

# IPSOS UK POLITICAL POLLING

September 2022

# How closely have you followed these stories?

How closely, if at all, have you been following stories about...?



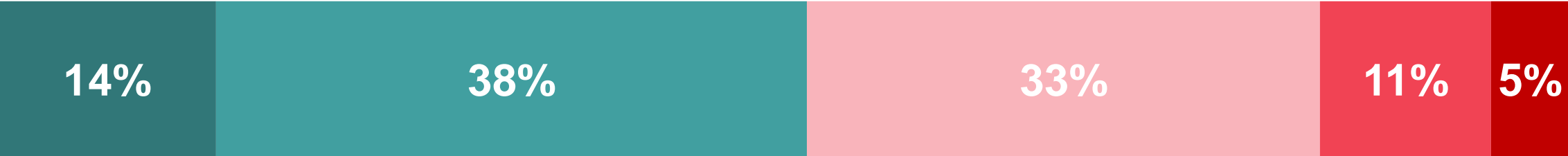
Base: 1,000 Online British adults aged 18-75, 5-6<sup>th</sup> September 2022

# Familiarity with politicians

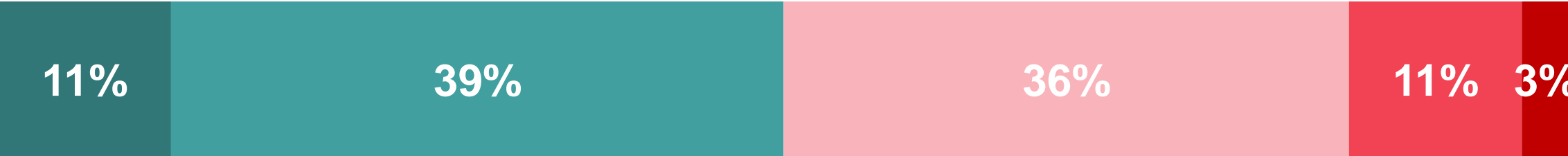
How much, if anything, do you know about each of the following politicians



## Keir Starmer



## Liz Truss



Base: 1,000 Online British adults aged 18-75, 5-6<sup>th</sup> September 2022

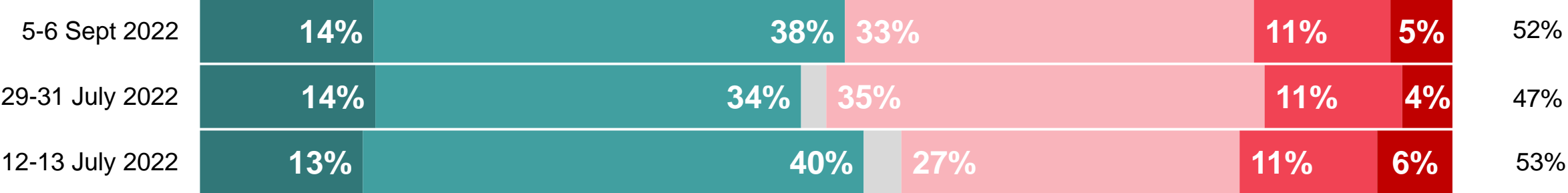


# Familiarity with politicians

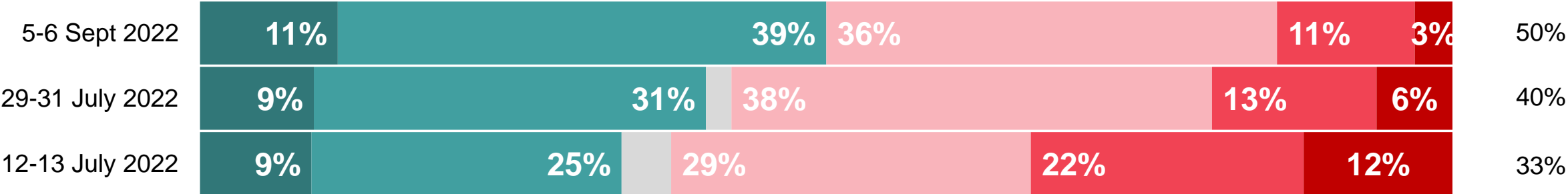
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## Keir Starmer



