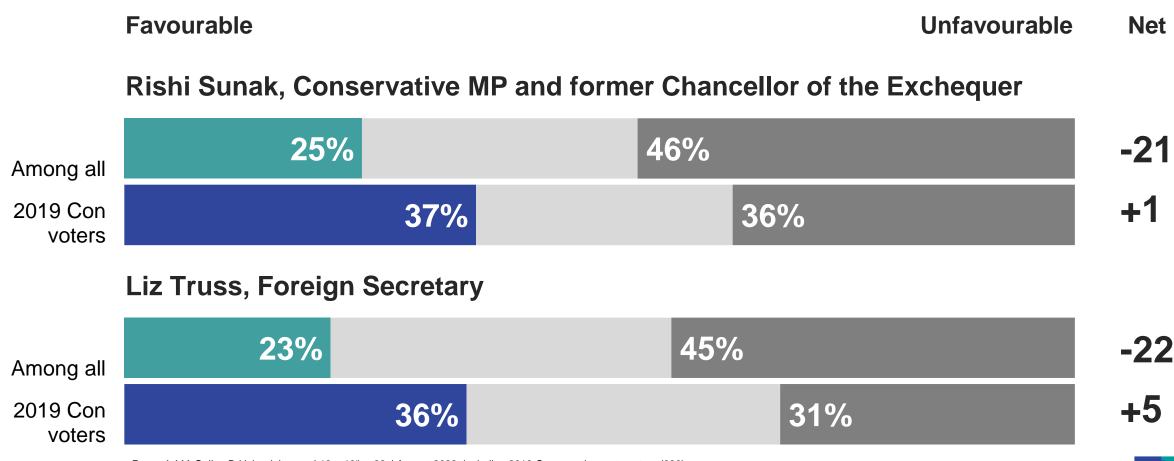




#### **Favourability of Conservative candidates for next Prime Minister**

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

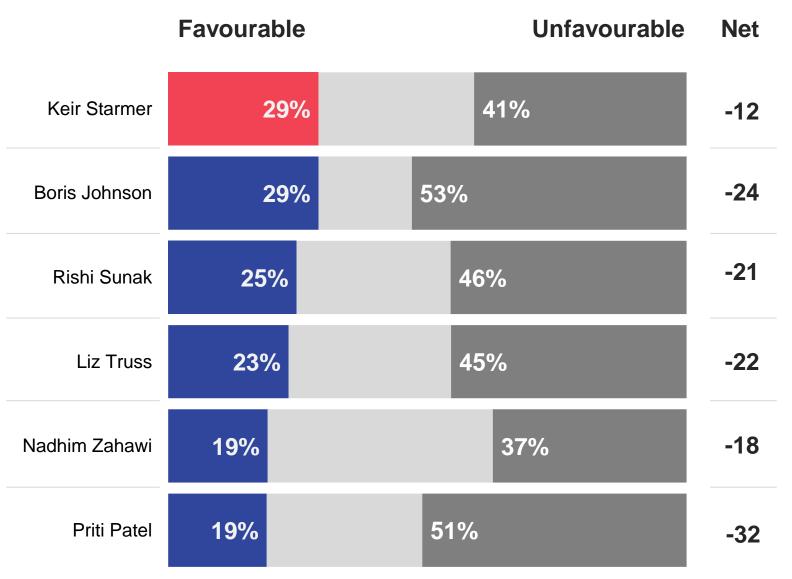


Base: 1,111 Online British adults aged 18+, 19th - 22nd August 2022, including 2019 Conservative party voters (330)



## 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?

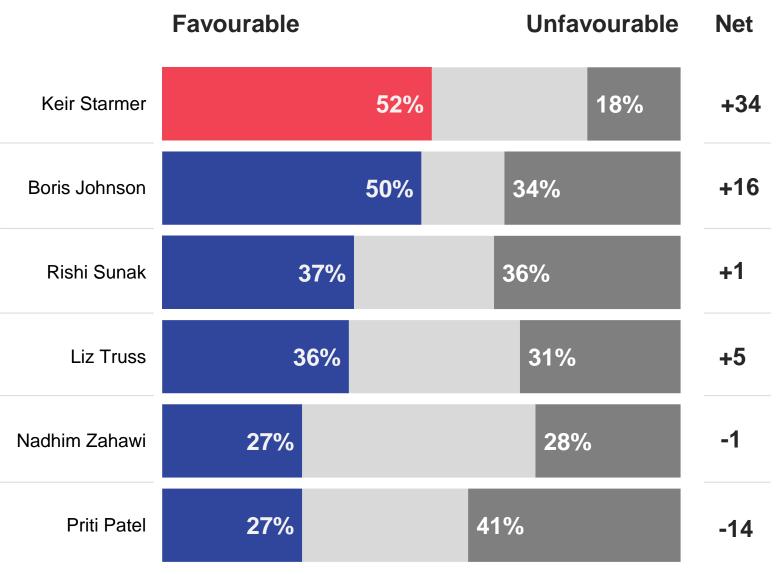




## Favourability of leading politicians

## 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?

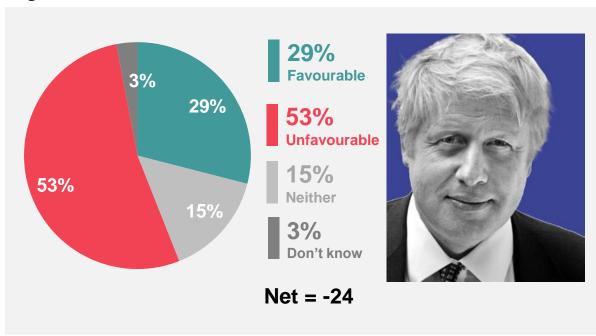


Base: 1,111 Online British adults aged 18+, 19th-22nd August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284)

