

IPSOS UK POLITICAL PULSE

September 2022

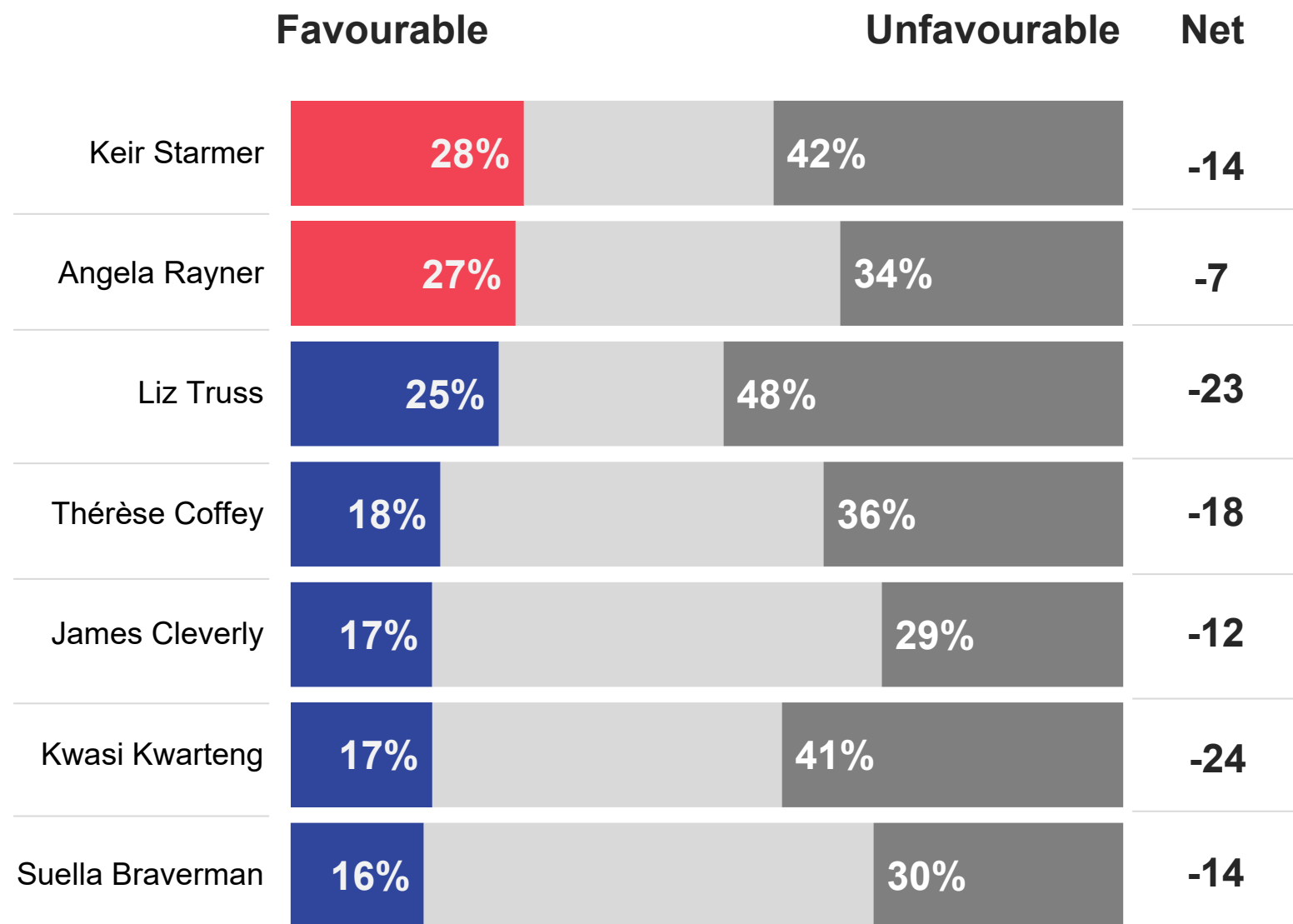


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

September 2022

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?

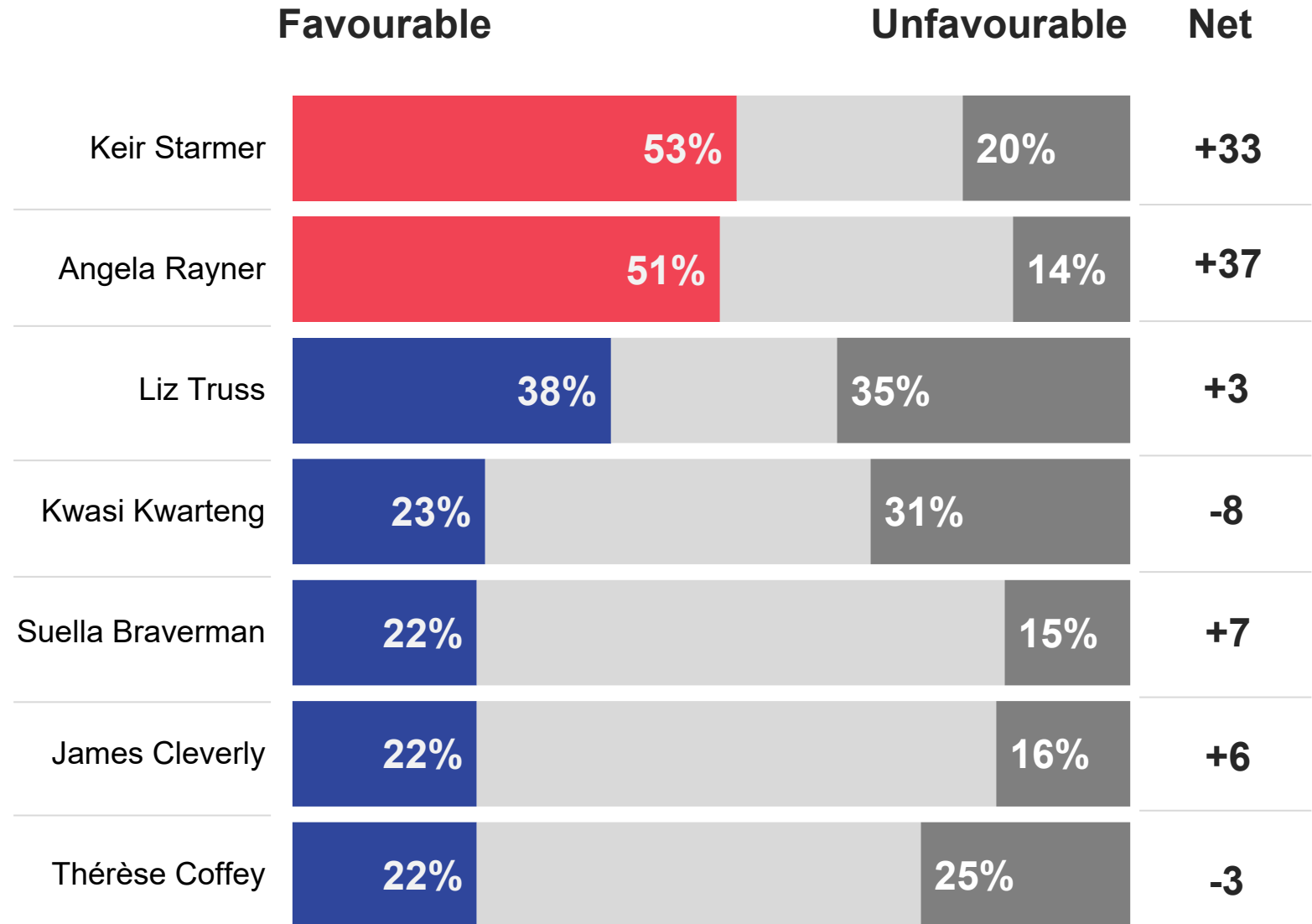


Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

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?

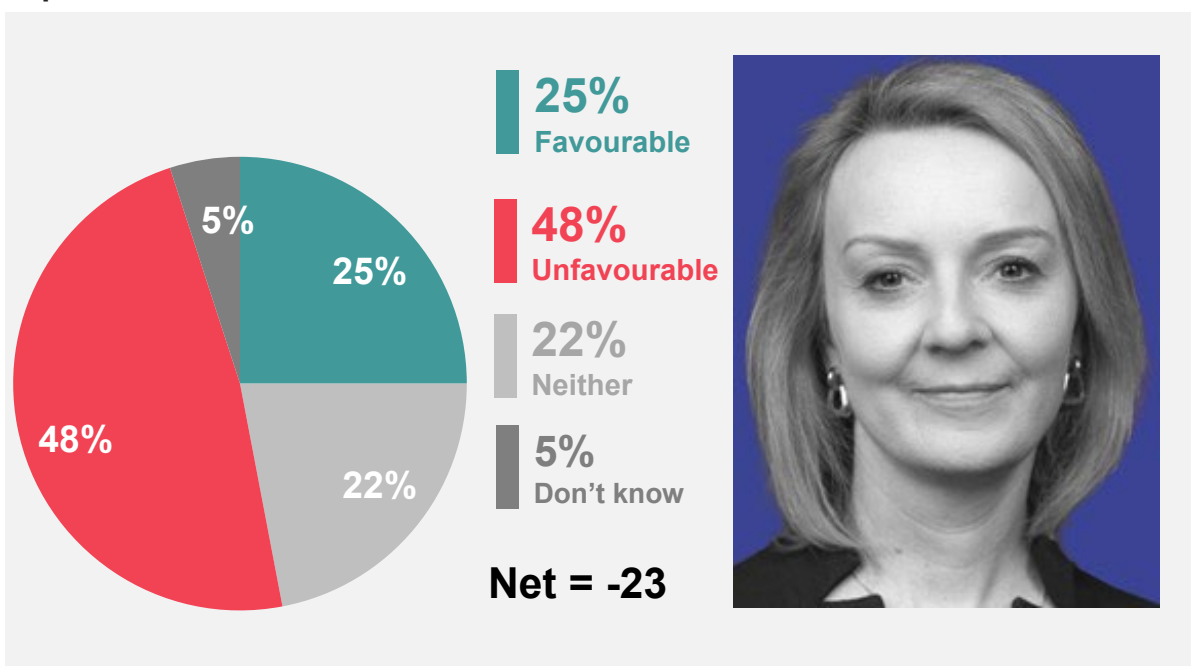


Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022 including 2019 Conservative party voters (347) and 2019 Labour party voters (258)

Liz Truss: Favourability

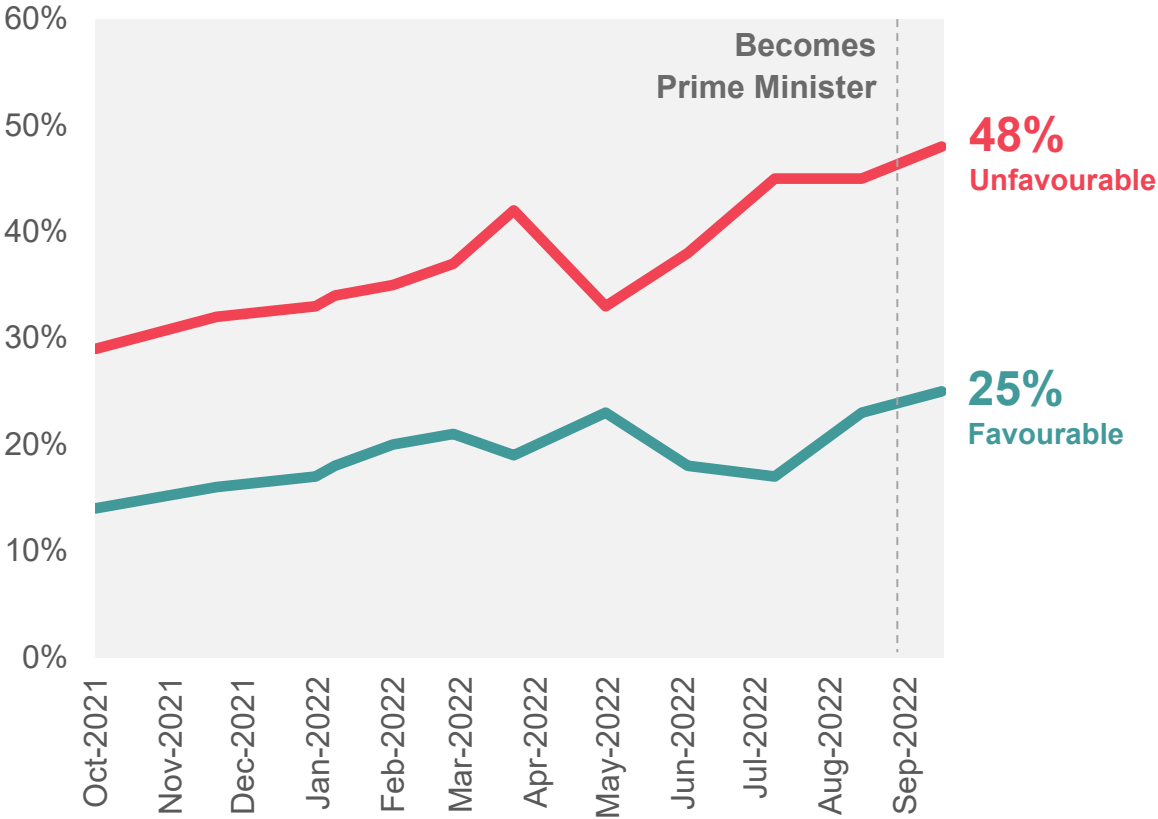
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

