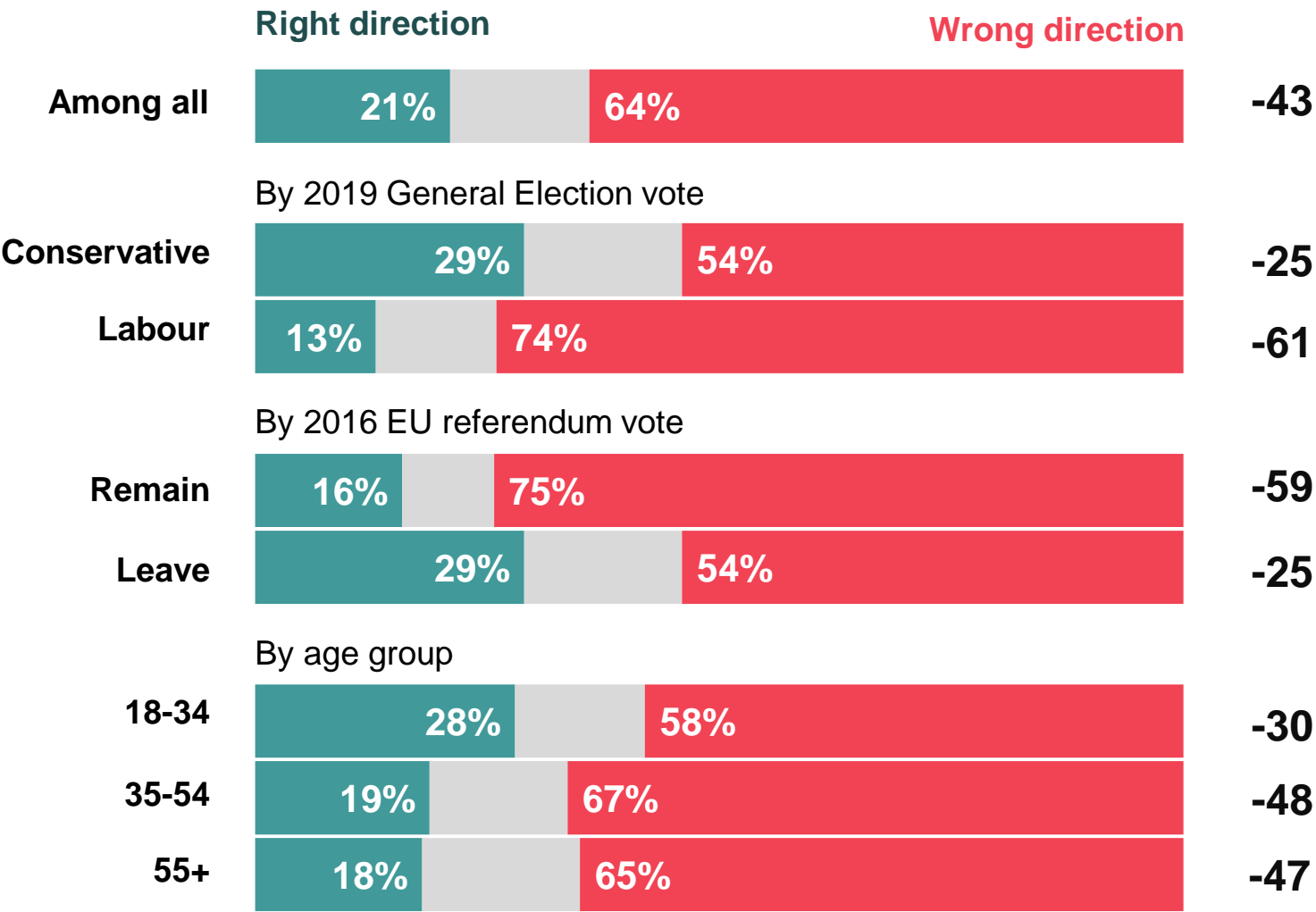
## Net right direction



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

# Direction of the country

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



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 2019 Conservative Party Voters (330), 2019 Labour Party Voters (284), Remain voters (551), Leave voters (362), 18-34-year-olds (347), 35-54-year-olds (391), 55+ year olds (373).