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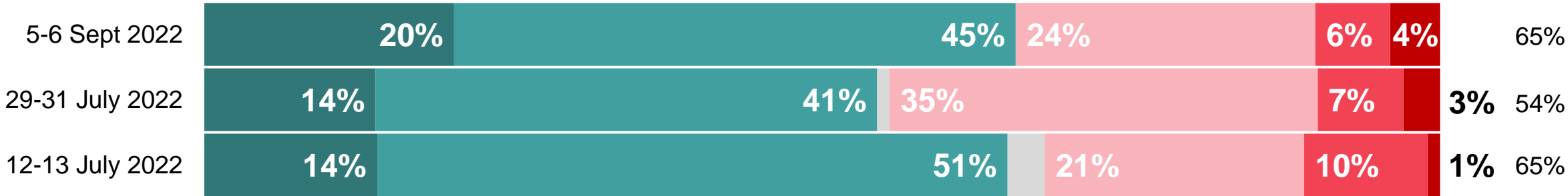


# Familiarity with politicians: *By 2019 General Election vote*

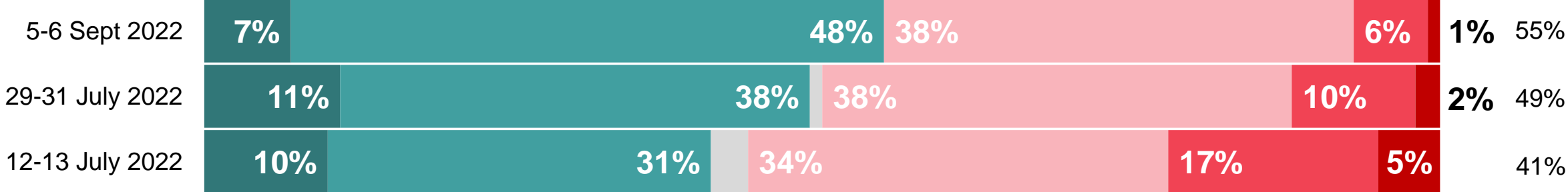
How much, if anything, do you know about each of the following politicians



## Keir Starmer



## Liz Truss



Base: 1,000 Online British adults aged 18-75, 5-6<sup>th</sup> September 2022 including (277) 2019 Conservative Party Voters and (251) 2019 Labour Party Voters



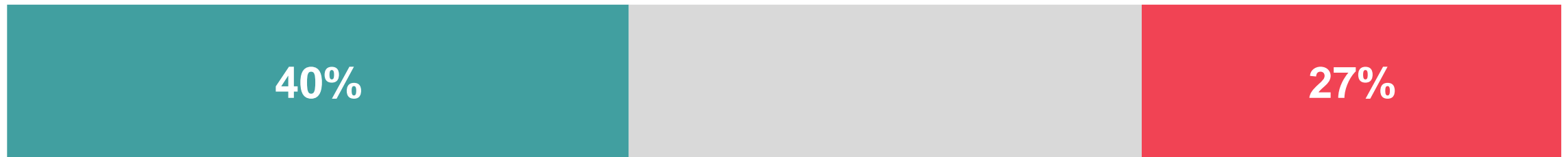
# Who would make a good Prime Minister?

