

IPSOS UK POLITICAL POLLING LEADERSHIP TRAITS

August 2022

Image of party leaders

Keir Starmer versus Liz Truss

Do you think each of the following statements does or does not apply to...?

Leader of the Labour Party, Keir Starmer

The Foreign Secretary, Liz Truss

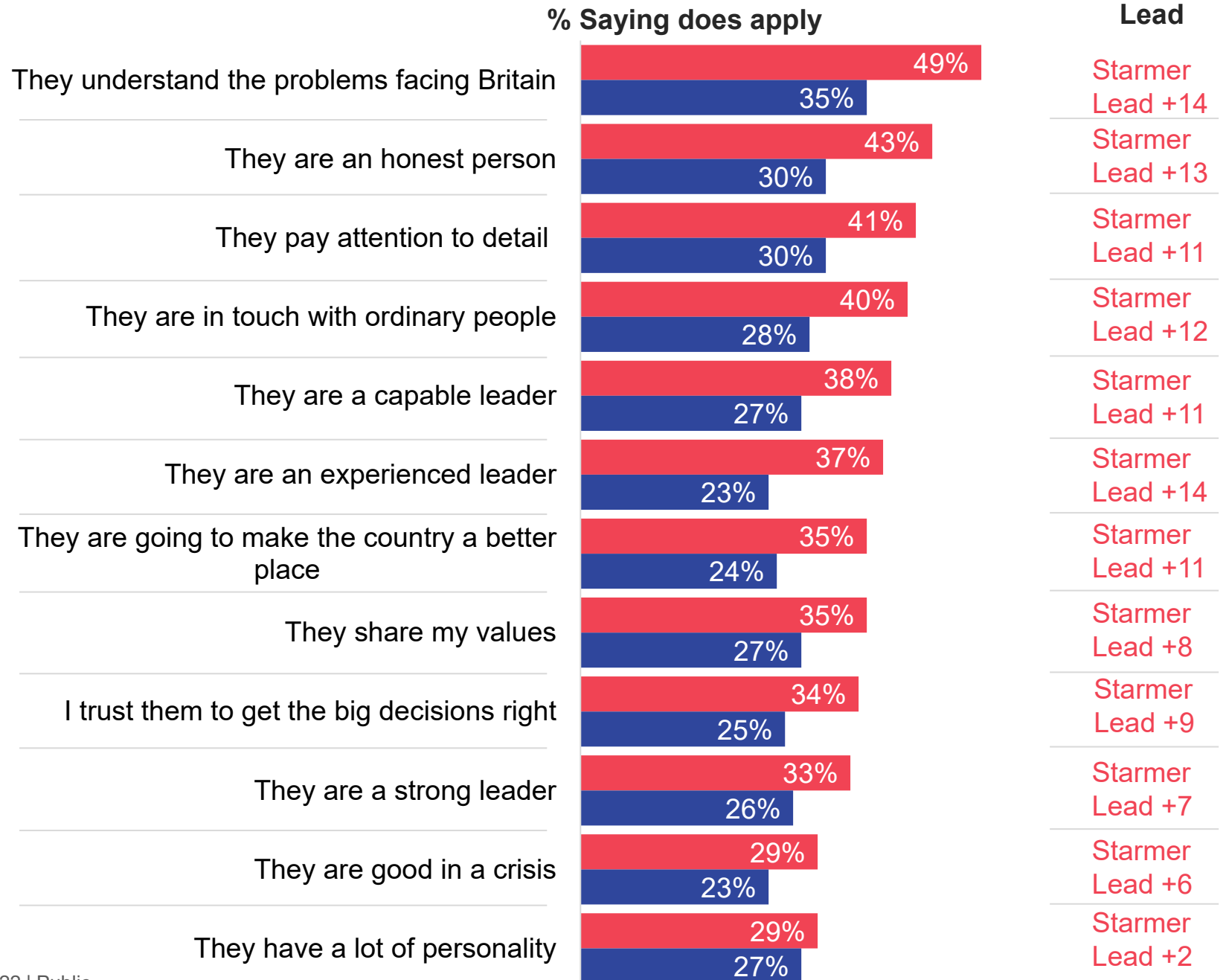


Image of party leaders

Rishi Sunak versus Liz Truss

Do you think each of the following statements does or does not apply to...?