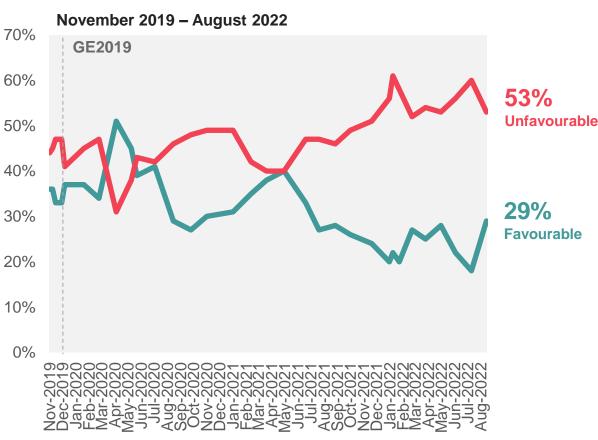


#### **Boris Johnson: Favourability**

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



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

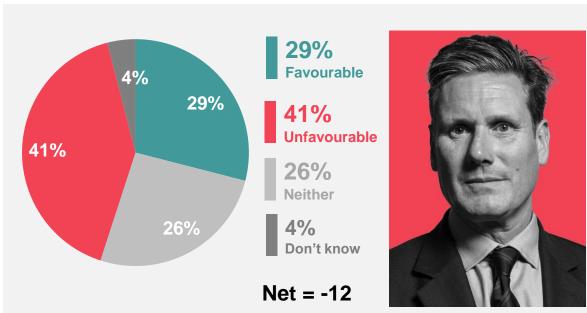




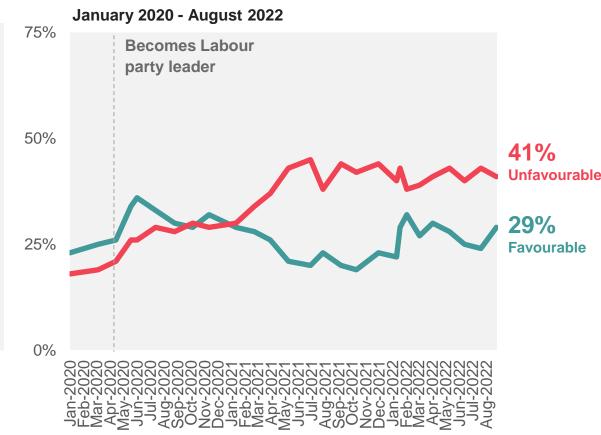
#### **Keir Starmer: Favourability**

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





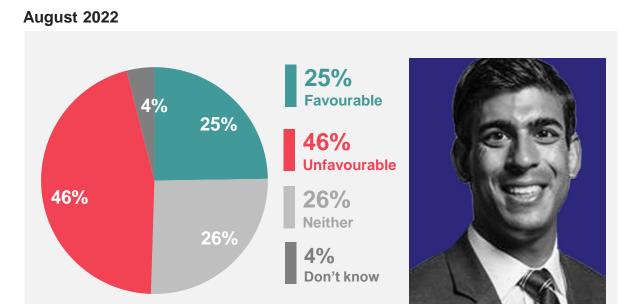
Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022





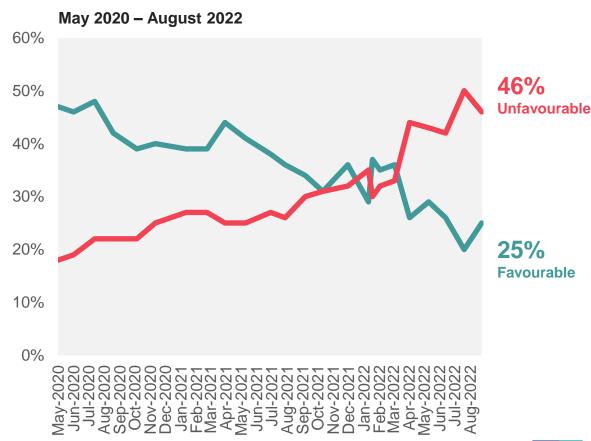
### Rishi Sunak: Favourability

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



Net = -21

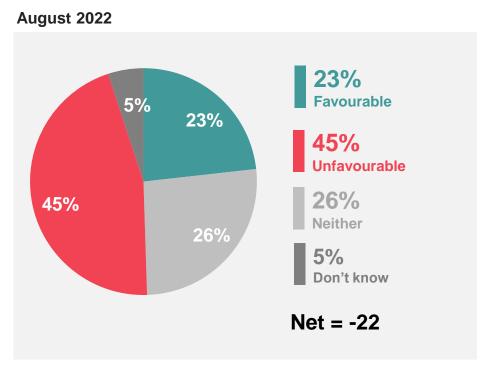
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