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

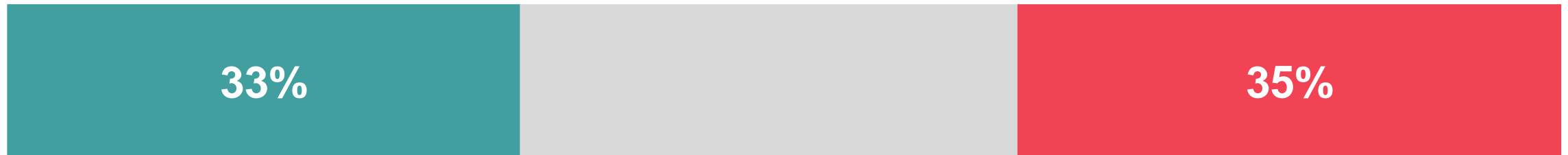
Very / fairly good job

Very / fairly bad job

**Keir Starmer**



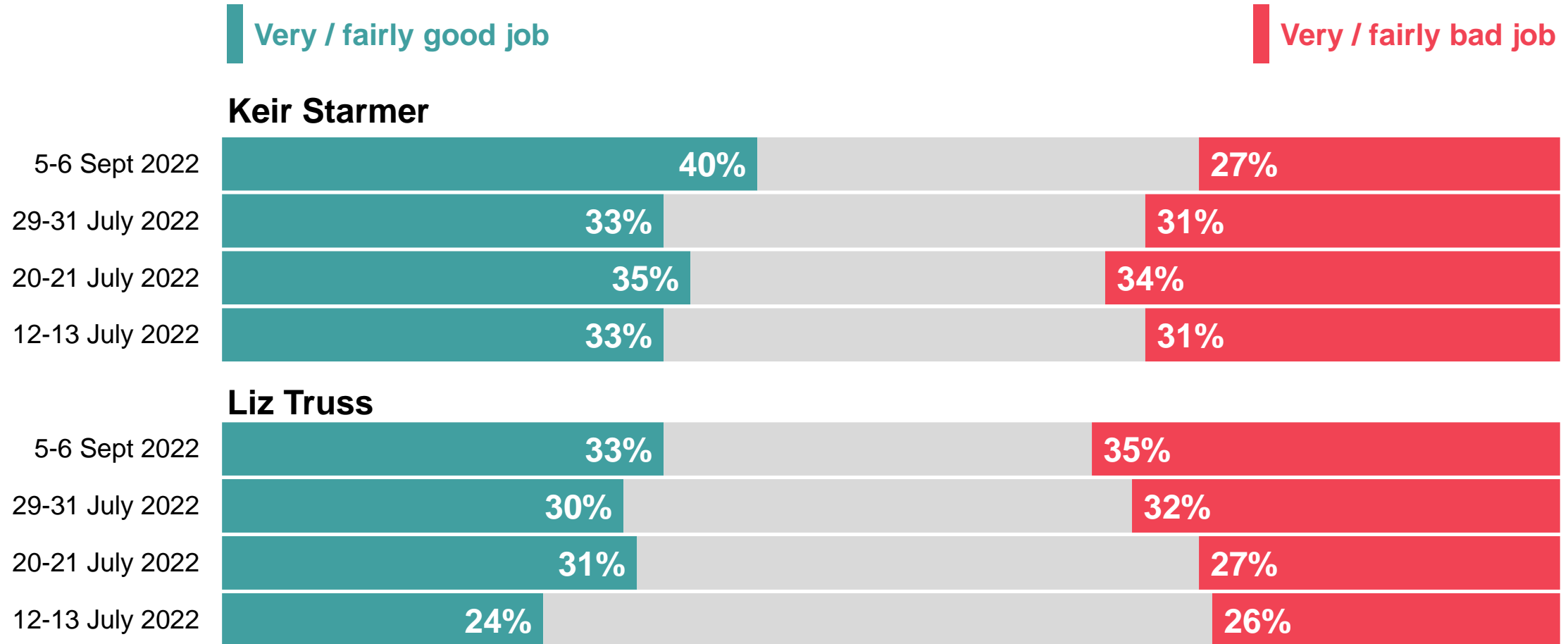
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# Who would make a good Prime Minister?

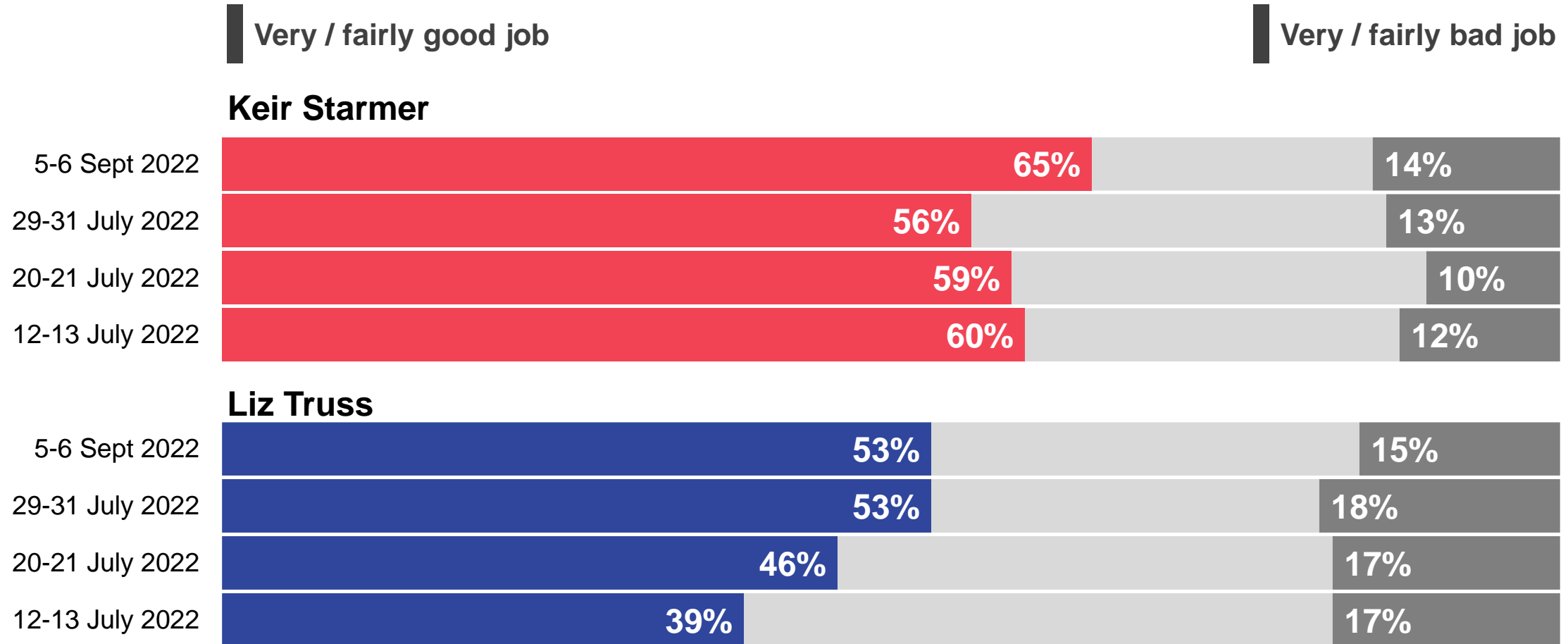
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# Who would make a good Prime Minister? *Among 2019 party voters*