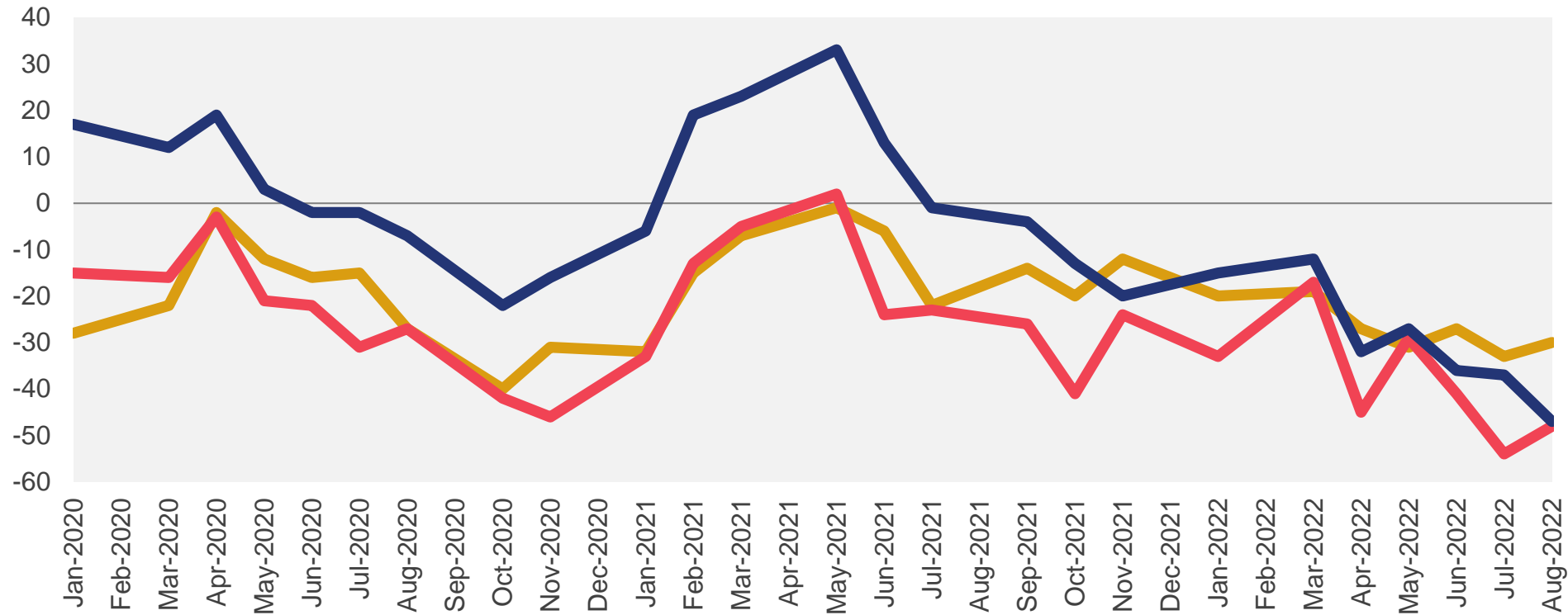




# Direction of the country: By age group

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

Net right direction: January 2020 – August 2022

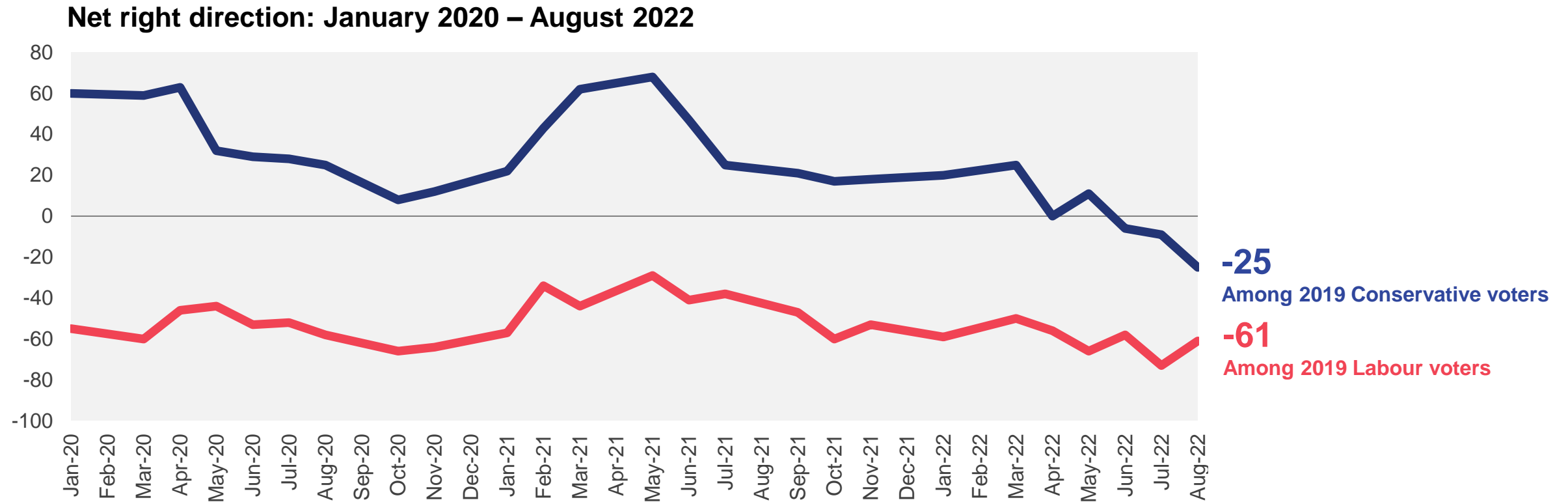


**-30**  
Among those aged 18-34  
**-47**  
Among those aged 55+  
**-48**  
Among those aged 35-54

Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 8-34-year-olds (347), 35-54-year-olds (391), 55+ year olds (373).