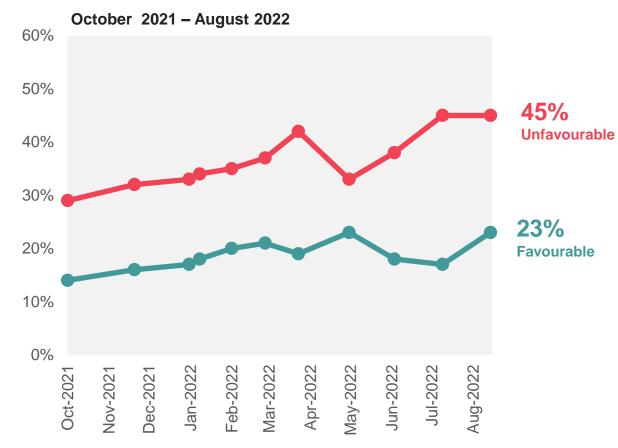


### **Liz Truss: Favourability**

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



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

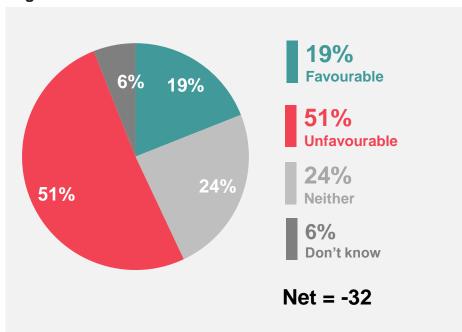




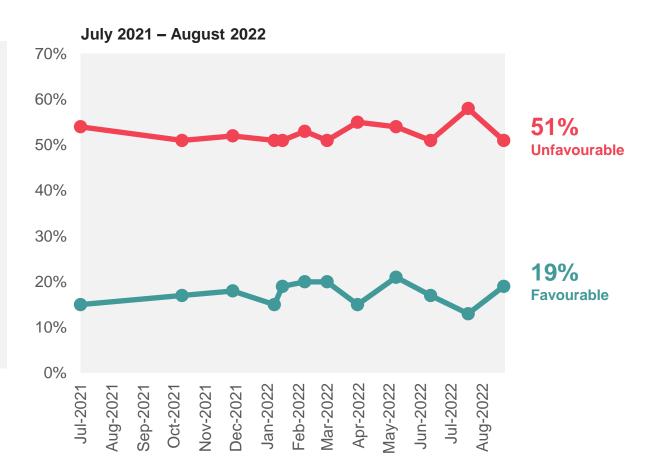
### **Priti Patel: Favourability**

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





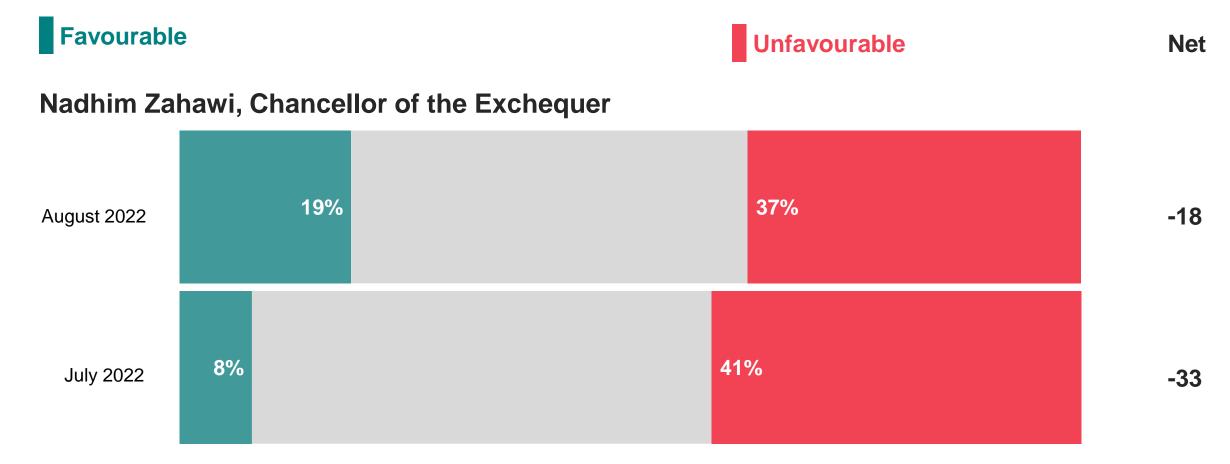
Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022