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

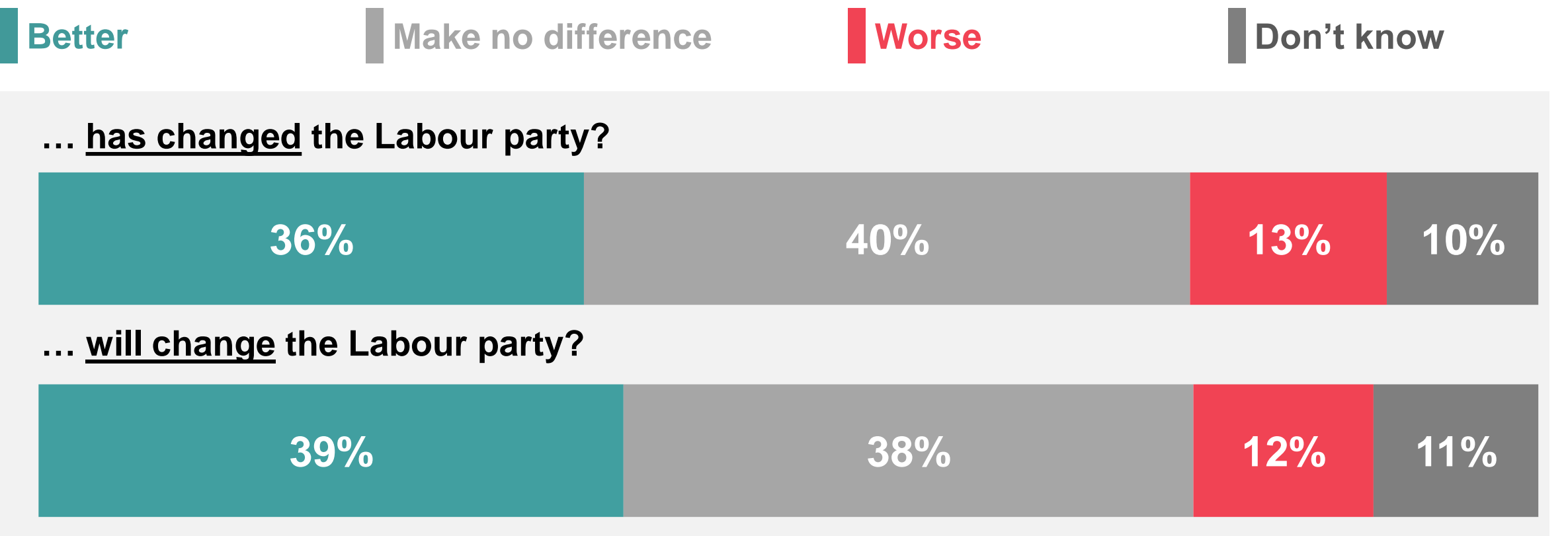


Base: 1,000 Online British adults aged 18-75, 5-6<sup>th</sup> September 2022 including (277) 2019 Conservative Party Voters and (251) 2019 Labour Party Voters



# Keir Starmer: Impact on the Labour Party

As you may know, Keir Starmer was elected as leader of the Labour party last year. From what you've seen or heard about Keir Starmer, if anything, do you think he has changed/will change the Labour party for the better, worse, or will he make/has he made no difference?