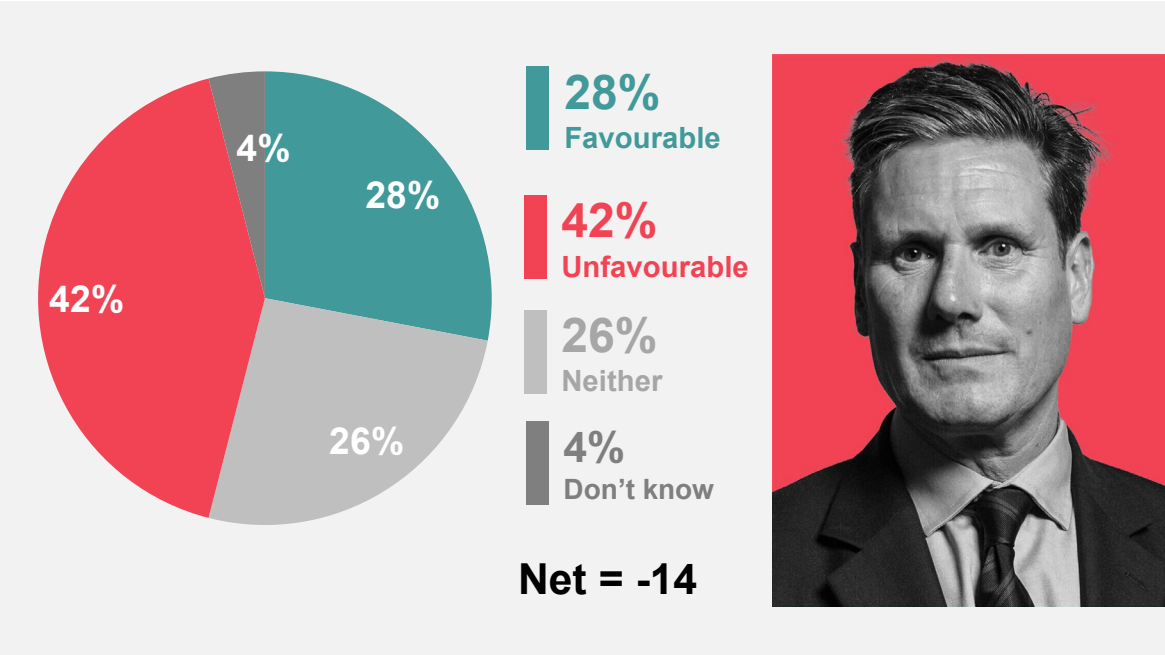
October 2021 - September 2022



Keir Starmer: Favourability

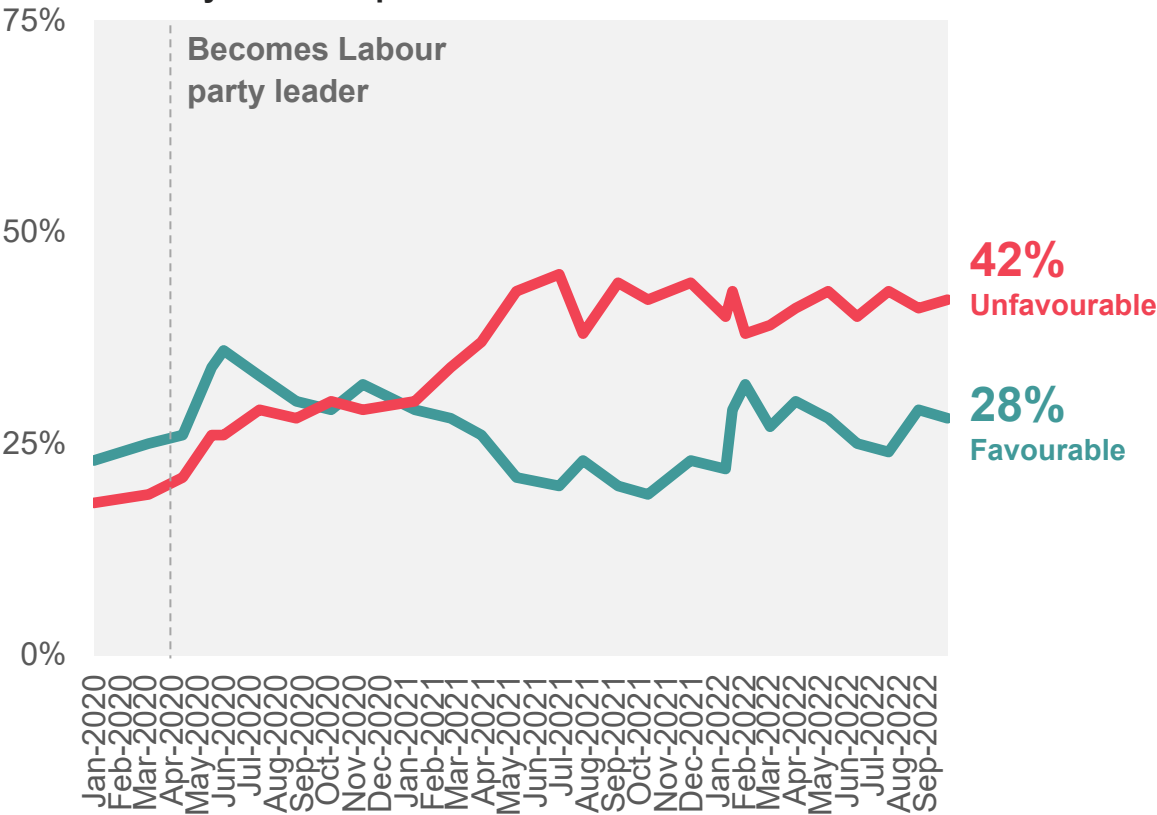
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

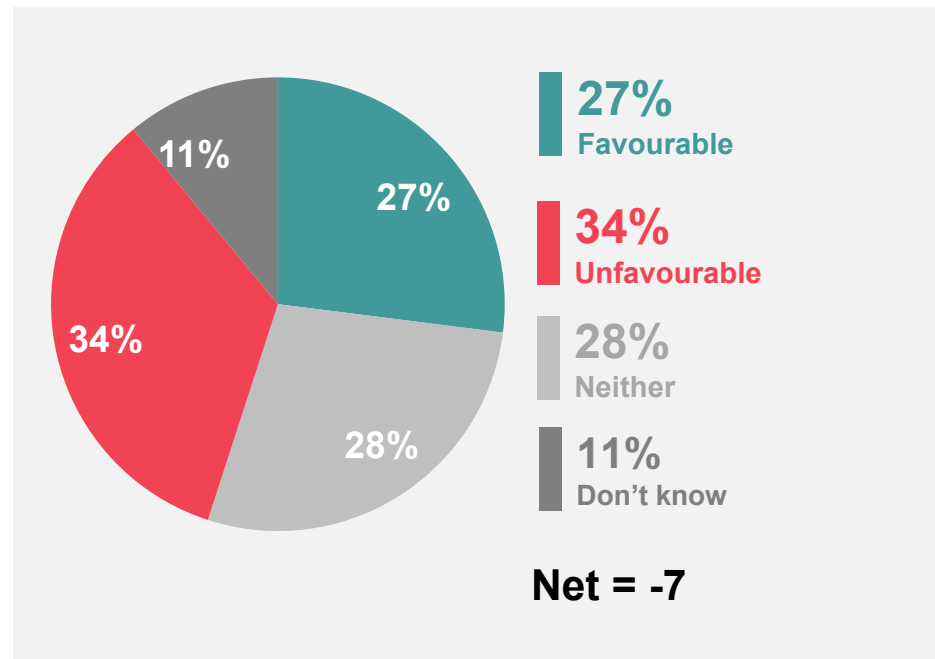
January 2020 – September 2022



Angela Rayner: Favourability

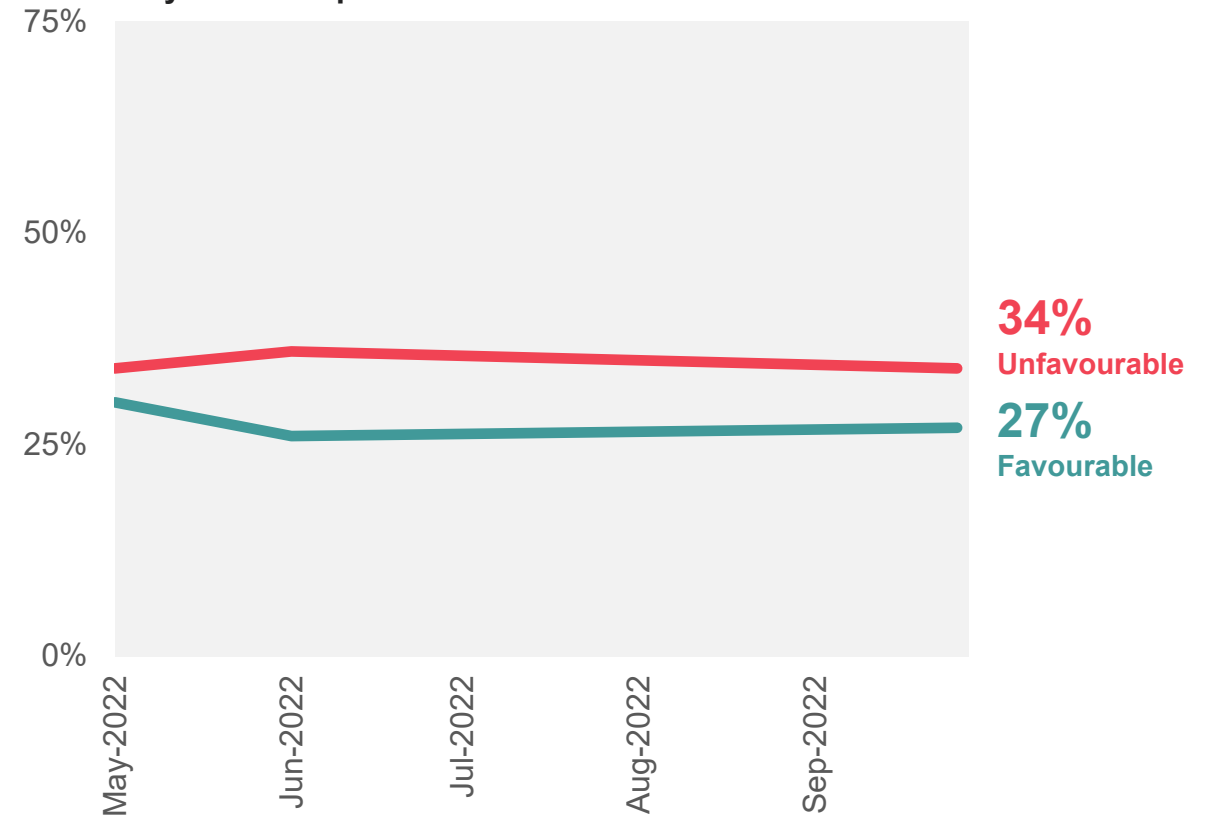
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

September 2022



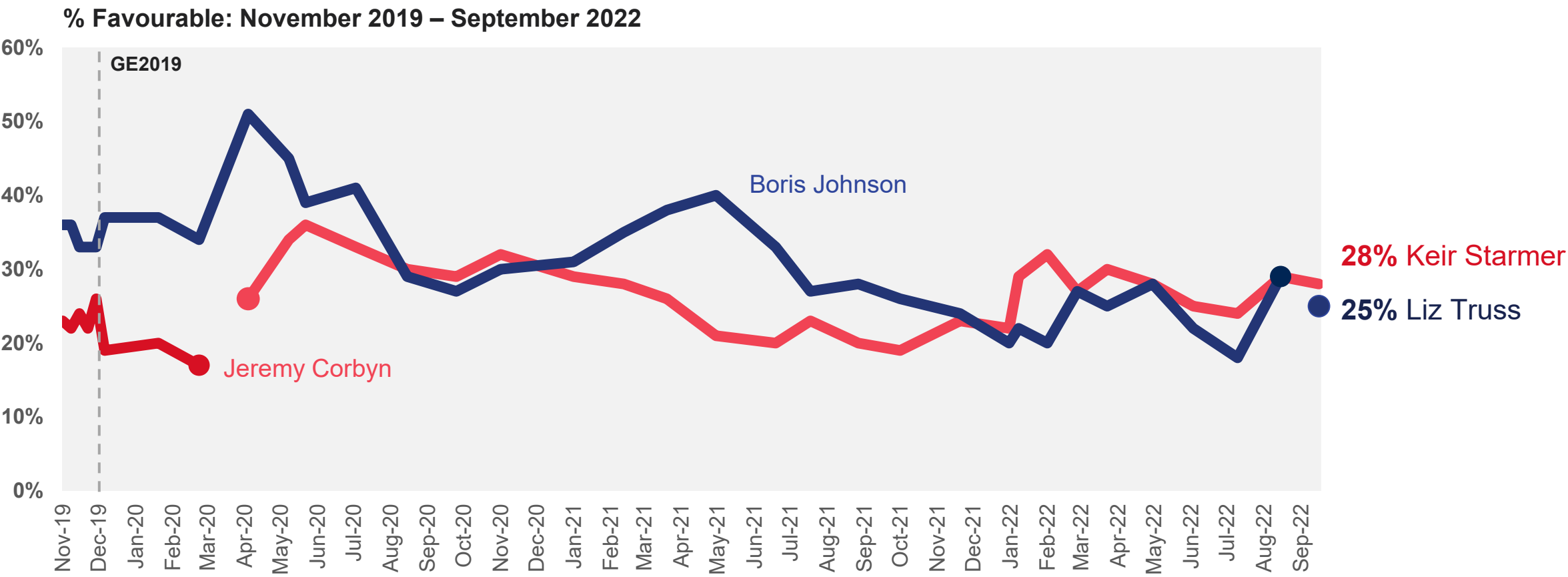
Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