Conservative MP and Former Chancellor, Rishi Sunak
The Foreign Secretary, Liz Truss

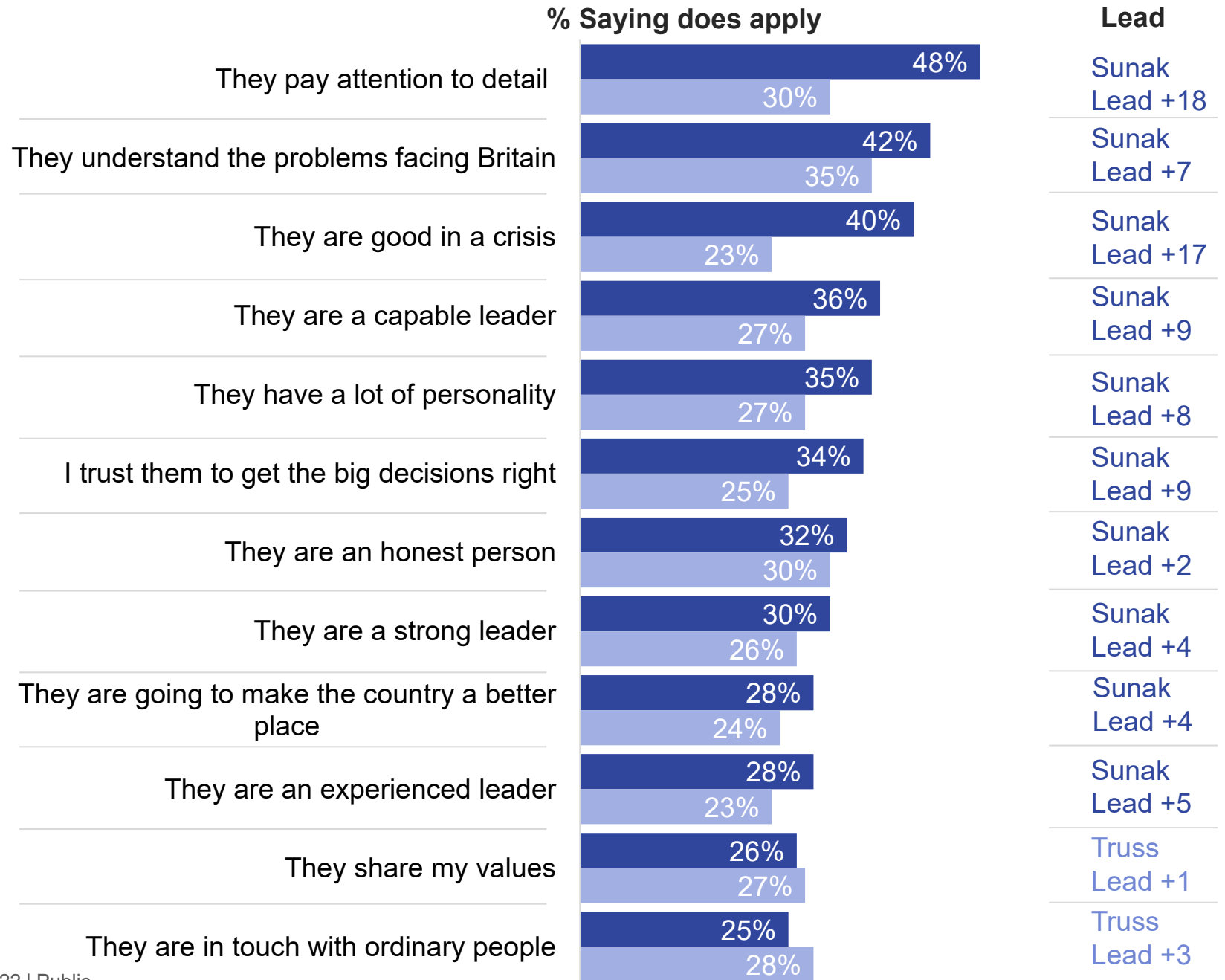
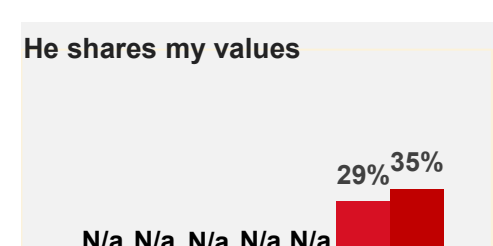
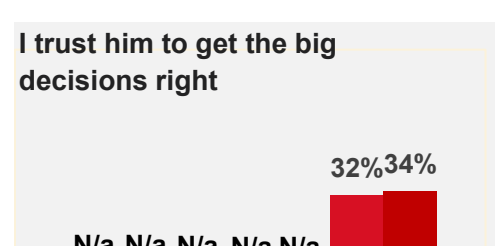
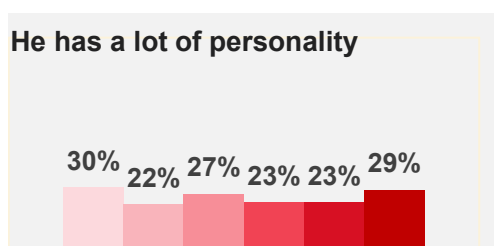
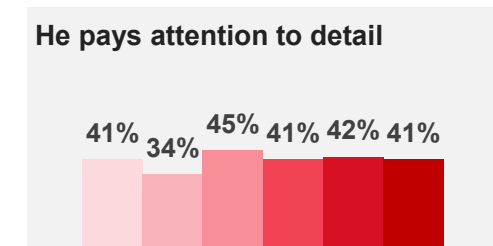
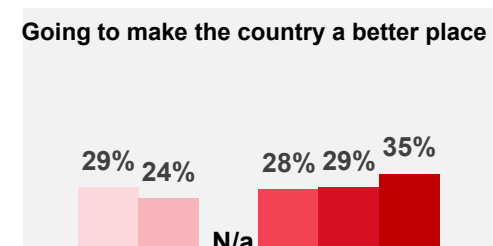
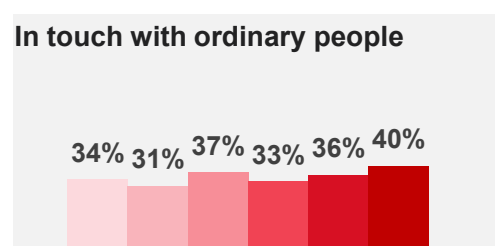
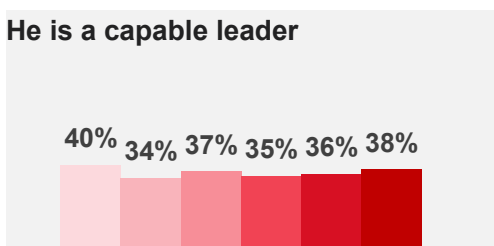
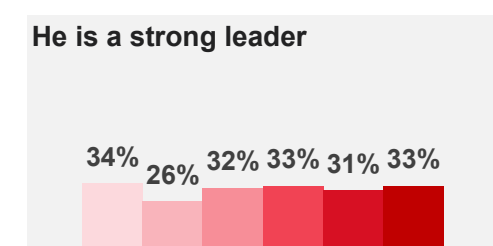
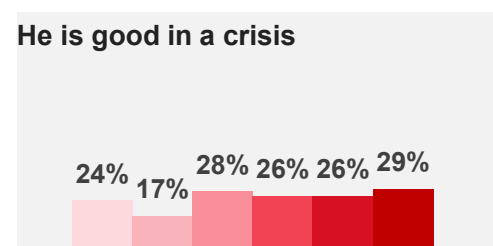
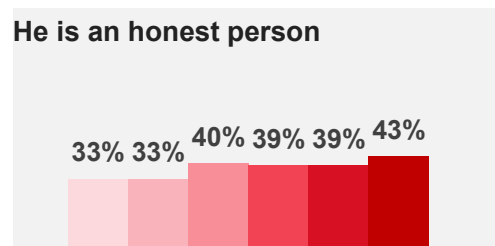
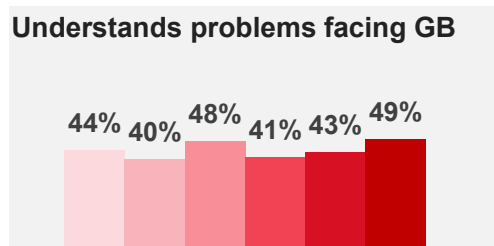


Image of Keir Starmer: Trend data

Do you think each of the following statements does or does not apply to...? Keir Starmer

■ June 2020
 ■ Mar 2021
 ■ Feb 2022
 ■ Mar 2022
 ■ June 2022
 ■ August 2022



Base: 1,146 Online British adults aged 18+, 26-29th August 2022. Where a dataset has N/A the question was not asked on that wave.



Ipsos UK

Political Polling Leadership traits August 2022

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