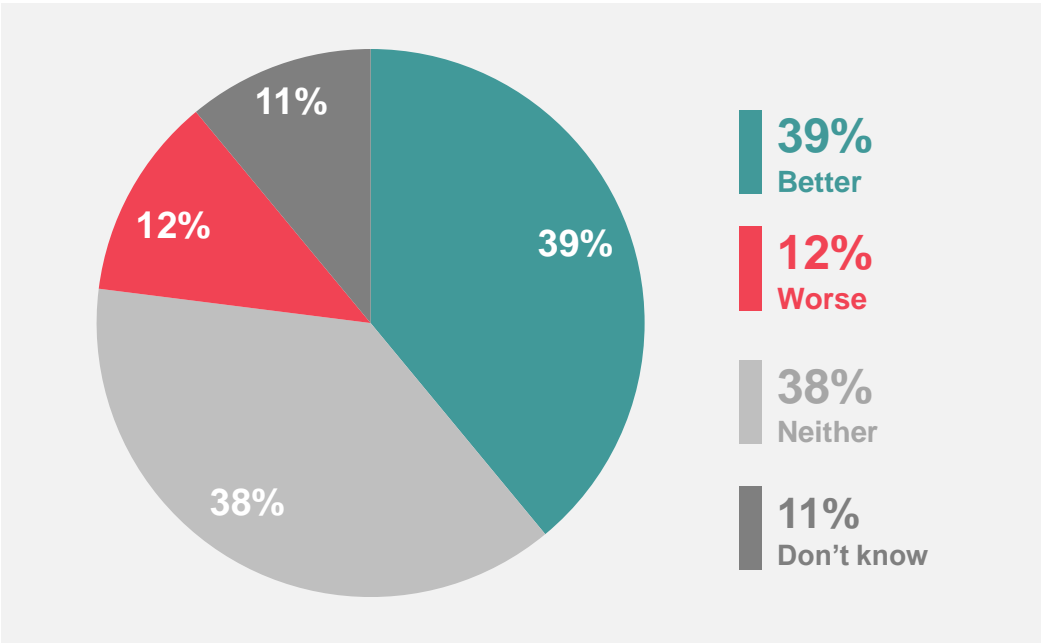
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# Keir Starmer: What impact will he have on the Labour party?

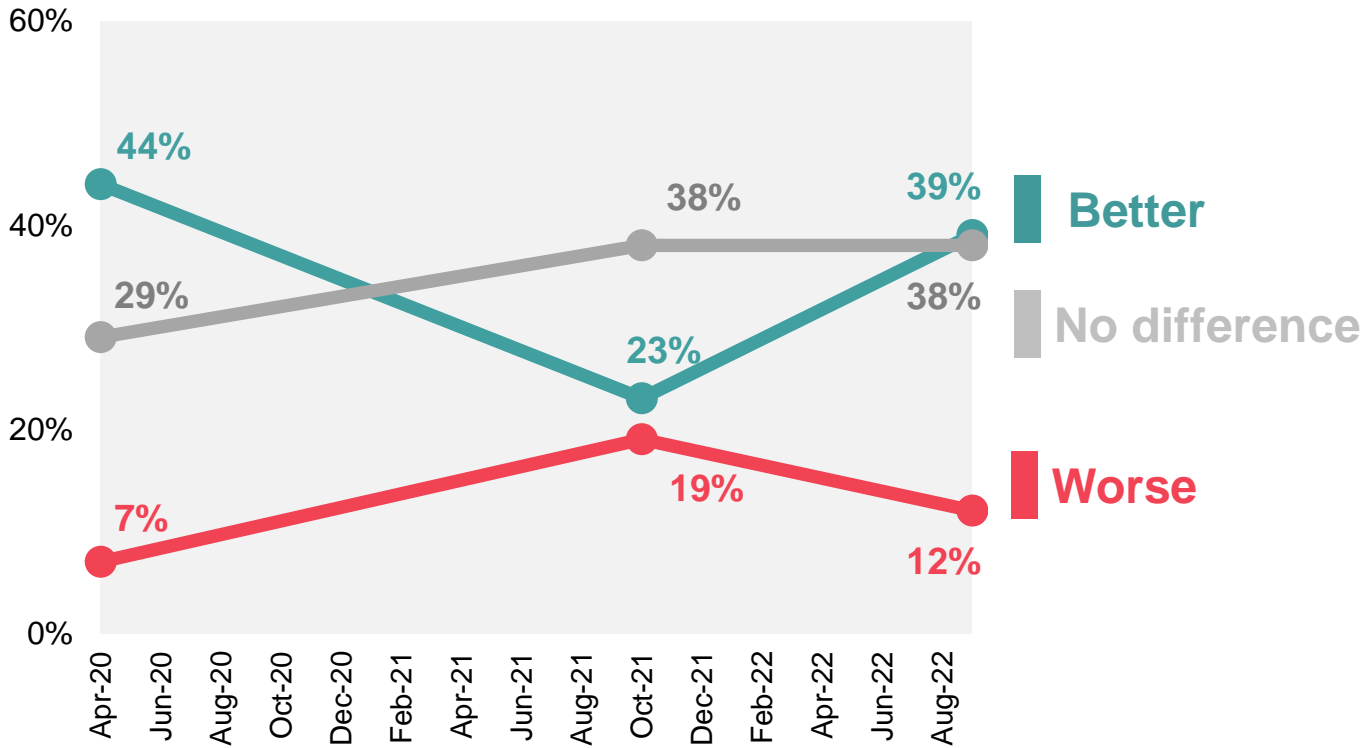
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September 2022