## **Favourability**

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

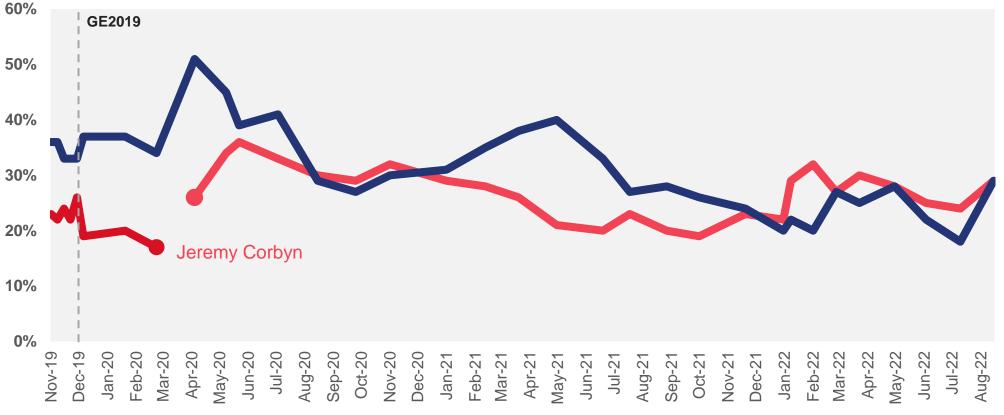




### Favourability: Boris Johnson vs Keir Starmer

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





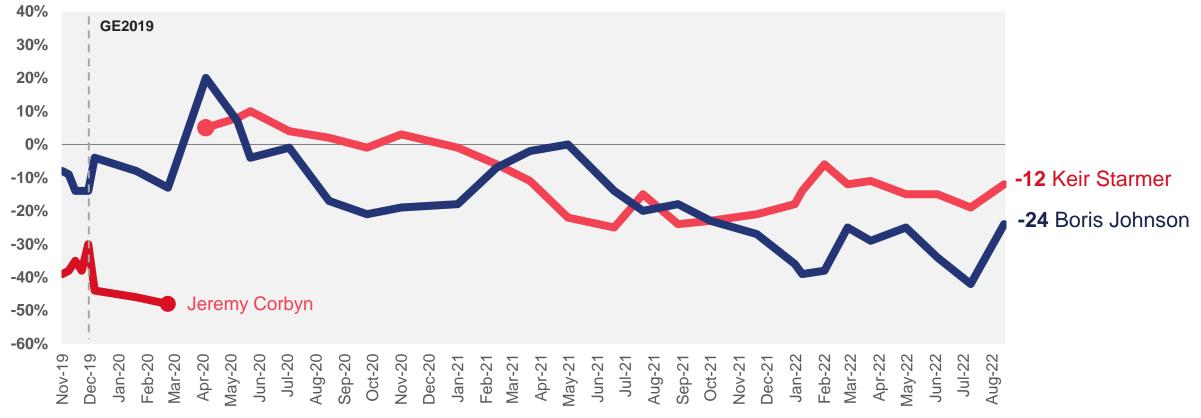
29% Keir Starmer29% Boris Johnson



### 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?



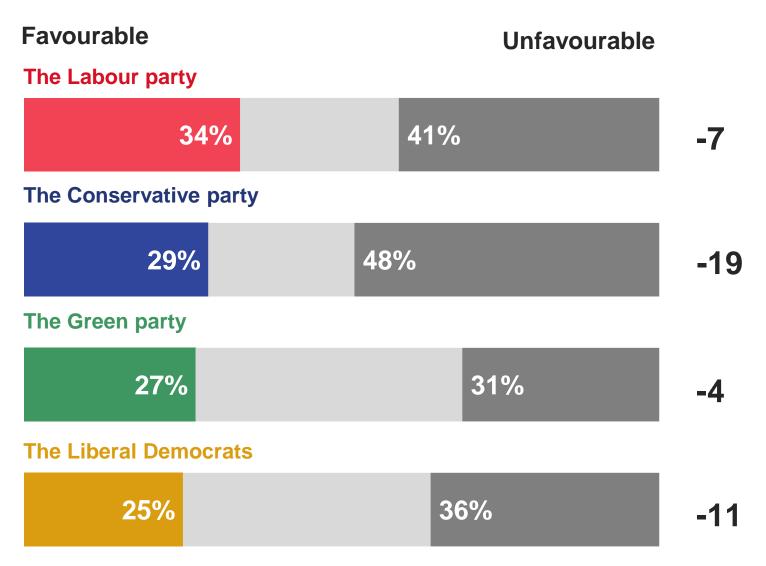


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



# Favourability towards political parties

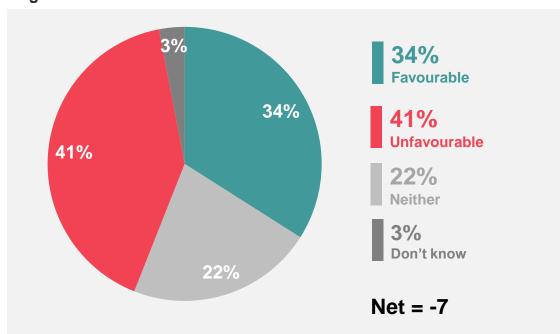
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