# 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:** 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284),

# BREXIT

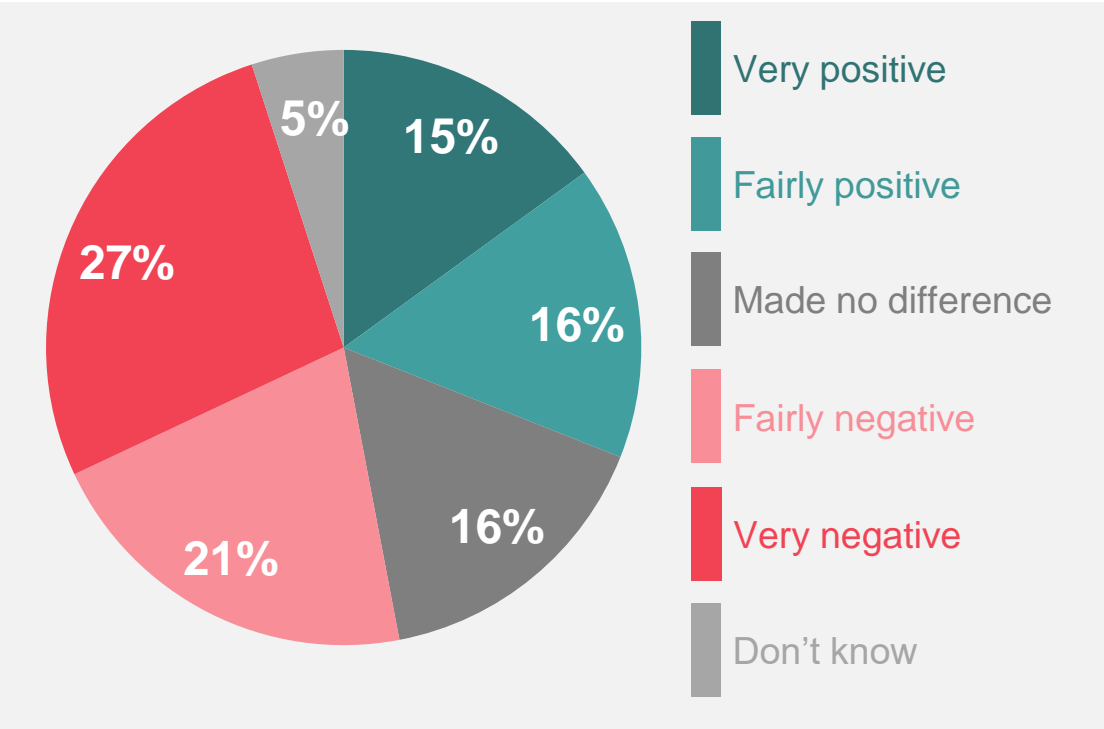