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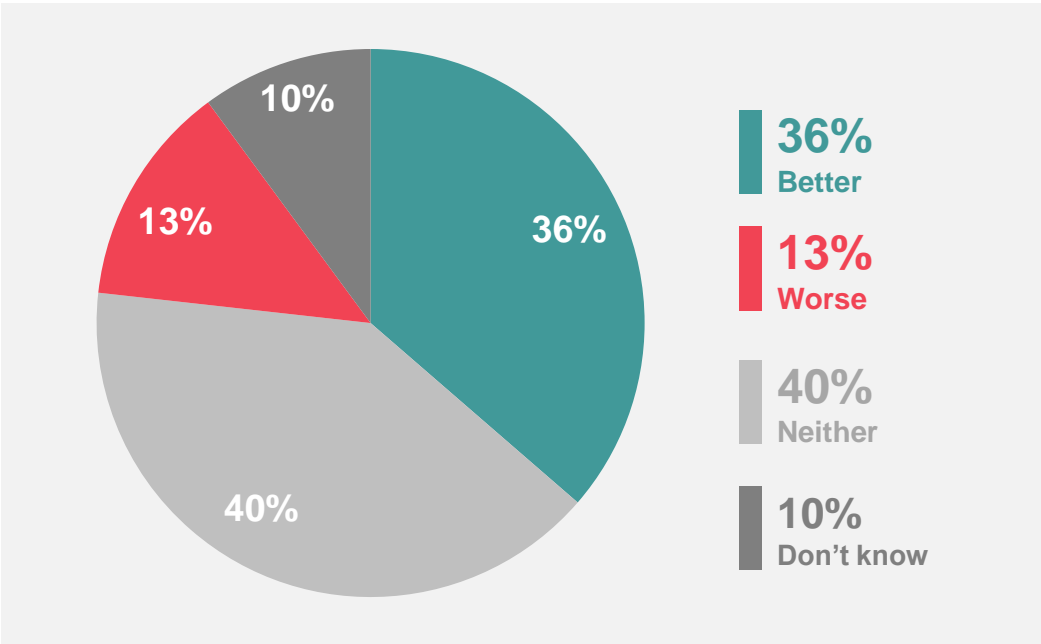
April 2020 – September 2022