May 2022 – September 2022



Favourability: Liz Truss vs Keir Starmer

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

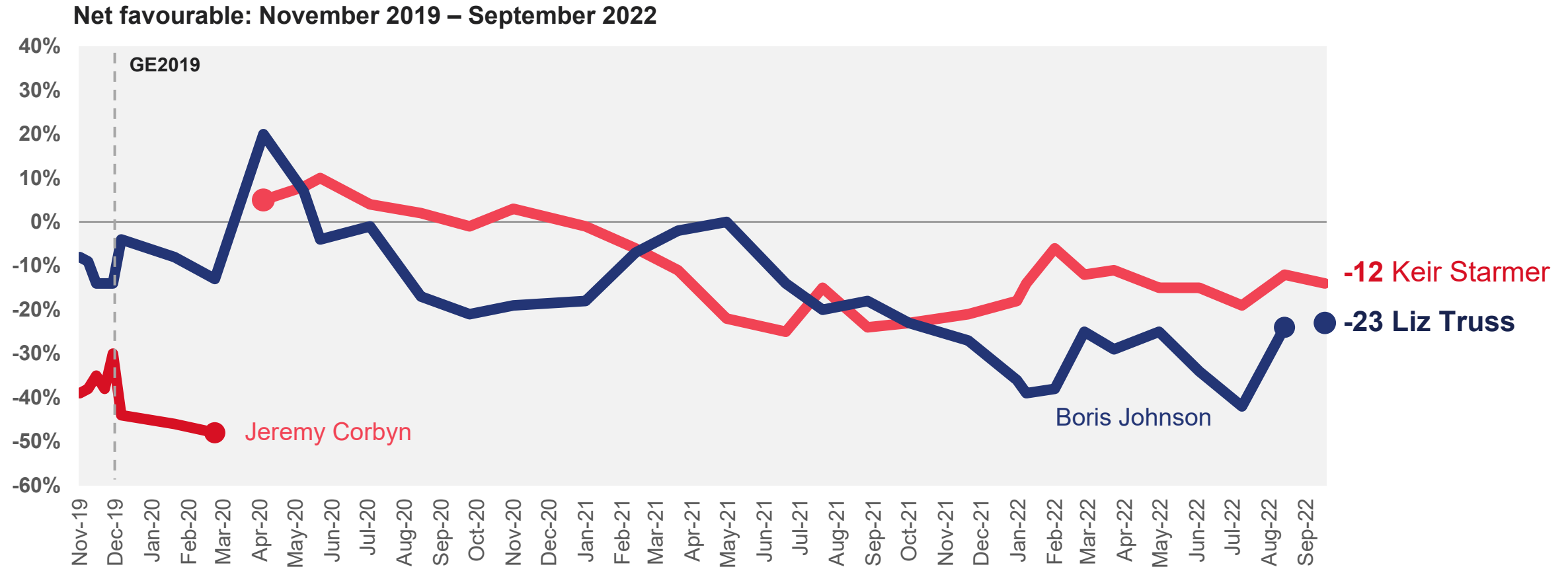


Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022



Net favourability: Liz Truss vs Keir Starmer

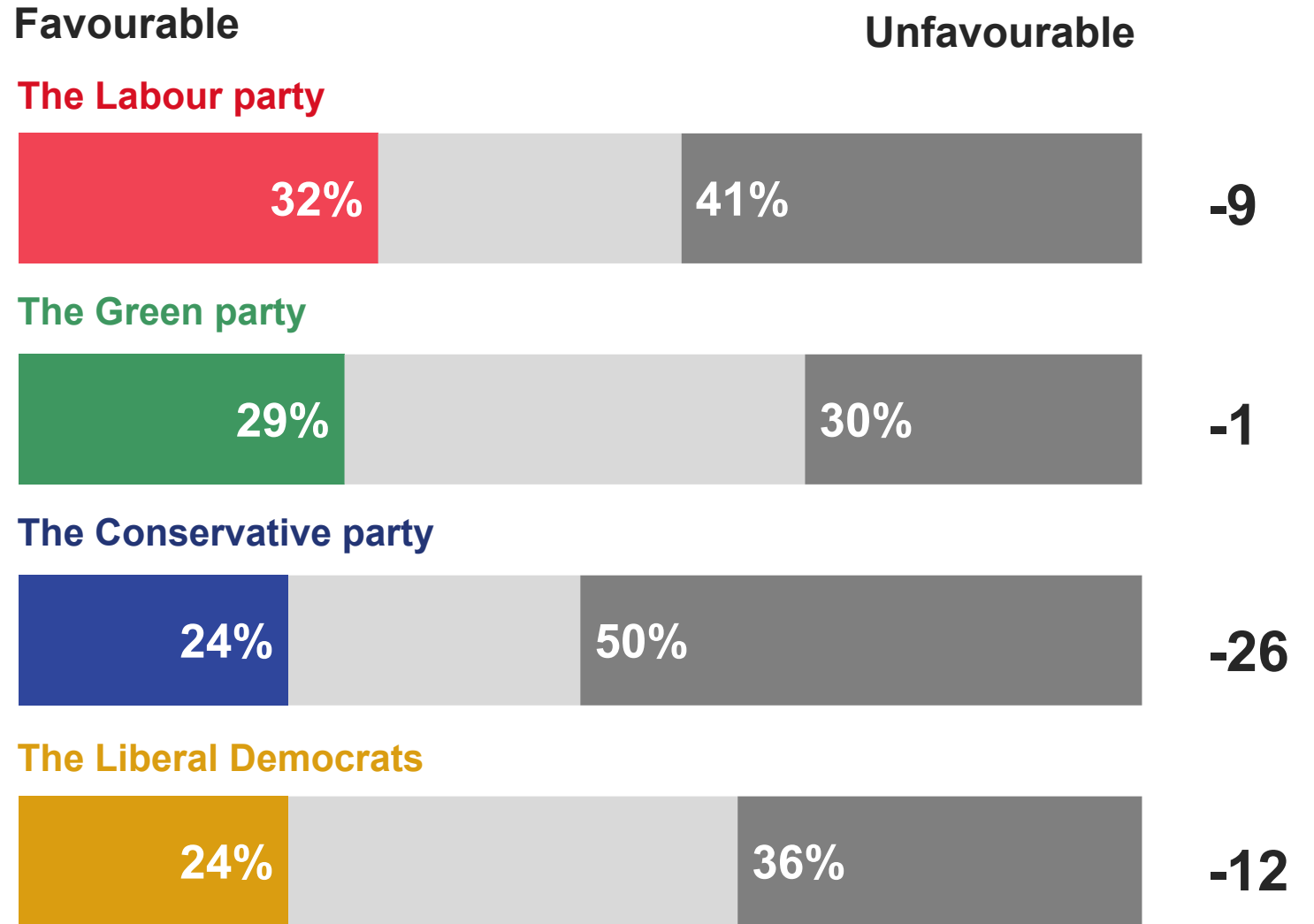
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,133 Online British adults aged 18+, 23 - 25 September 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?

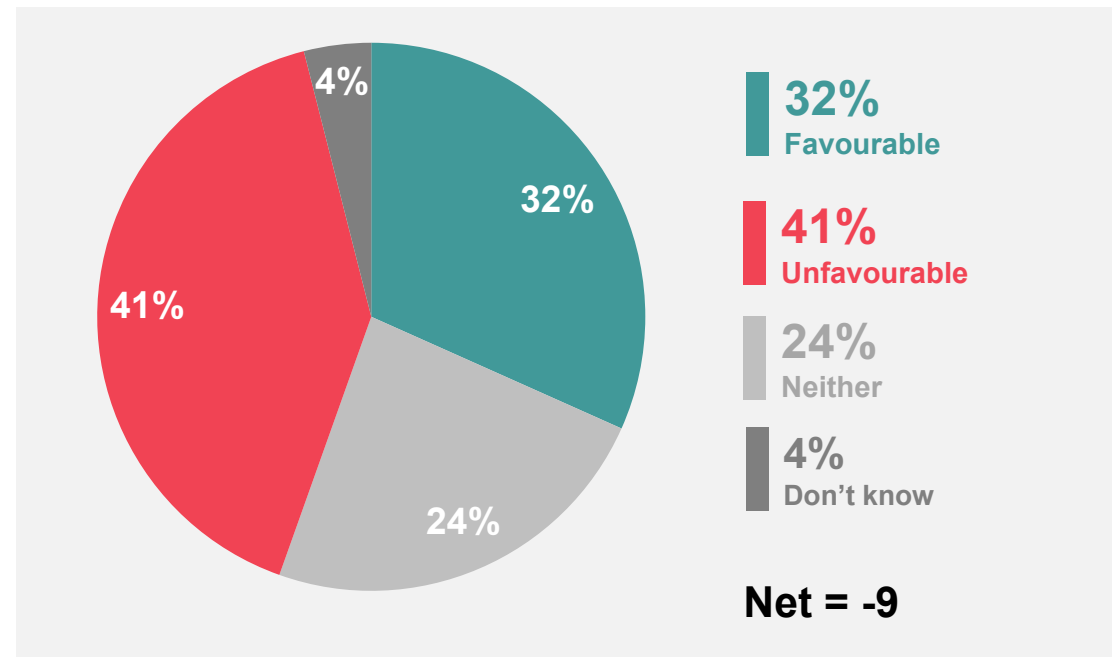


Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

The Labour party: Favourability

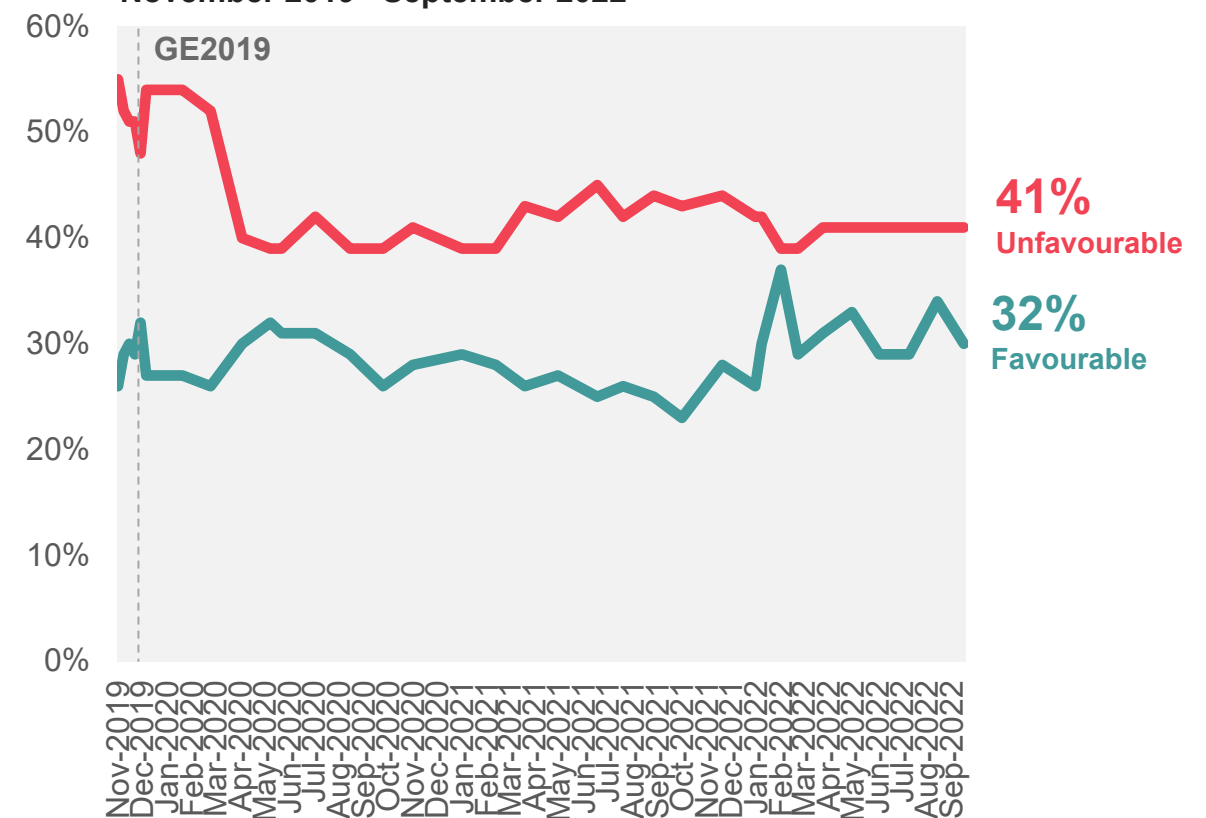
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

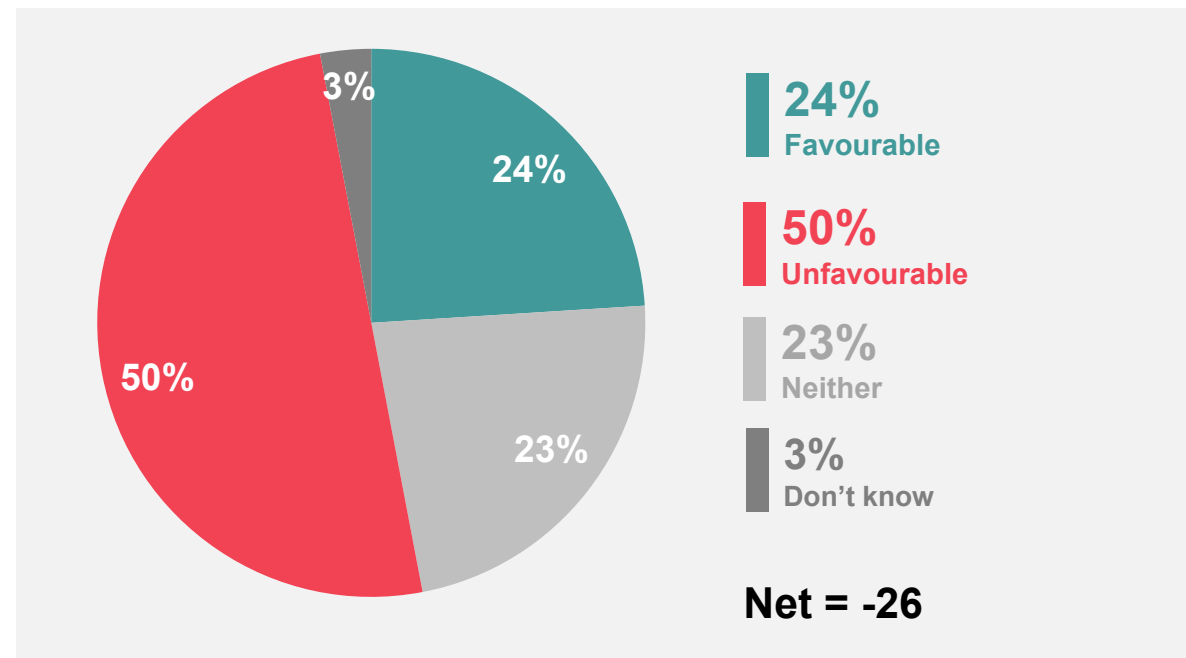
November 2019 – September 2022



The Conservative party: Favourability

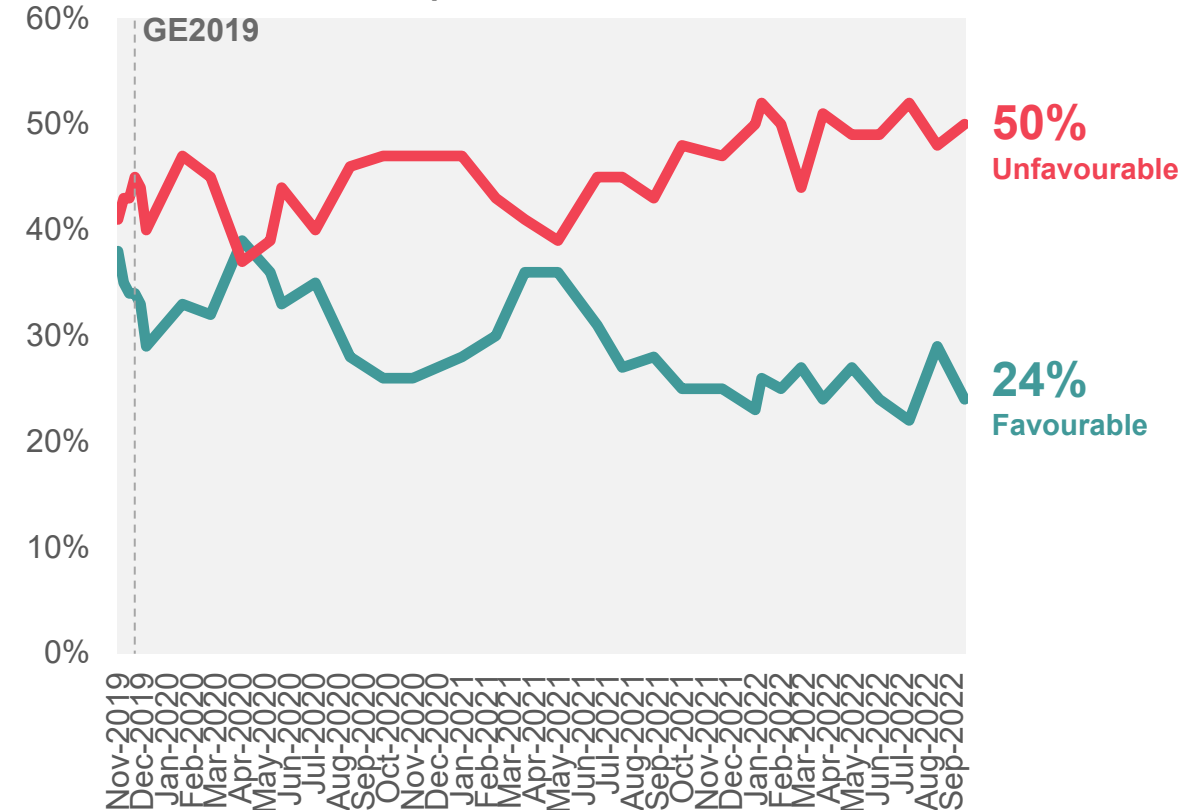
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