August 2022



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

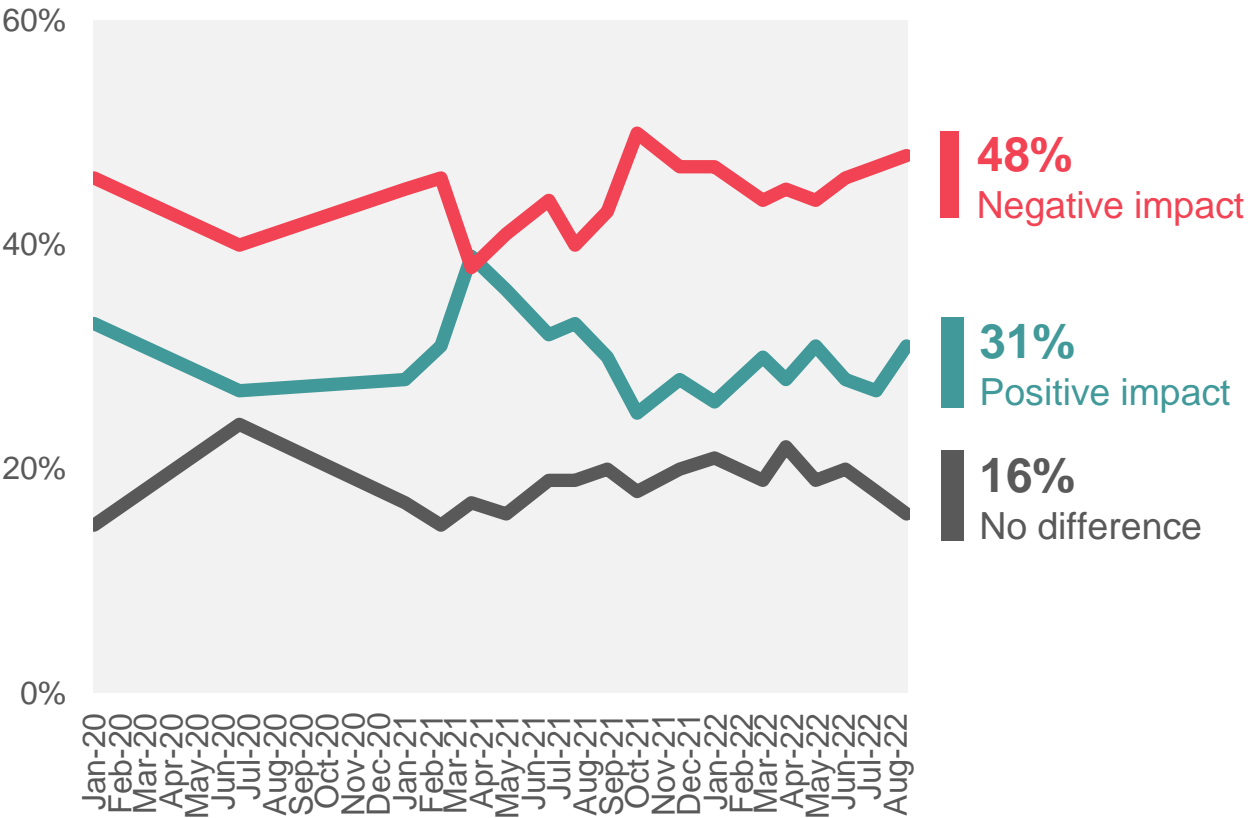
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