# Keir Starmer: What impact has he had on the Labour party?

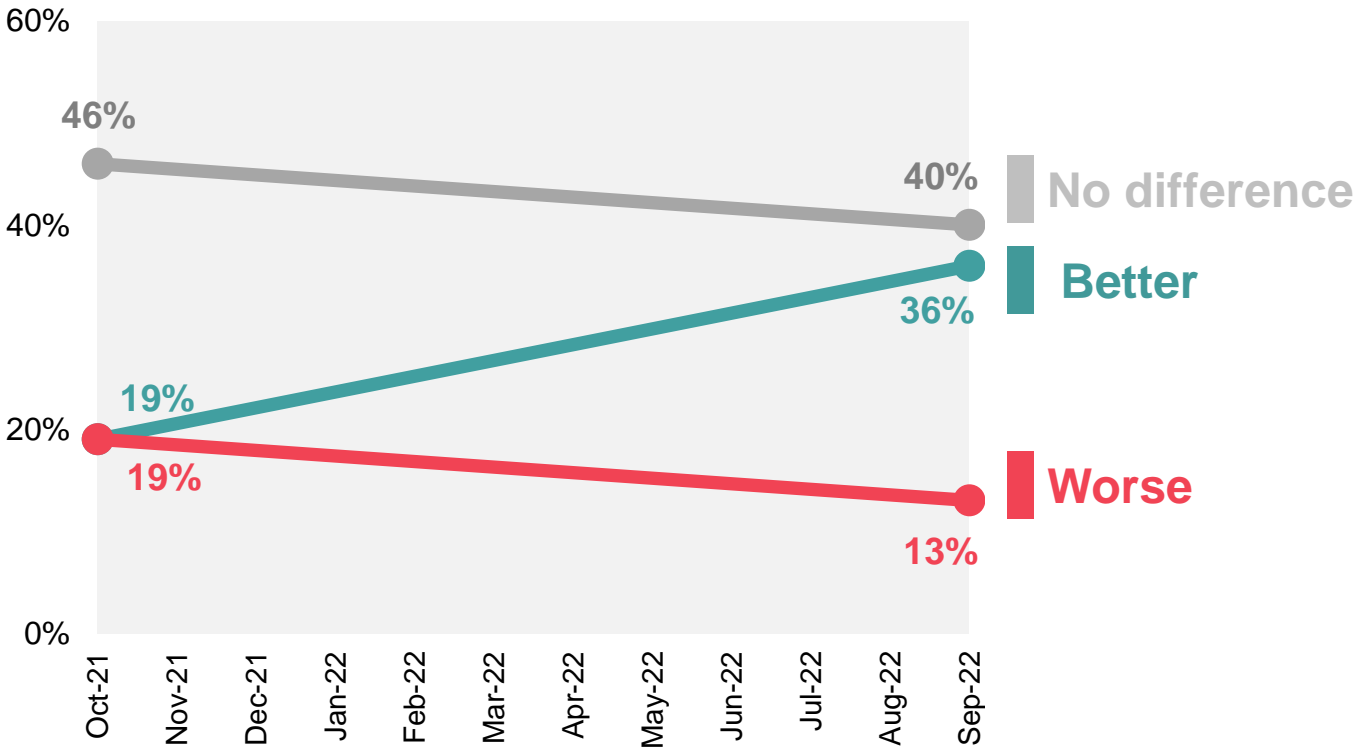
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September 2022



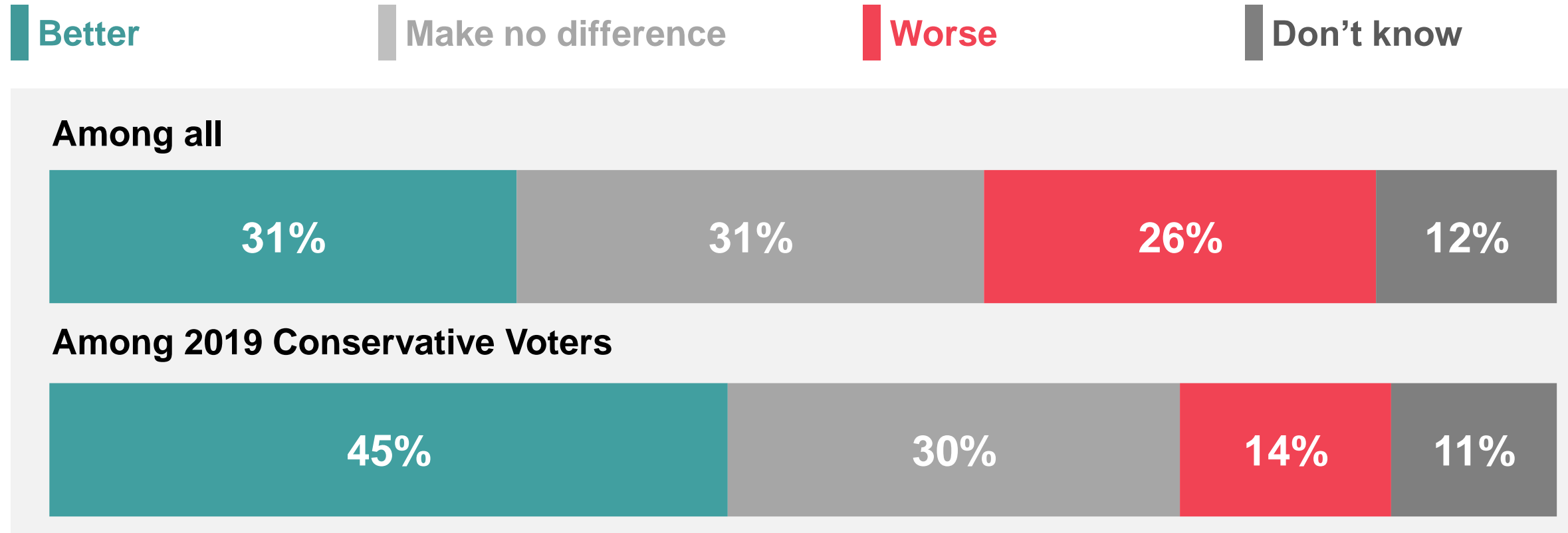
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October 2021 – September 2022