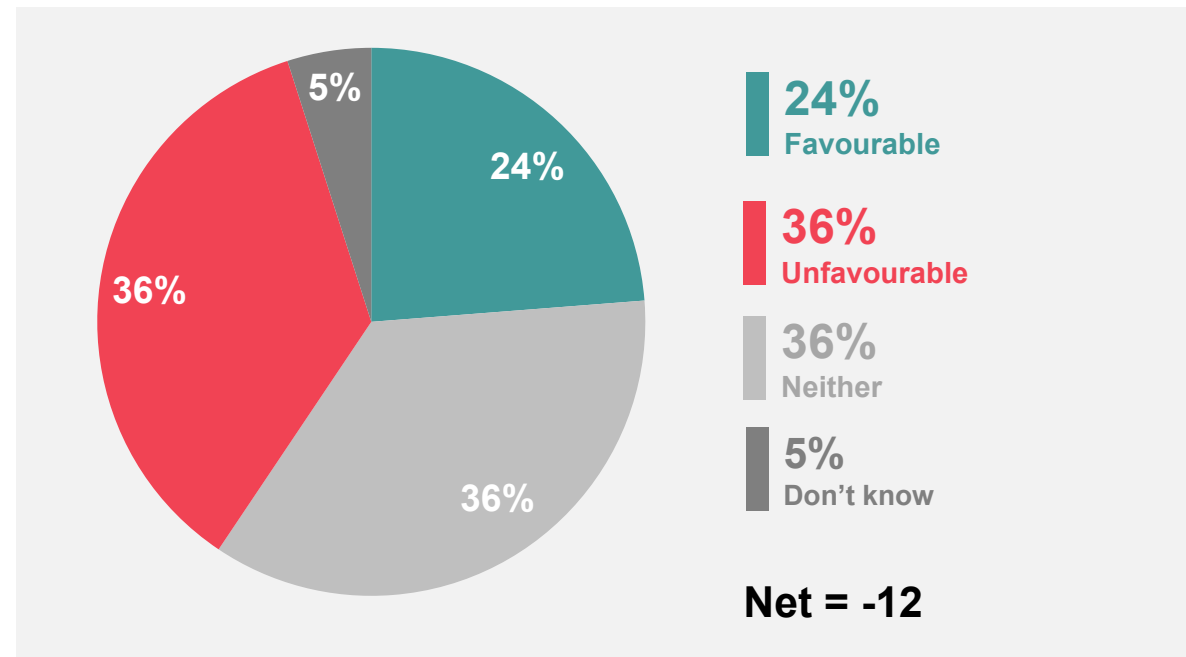
November 2019 – September 2022



The Liberal Democrats: Favourability

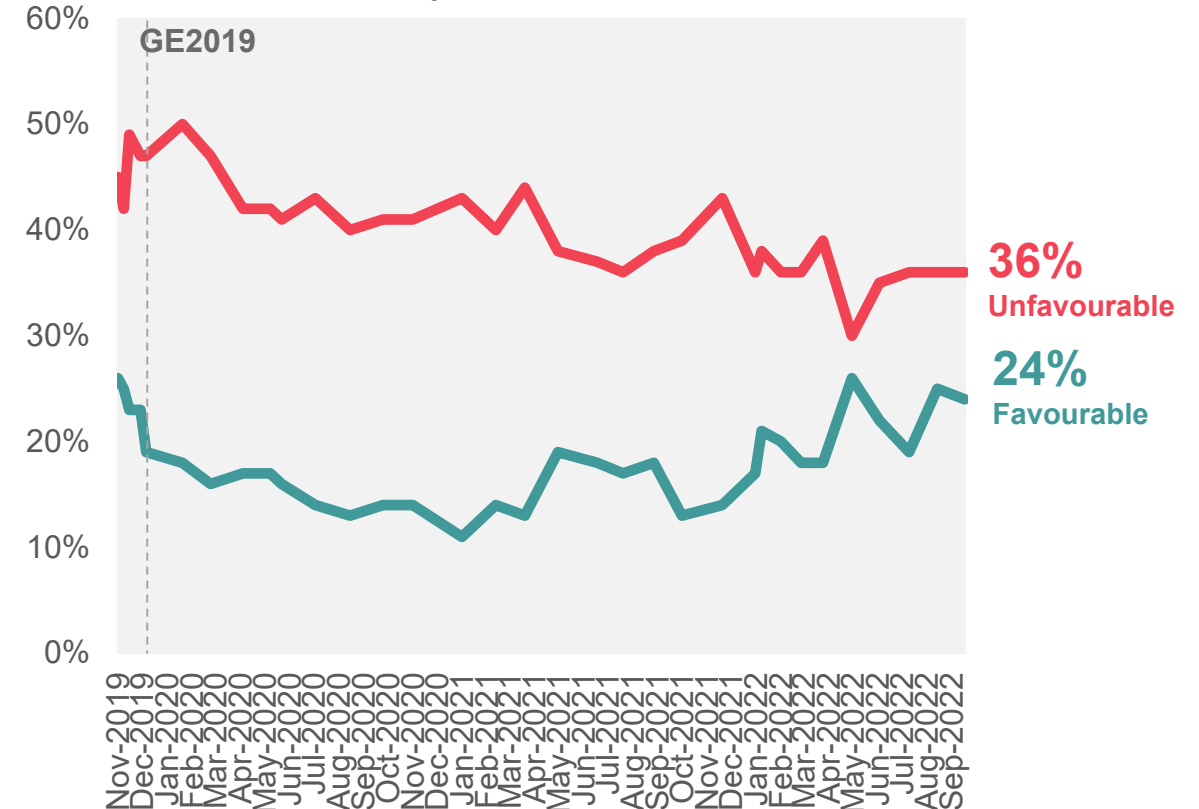
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

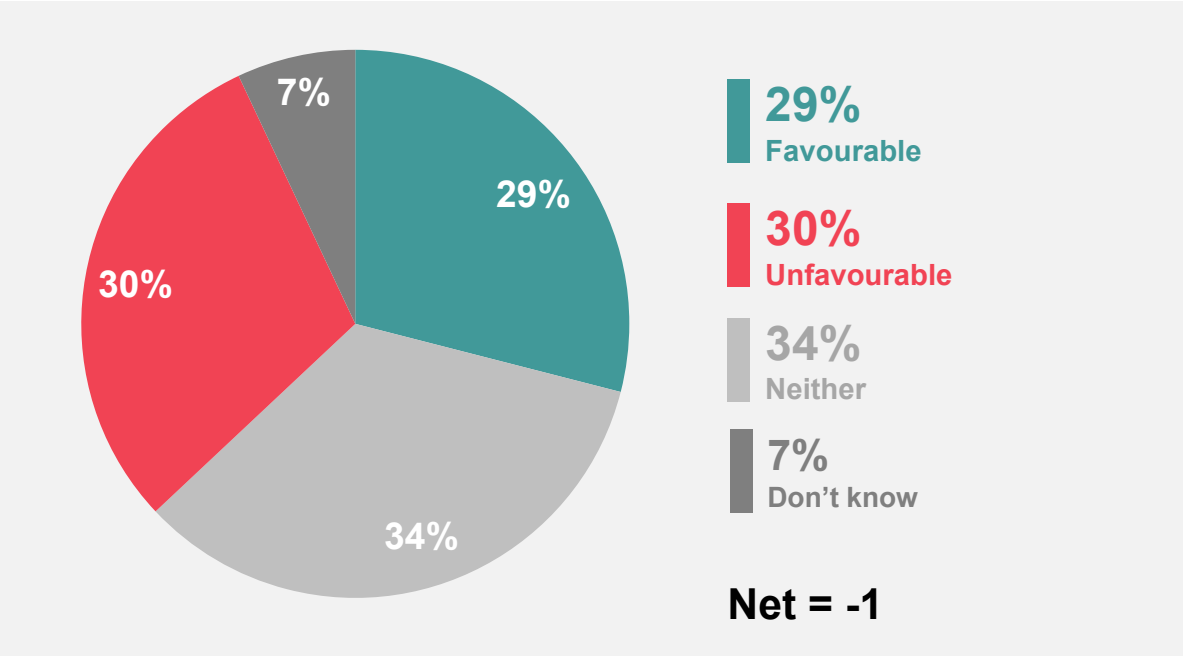
November 2019 – September 2022



The Green Party: Favourability

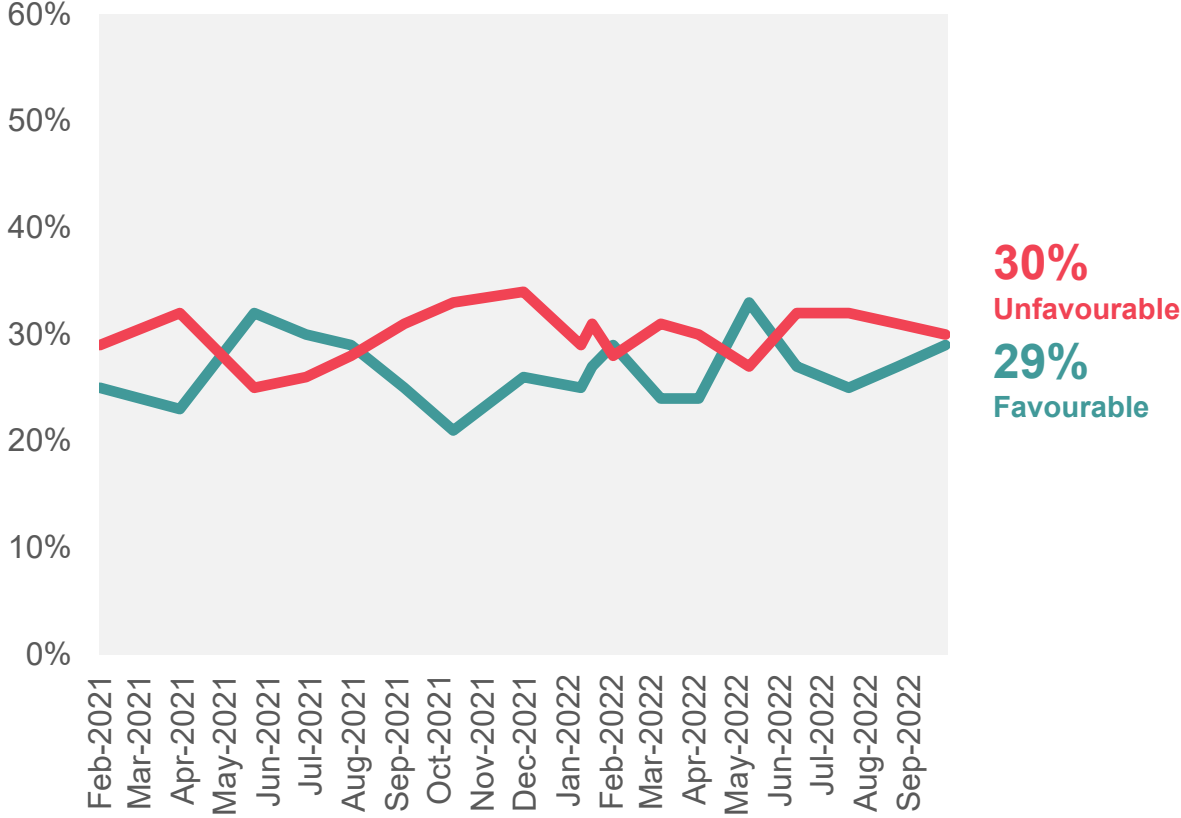
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

September 2022



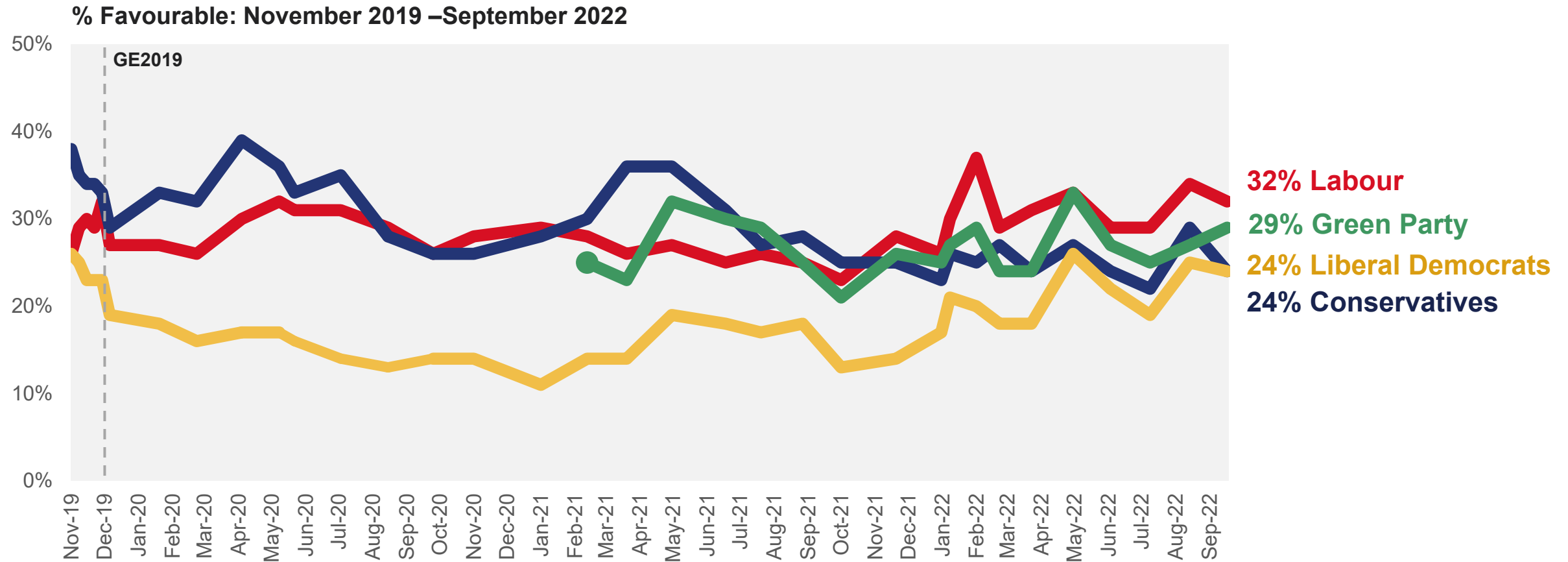
Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