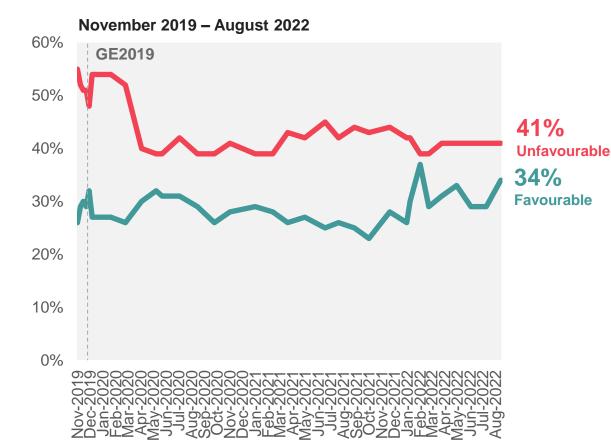


#### The Labour party: Favourability

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



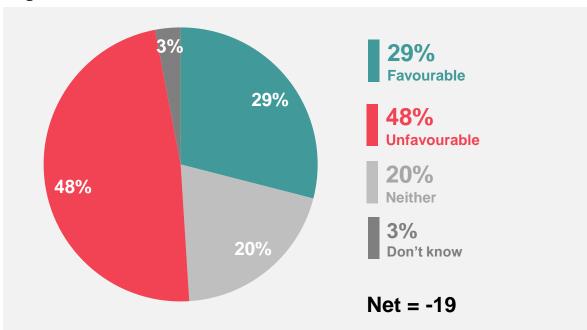
Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022



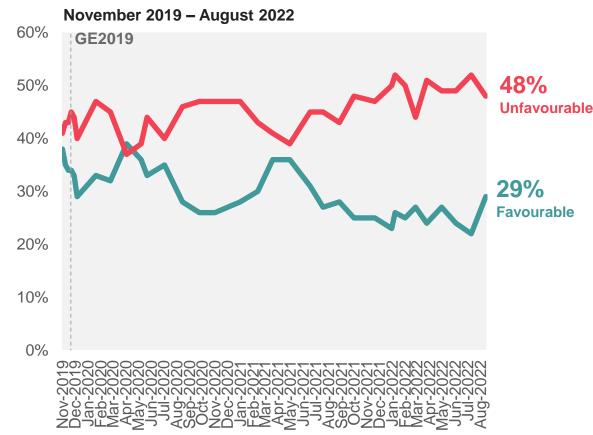


### The Conservative party: Favourability

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



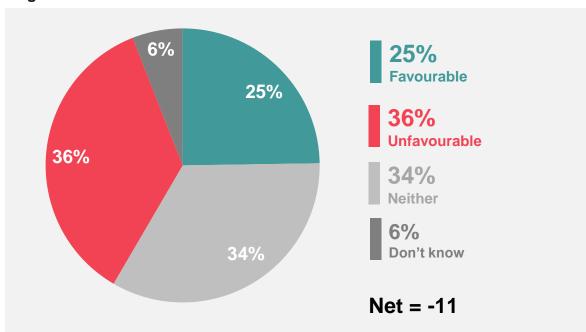
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



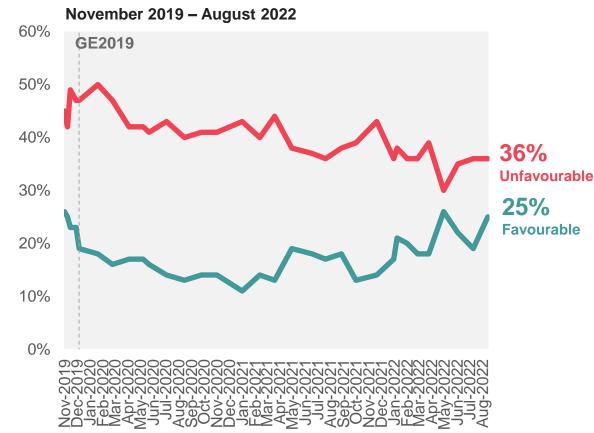


#### The Liberal Democrats: Favourability

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



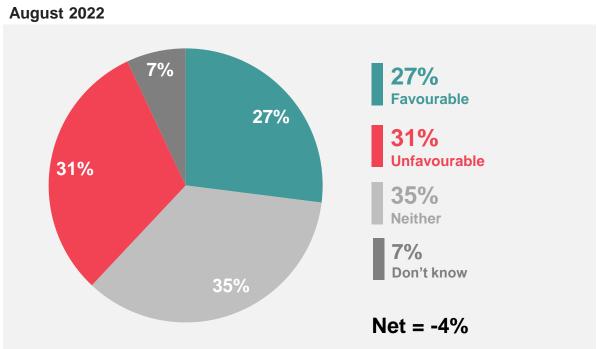
Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022