August 2022



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

January 2020 – August 2022





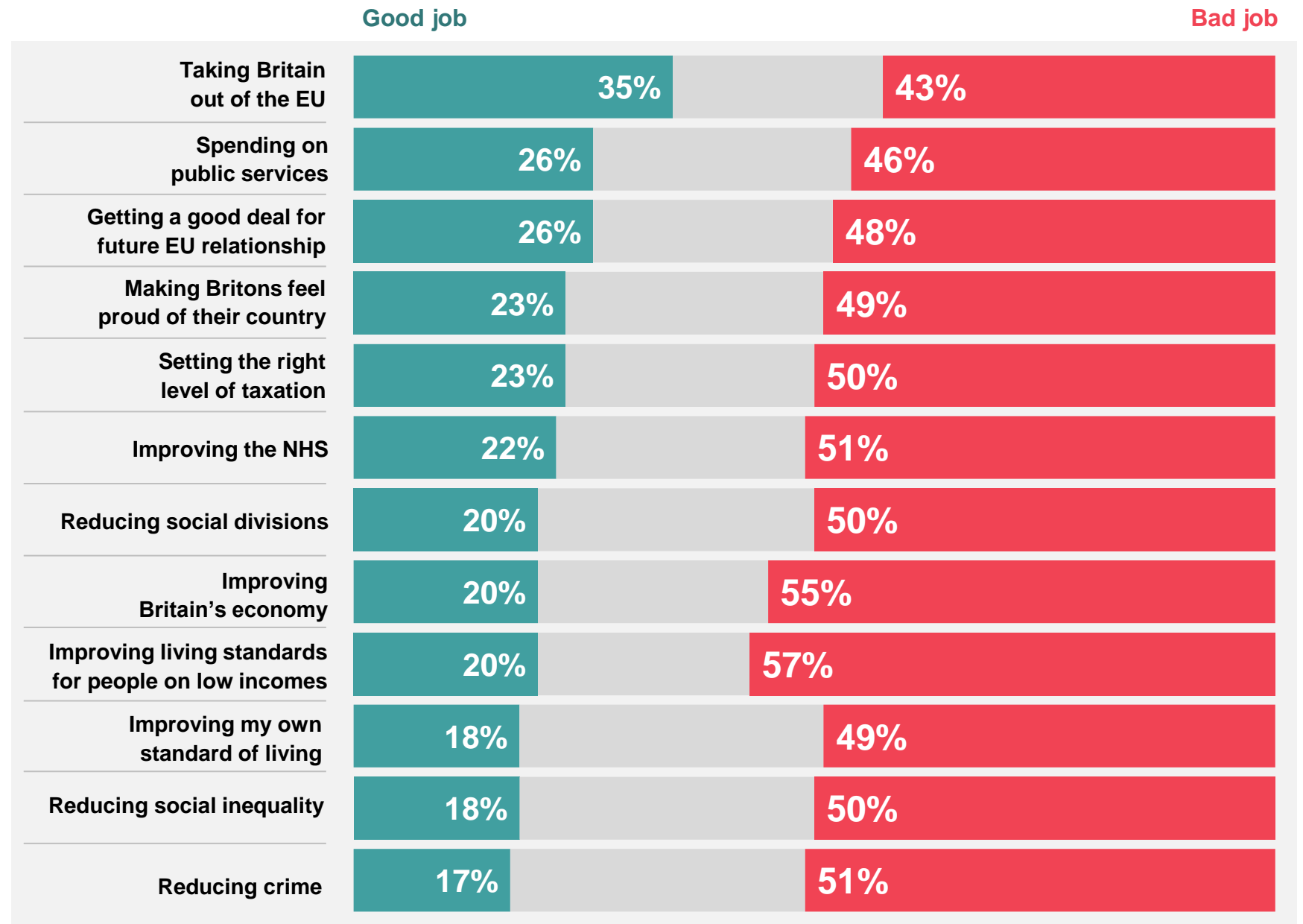


# GOVERNMENT PERFORMANCE

August 2022

# Government performance: August 2022

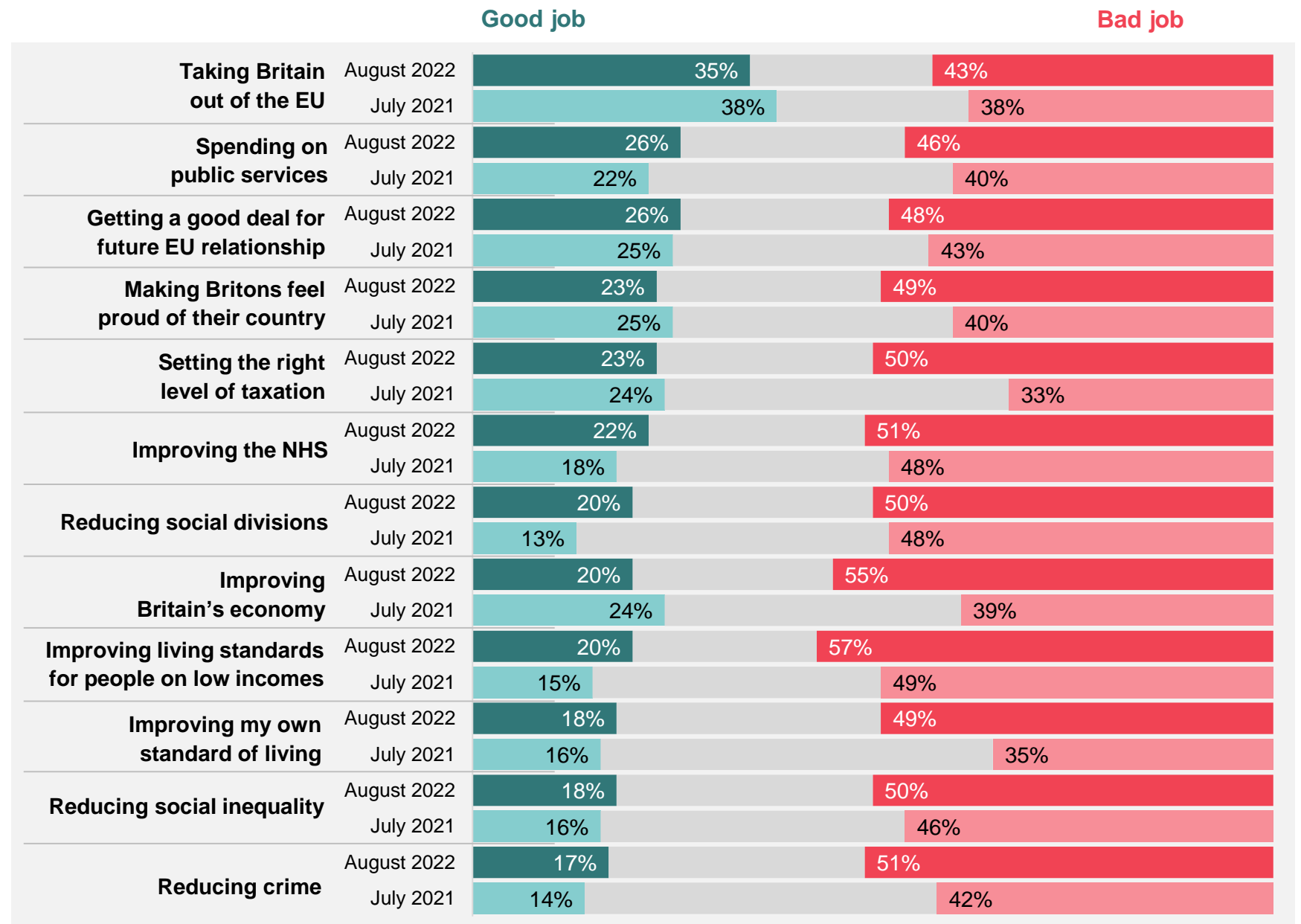
Since Boris Johnson's government was elected in December 2019, to what extent, if at all, do you think they have done a good or bad job at each of the following?



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022

# Government performance: *Trend*

Since Boris Johnson's government was elected in December 2019, to what extent, if at all, do you think they have done a good or bad job at each of the following?



Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# Ipsos UK

## Political Pulse August 2022

### For more information

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