February 2021 – September 2022



Political parties: Favourability

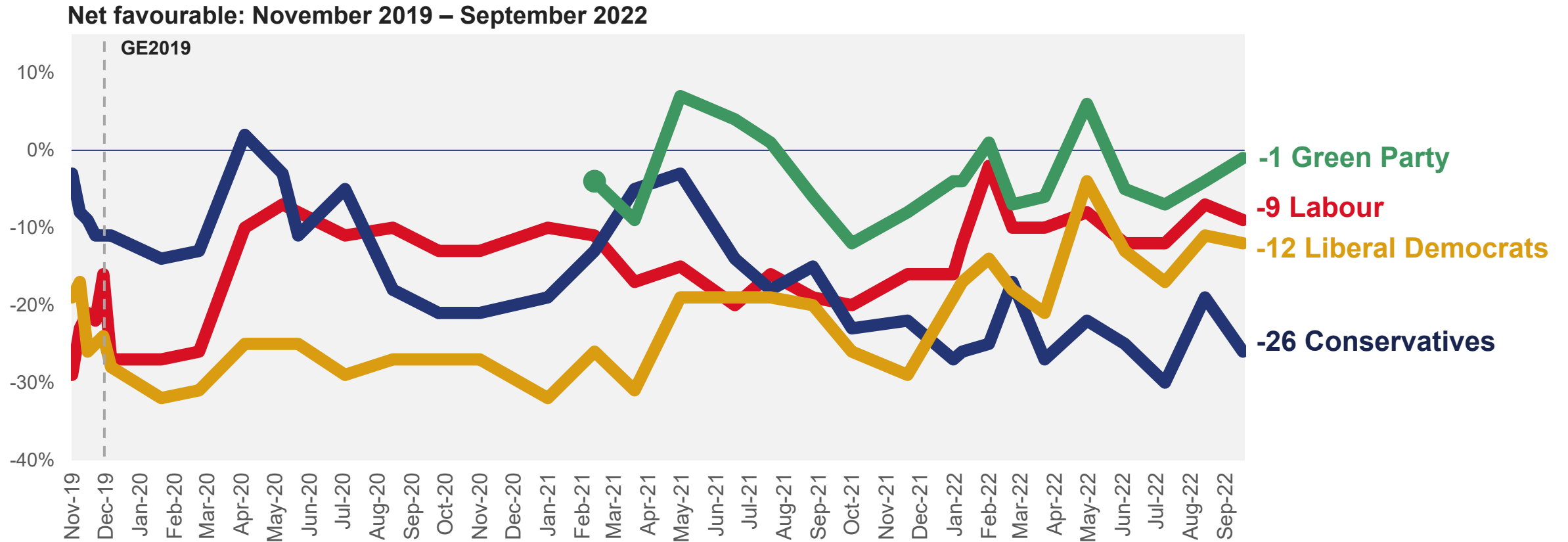
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,133 Online British adults aged 18+, 23 - 25 September 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: 1,133 Online British adults aged 18+, 23 - 25 September 2022

DIRECTION OF THE COUNTRY

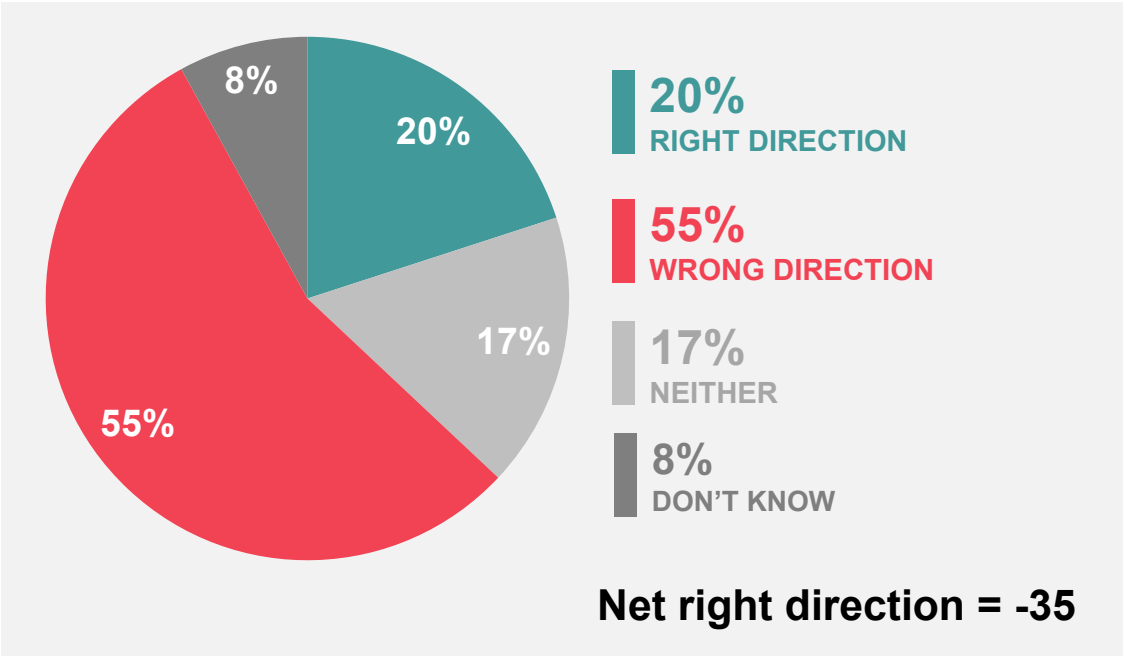
September 2022



Direction of the country

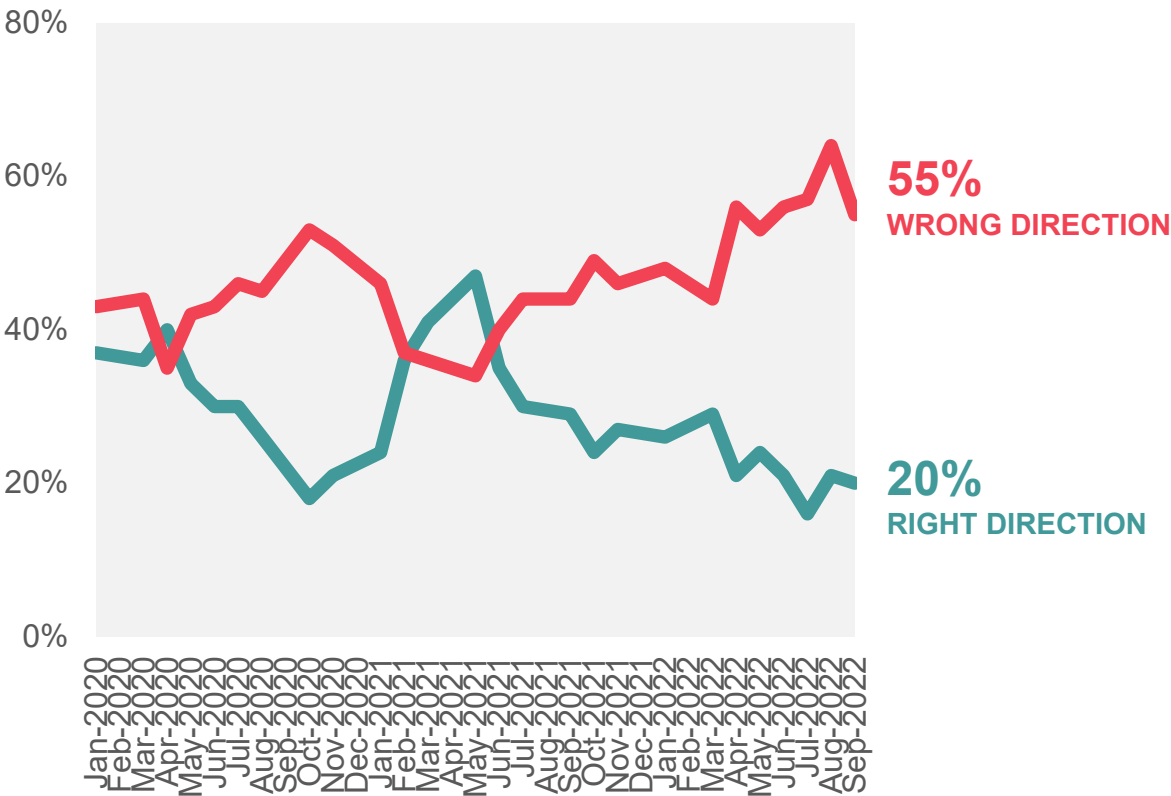
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