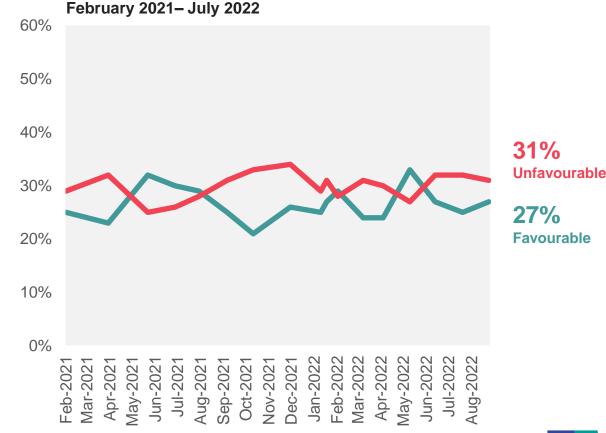


#### The Green Party: Favourability

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



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





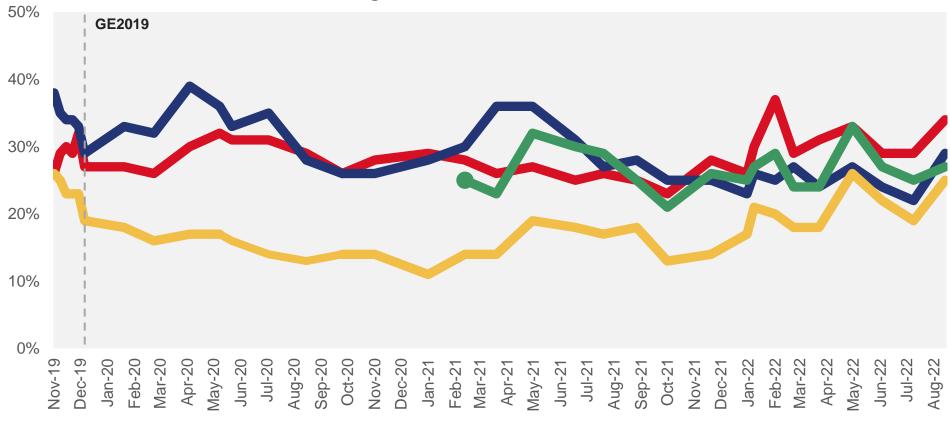
27%

**Favourable** 

#### **Political parties: Favourability**

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



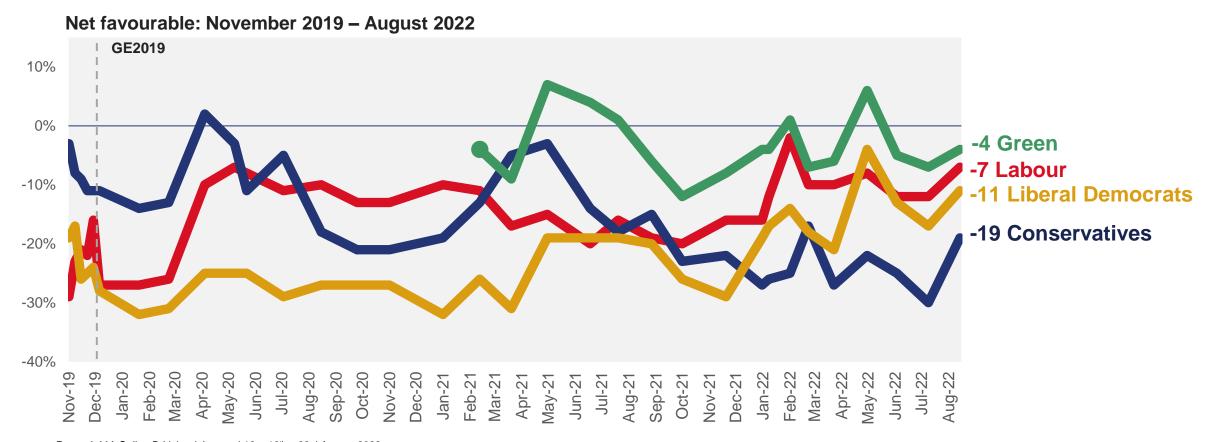


34% Labour29% Conservatives27% Green Party25% Liberal Democrats



#### 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?





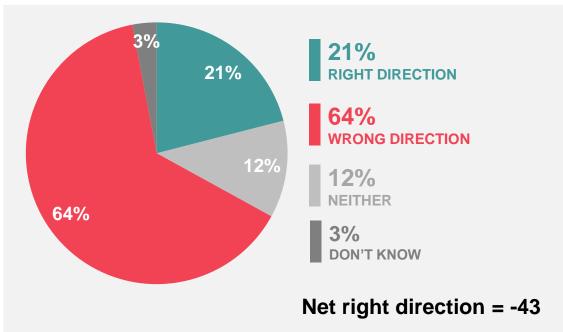




### **Direction of the country**

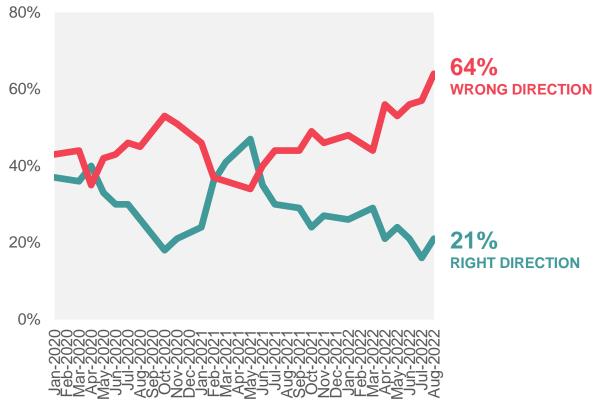
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?