# Liz Truss: Impact on the Conservative Party

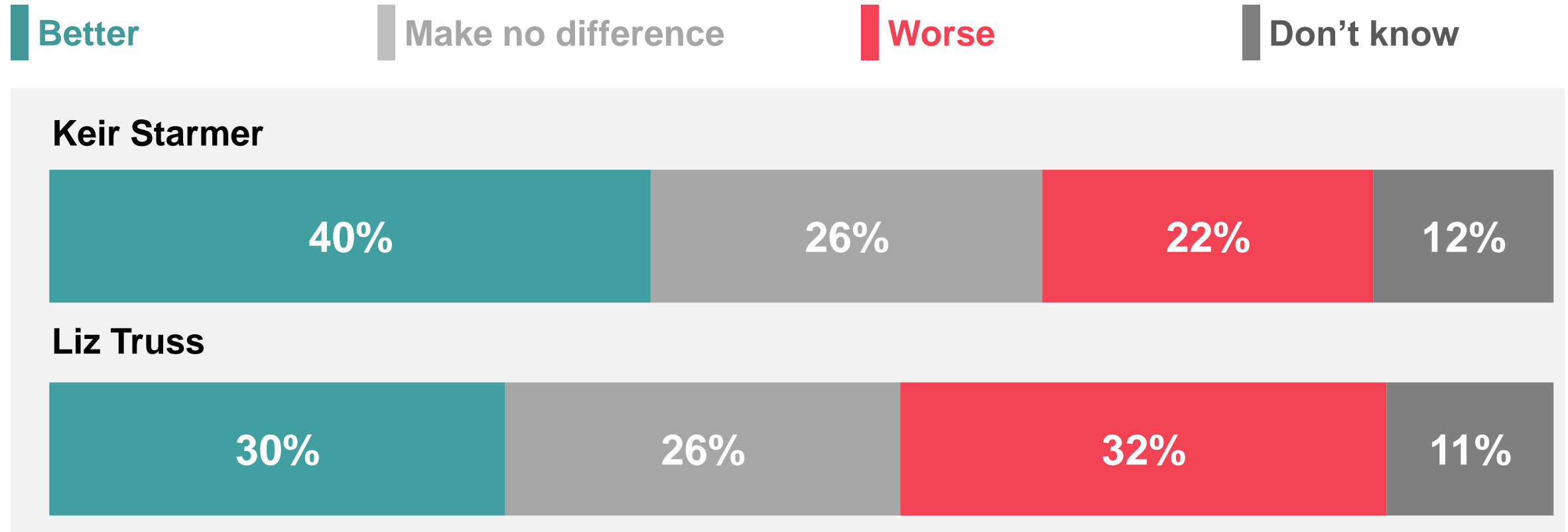
From what you've seen or heard about Liz Truss, if anything, do you think she ... will change the Conservative Party for the better, worse, or will he make/has he made no difference?



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# Impact on the country

Now think about what you think would happen when Liz Truss becomes Prime Minister, or what would happen if Keir Starmer were to become Prime Minister. From what you've seen or heard about ..., if anything, do you think he/she would/will change the country for the better, worse, or make no difference ?



Base: 1,000 Online British adults aged 18-75, 5-6<sup>th</sup> September 2022

# Ipsos UK

## New Prime Minister polling September 2022

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