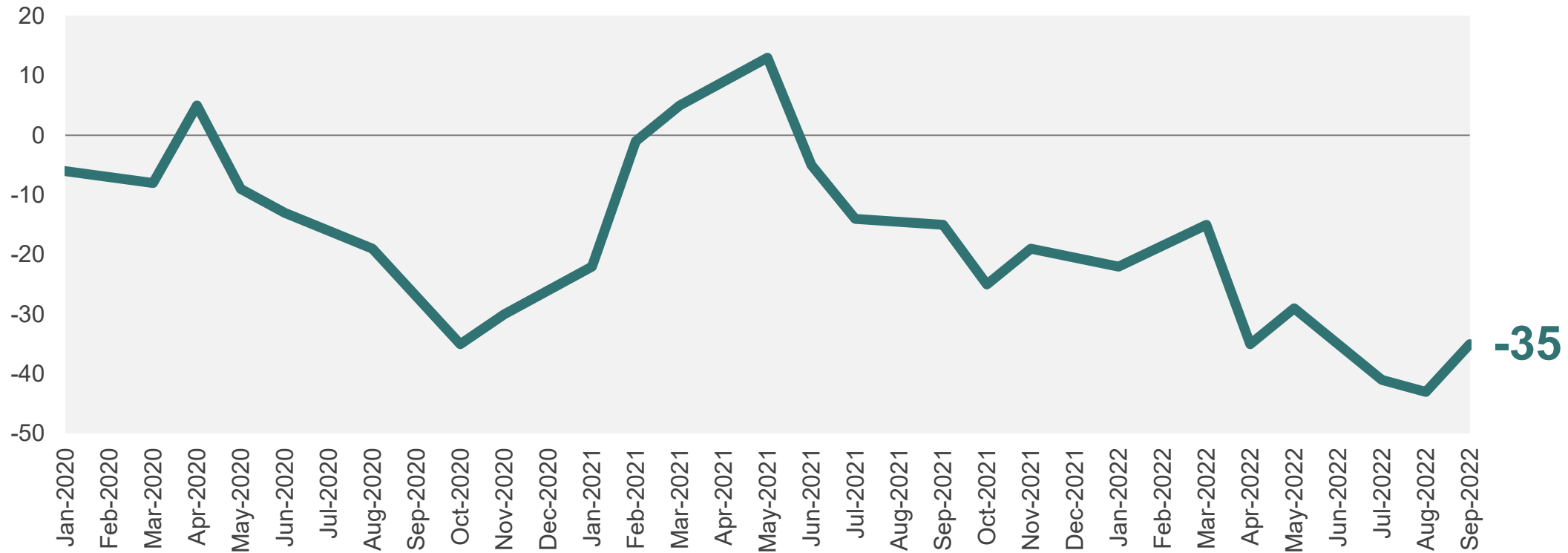
January 2020 – September 2022



Direction of the country: January 2020 – September 2022

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

Net right direction

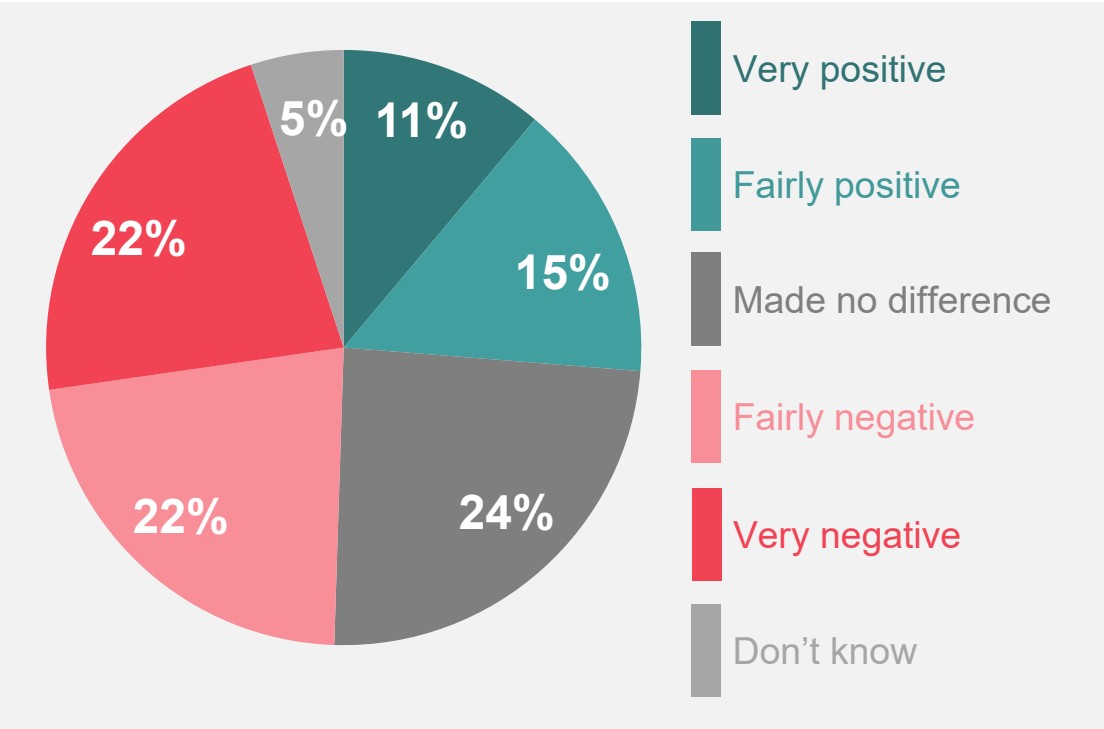


Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

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

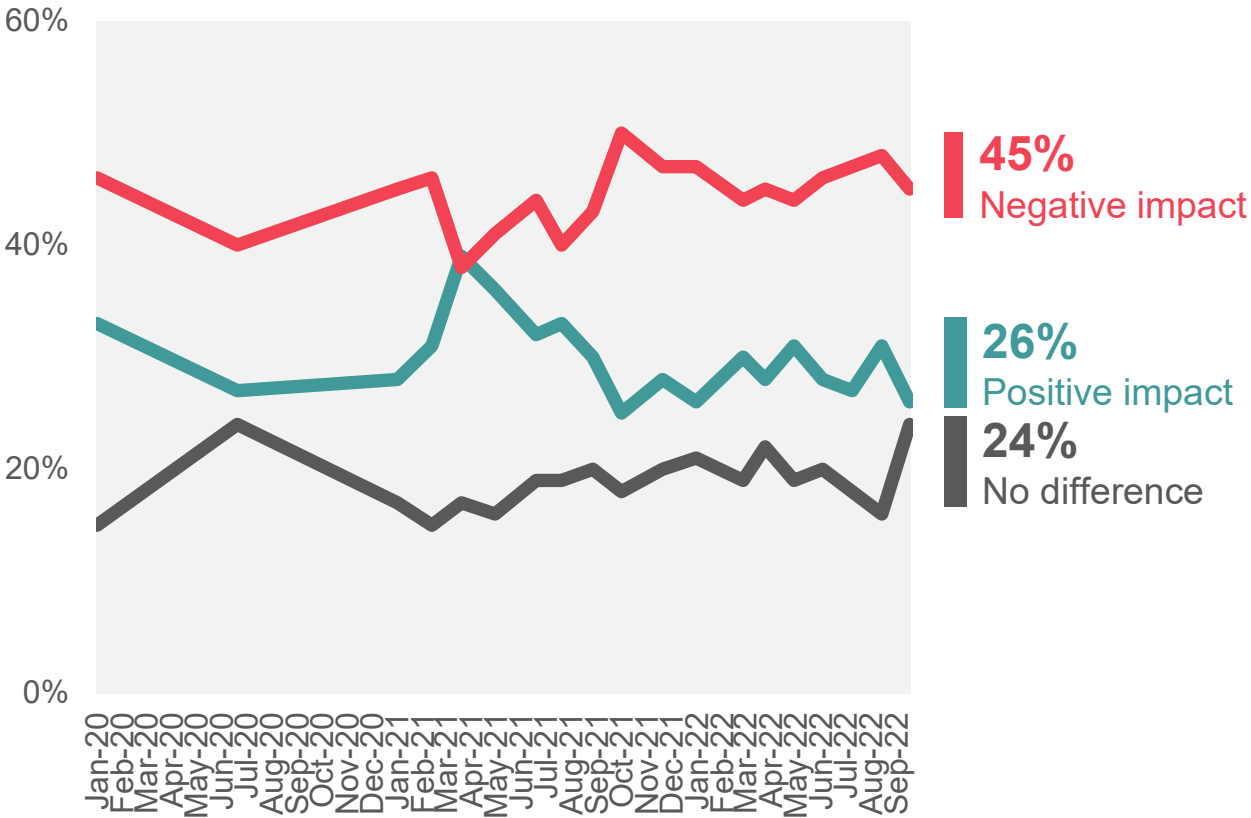
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

September 2022



Base: 1,133 Online British adults aged 18+, 23 - 25 September 2022

January 2020 – September 2022



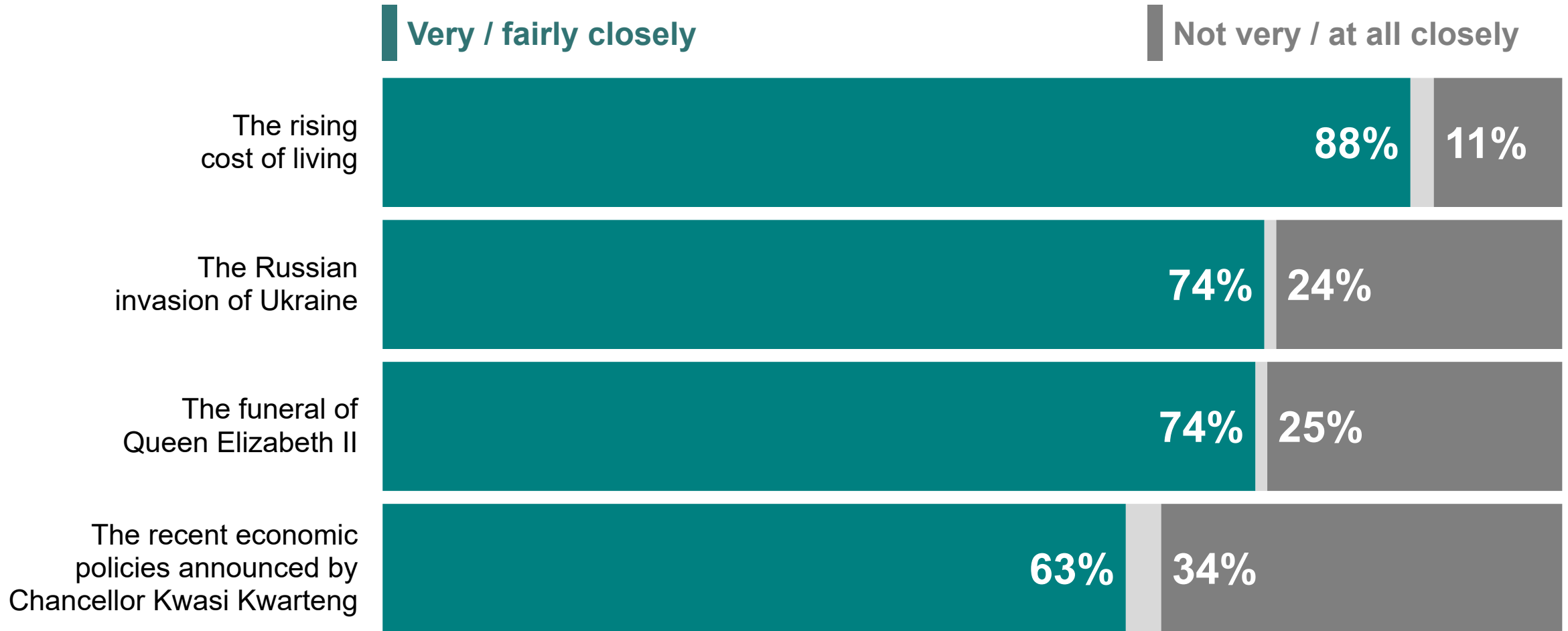


THE ECONOMY

September 2022

How closely have you followed these stories?

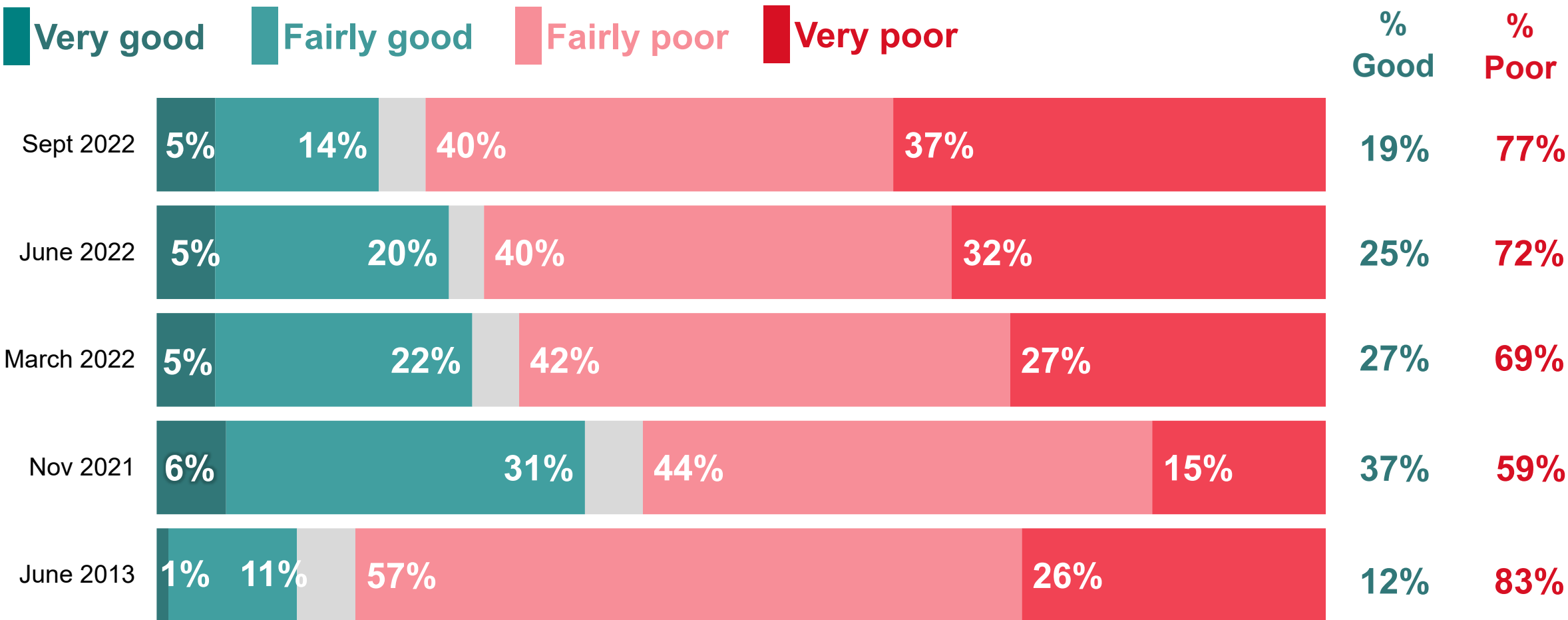
How closely, if at all, have you been following stories about...?



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Perceptions of the British economy: Trend

How would you describe the current state of the British economy? Would you say it is...?



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022



The majority think the UK Government are not providing enough support to cope with the rising cost of living, although this has fallen since August

Still thinking about the cost of living in your local area, do you think the UK Government are providing not enough support, are providing too much support or about the right amount of support?

■ Not enough support ■ About the right amount of support ■ Too much support

23-25 September 2022



16-18 September 2022



9-11 August 2022



27-29 May 2022



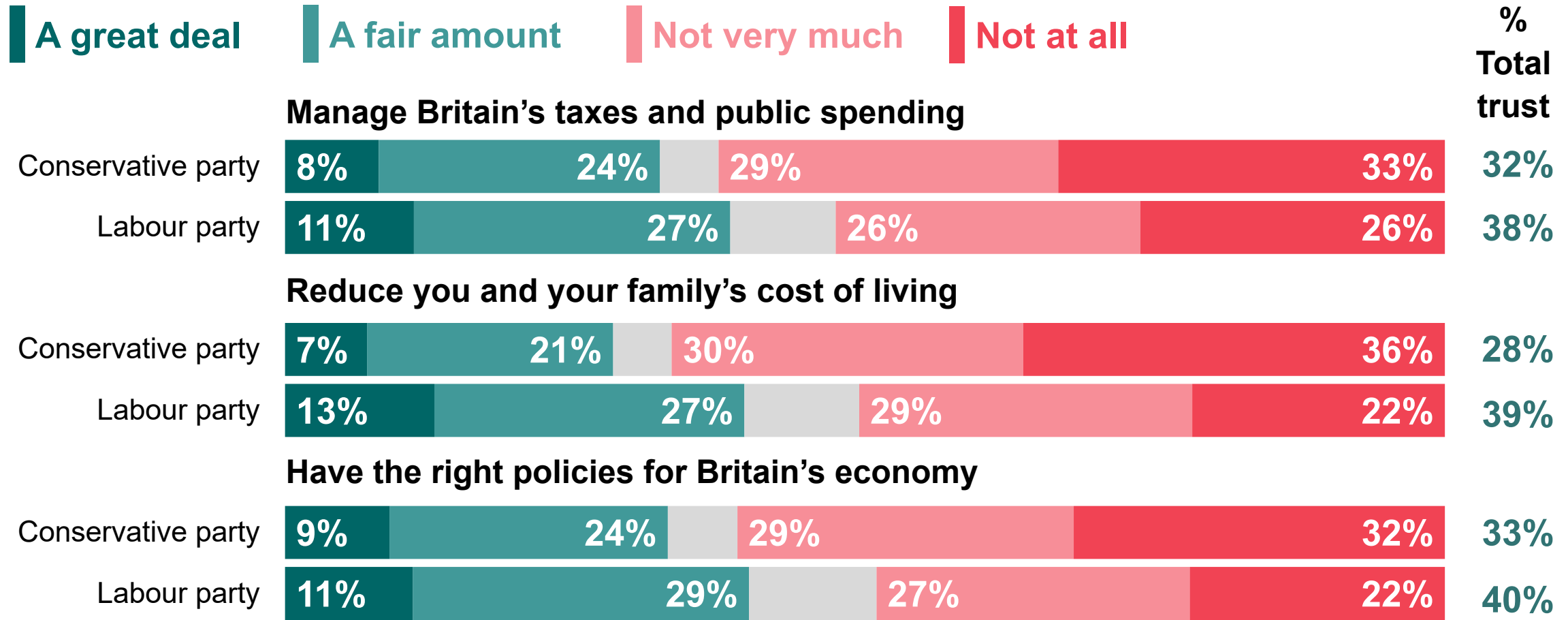
11-12 May 2022



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Labour are more trusted than the Conservatives to manage taxes and public spending, reduce the cost of living, and to have the right economic policies

To what extent, if at all, do you trust each of the following political parties to...?