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

**January 2020 – August 2022** 

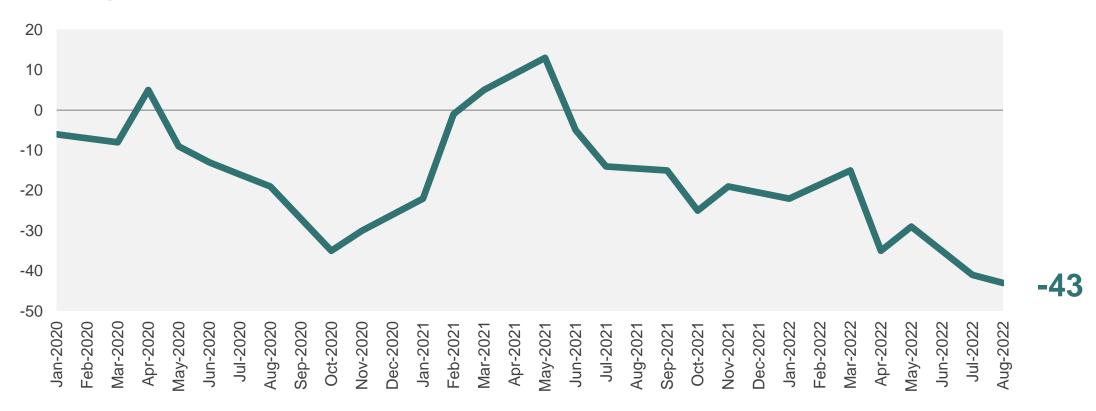




## Direction of the country: January 2020 – August 2022

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

#### **Net right direction**

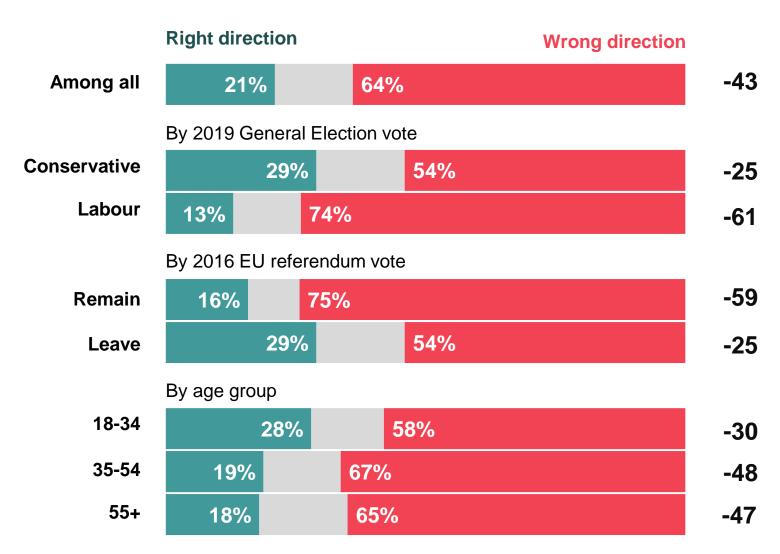


Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022



## Direction of the country

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



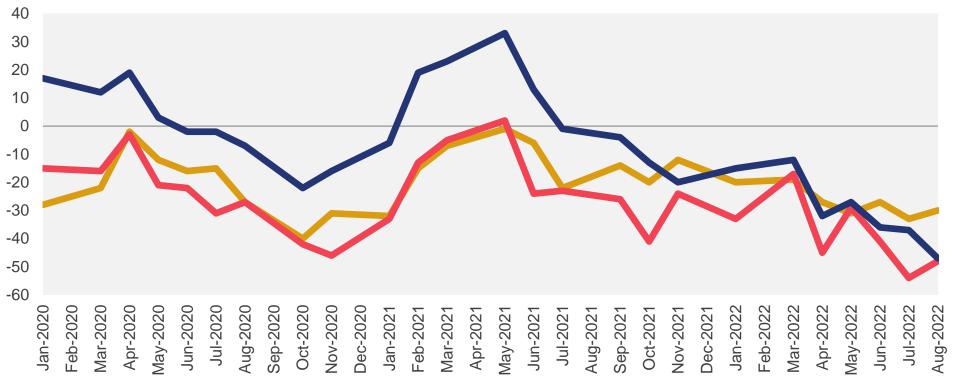
**Base: 1,111** Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 2019 Conservative Party Voters (330), 2019 Labour Party Voters (284), Remain voters (551), Leave voters (362), 18-34-year-olds (347), 35-54-year-olds (391), 55+ year olds (373).