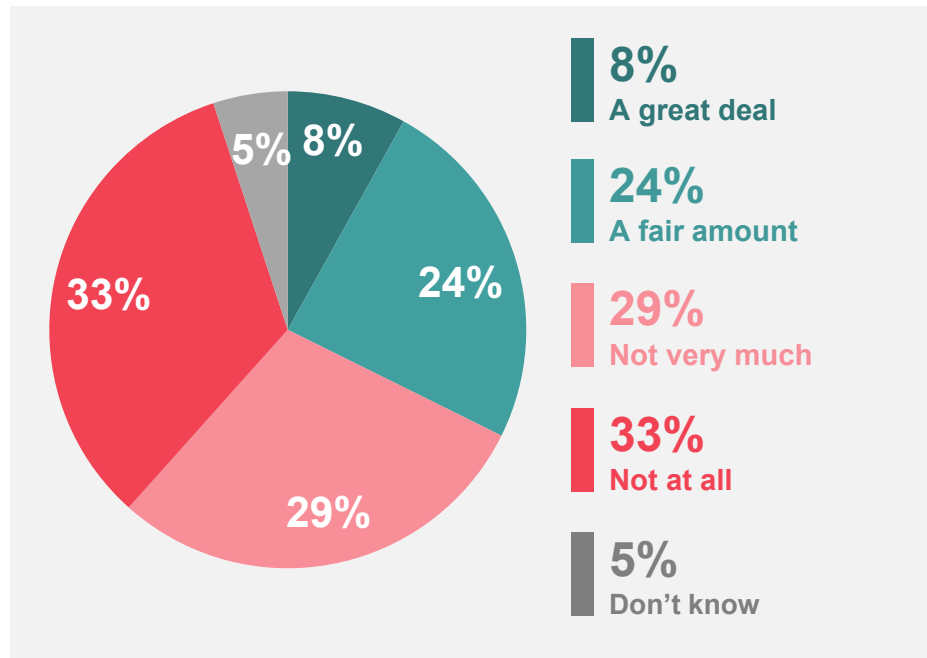
Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Conservative party: Trust to manage Britain's taxes and spending

To what extent, if at all, do you trust each of the following political parties to...?

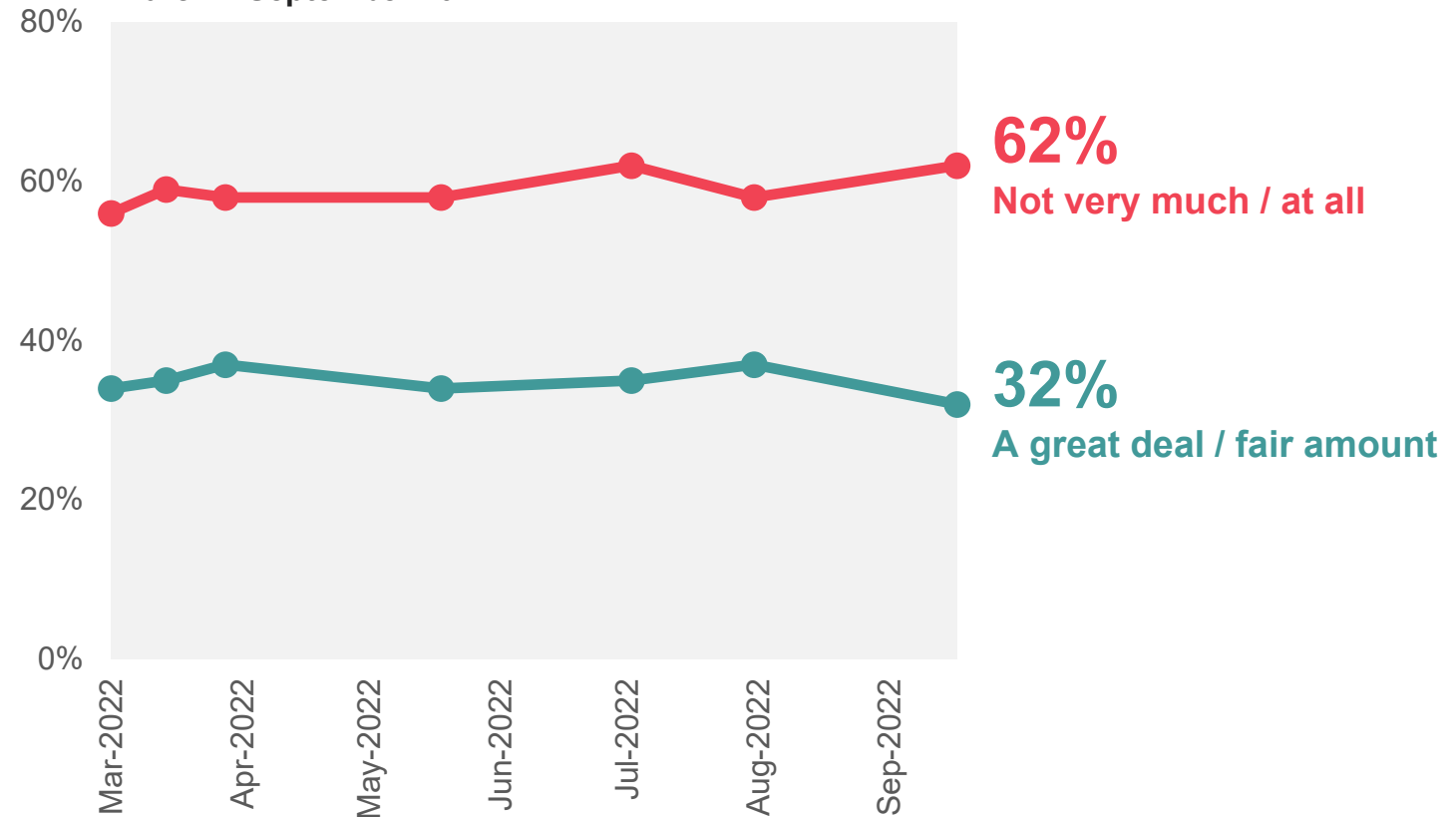
Conservative party / Manage Britain's taxes and spending

September 2022



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

March – September 2022

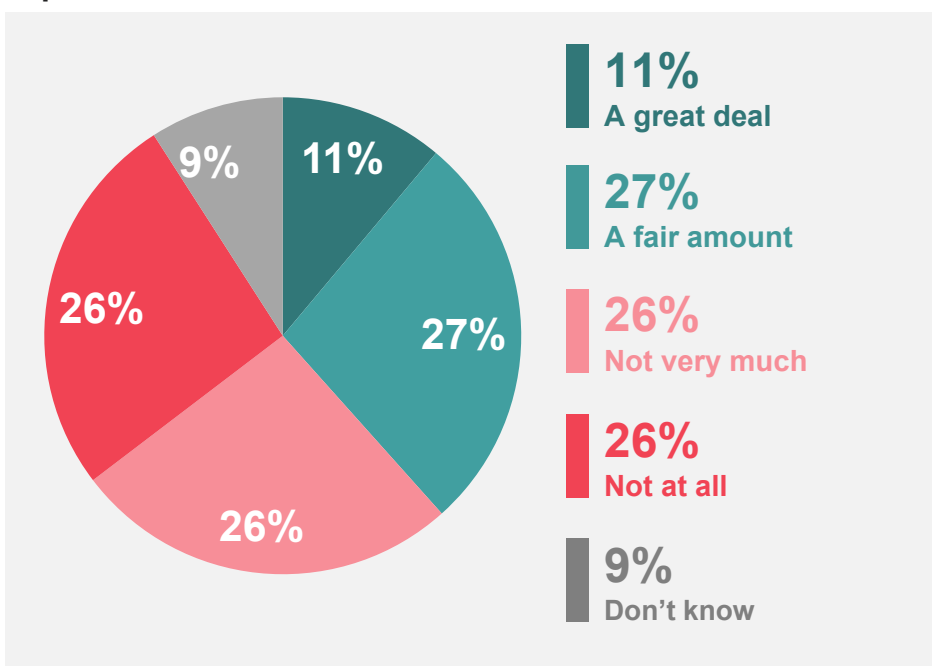


Labour party: Trust to manage Britain's taxes and spending

To what extent, if at all, do you trust each of the following political parties to...?

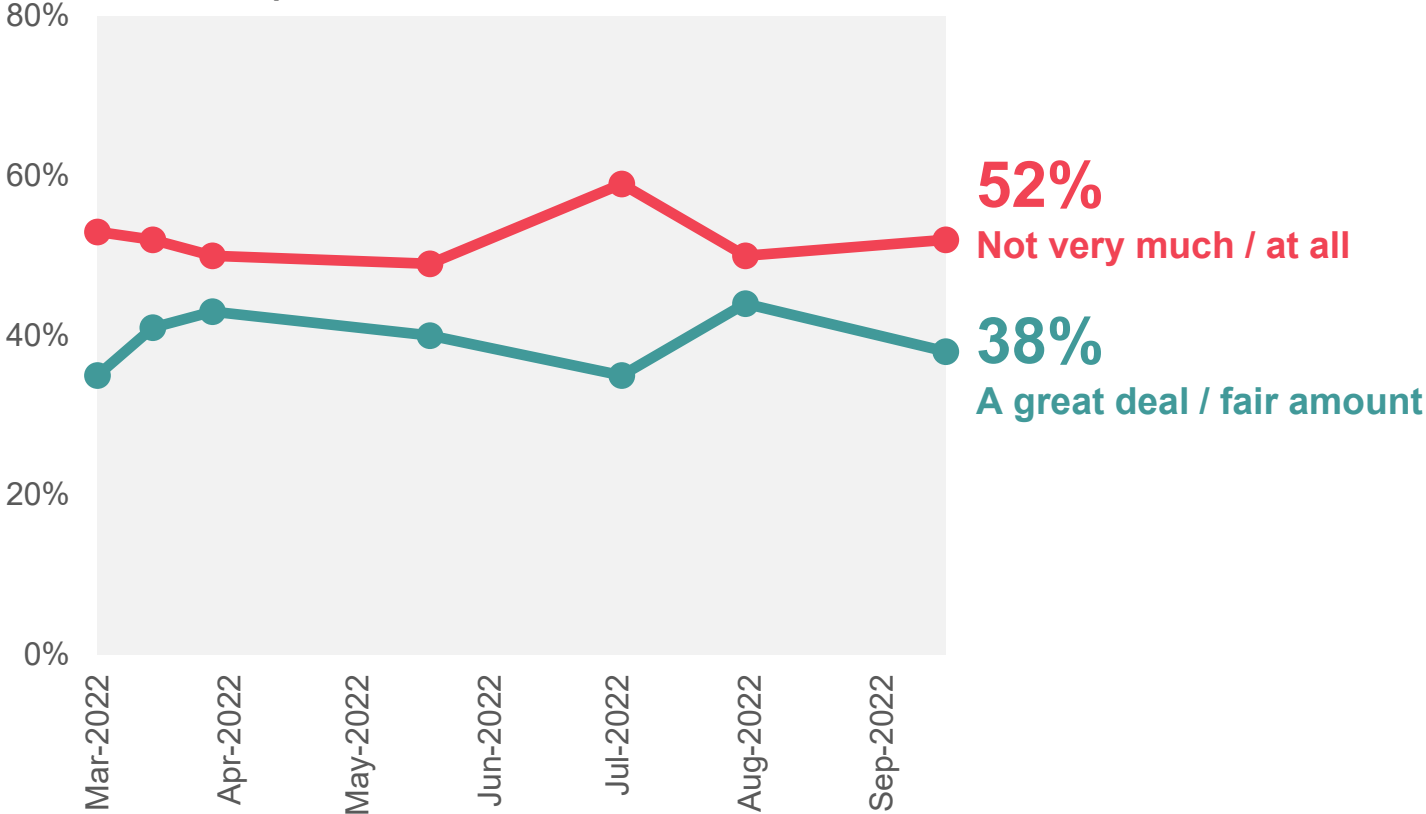
The Labour party / Manage Britain's taxes and spending

September 2022



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

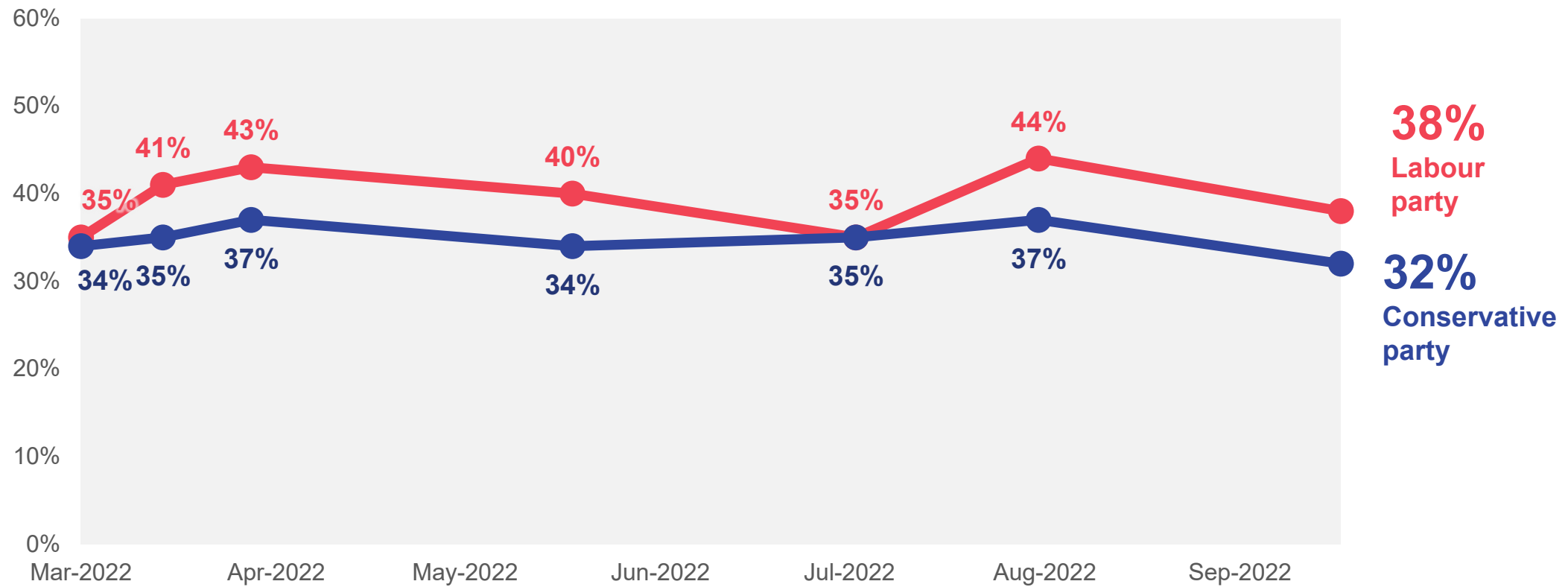
March – September 2022



Trust in parties to manage Britain's taxes and spending

To what extent, if at all, do you trust each of the following political parties to...?