### 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

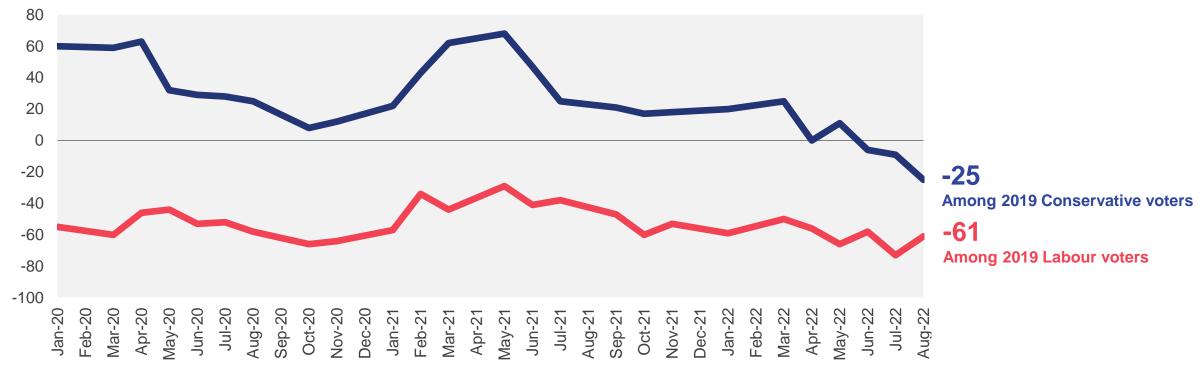
**Base: 1,111** Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 8-34-year-olds (347), 35-54-year-olds (391), 55+ year olds (373).



### 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?





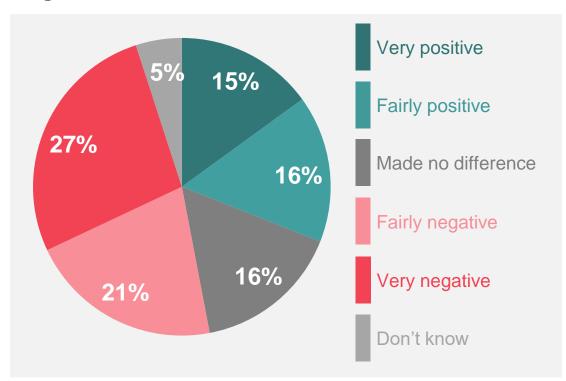
Base: 1,111 Online British adults aged 18+, 19<sup>th</sup> – 22<sup>nd</sup> August 2022, including 2019 Conservative Party Voters (330) and 2019 Labour Party Voters (284),





## 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?



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

**January 2020 – August 2022** 60% 40% 20% 0%

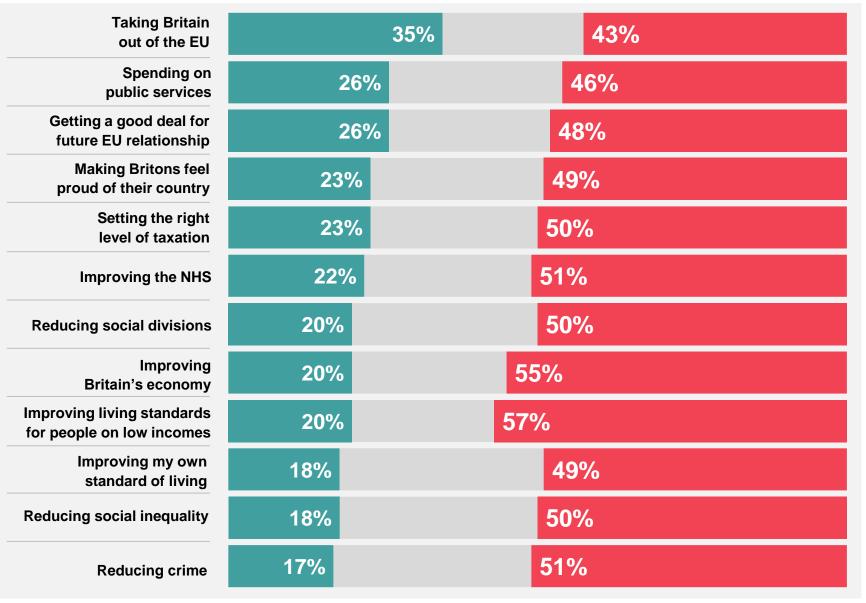




## Government performance: August 2022

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?

Good job Bad job





## 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?

Good job Bad job

Taking Britain out of the EU	August 2022		35% 43%
	July 2021		38%
Spending on public services	August 2022	26%	46%
	July 2021	22%	40%
Getting a good deal for future EU relationship	August 2022	26%	48%
	July 2021	25%	43%
Making Britons feel proud of their country	August 2022	23%	49%
	July 2021	25%	40%
Setting the right level of taxation	August 2022	23%	50%
	July 2021	24%	33%
Improving the NHS	August 2022	22%	51%
	July 2021	18%	48%
Reducing social divisions	August 2022	20%	50%
	July 2021	13%	48%
Improving Britain's economy	August 2022	20%	55%
	July 2021	24%	39%
Improving living standards for people on low incomes	August 2022	20%	57%
	July 2021	15%	49%
Improving my own standard of living	August 2022	18%	49%
	July 2021	16%	35%
Reducing social inequality	August 2022	18%	50%
	July 2021	16%	46%
Reducing crime	August 2022	17%	51%
	July 2021	14%	42%



# lpsos UK

#### Political Pulse August 2022

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