% Saying they trust each a great deal / fair amount: March – September 2022



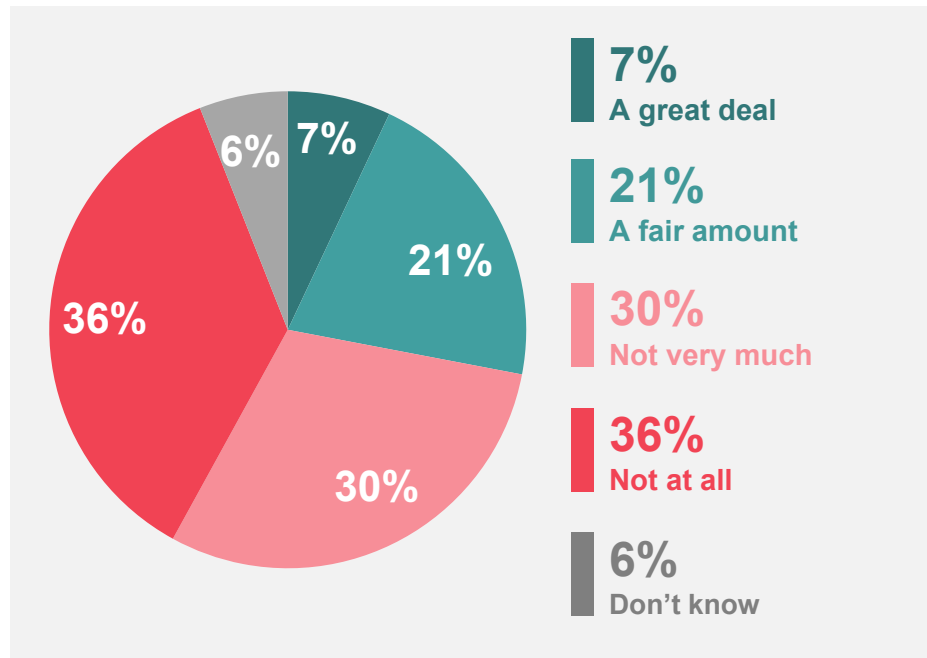
Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Conservatives: Trust to reduce you and your family's cost of living

To what extent, if at all, do you trust each of the following political parties to...?

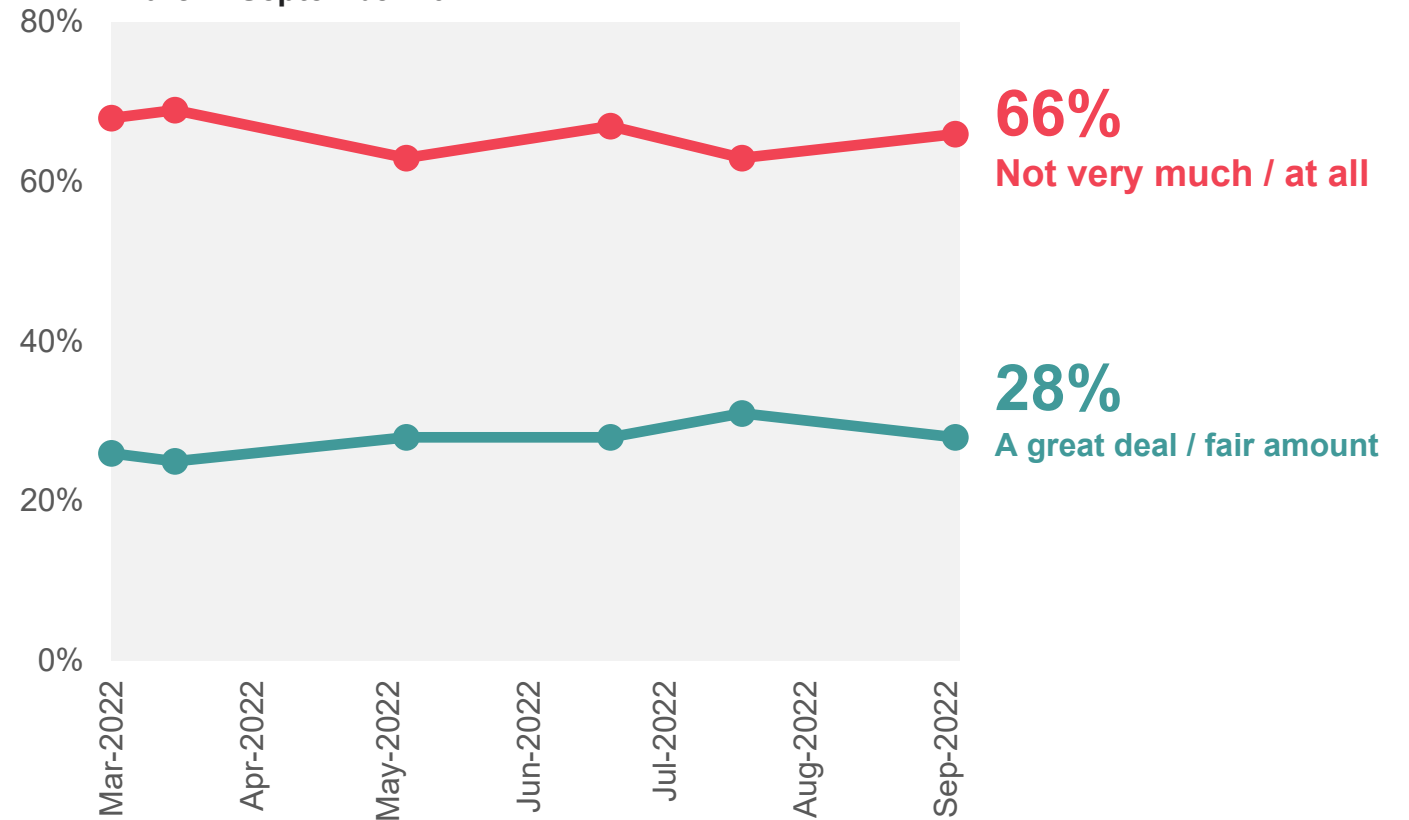
Conservative party / Reduce you and your family's cost of living

September 2022



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

March – September 2022

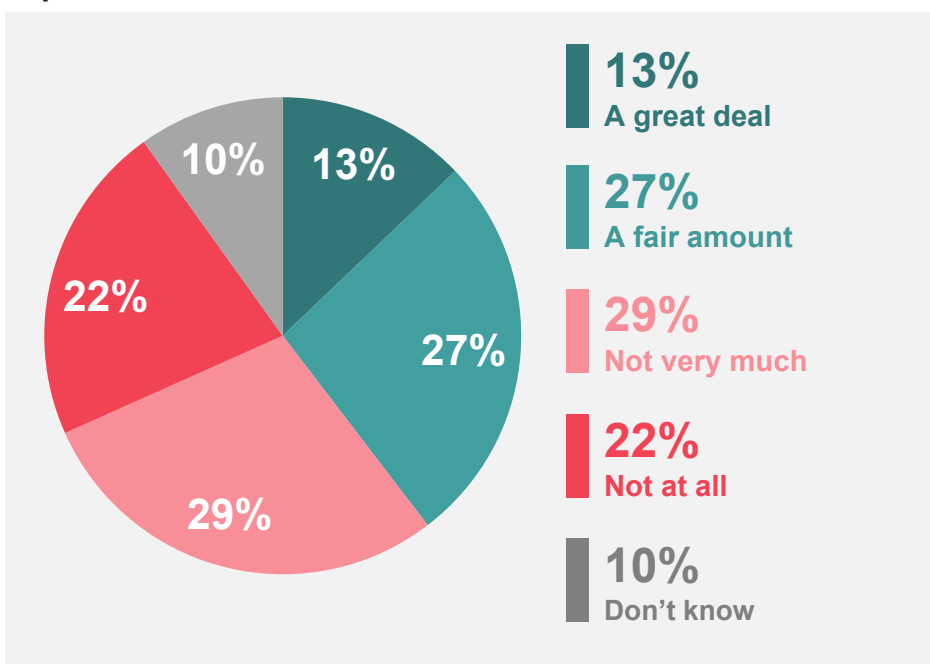


Labour party: Trust to reduce you and your family's cost of living

To what extent, if at all, do you trust each of the following political parties to...?

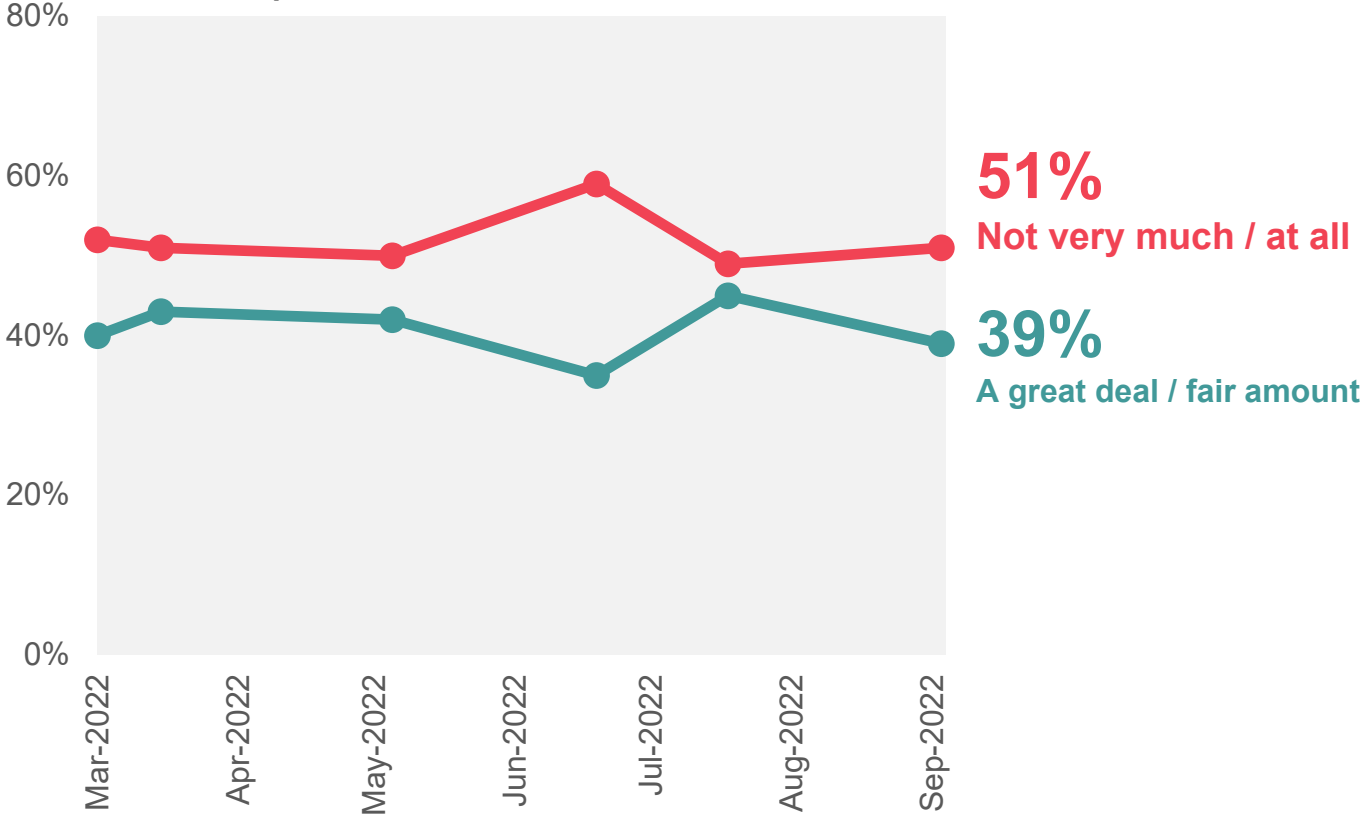
The Labour party / Reduce you and your family's cost of living

September 2022



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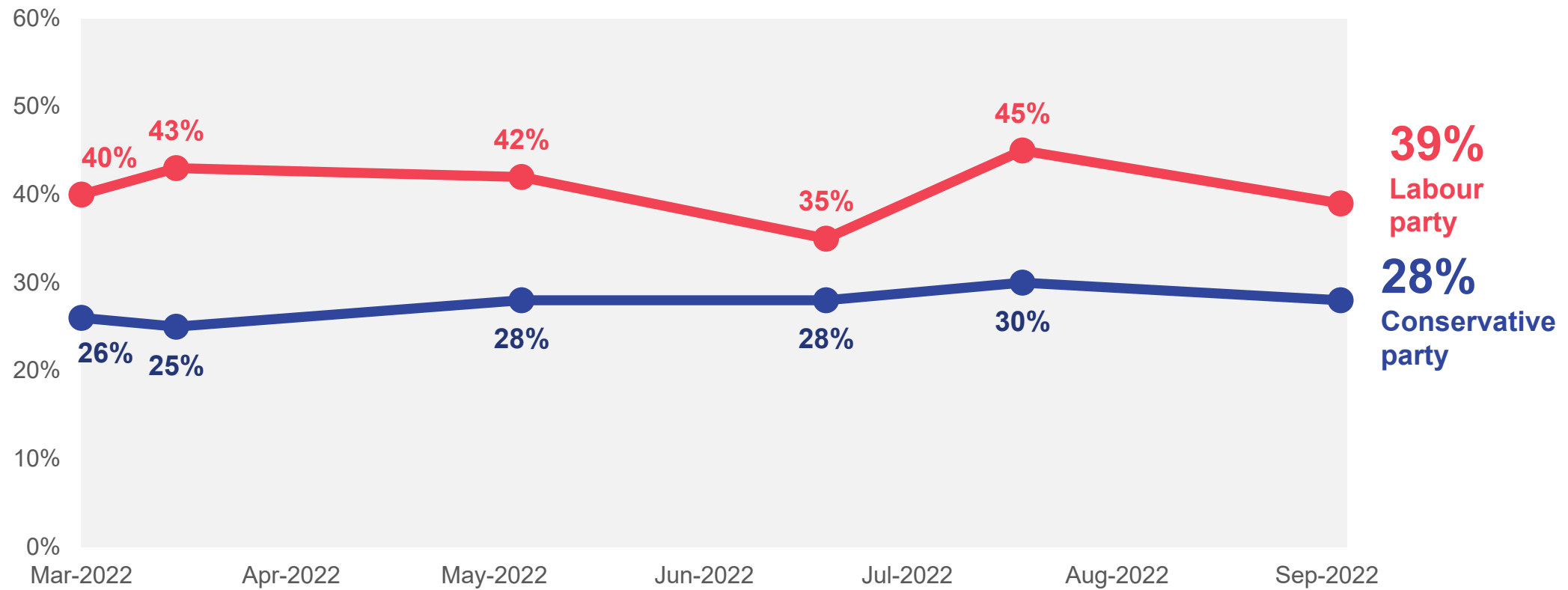
March – September 2022



Trust in parties to reduce you and your family's cost of living

To what extent, if at all, do you trust each of the following political parties to...?

% Saying they trust each a great deal / fair amount: March – September 2022



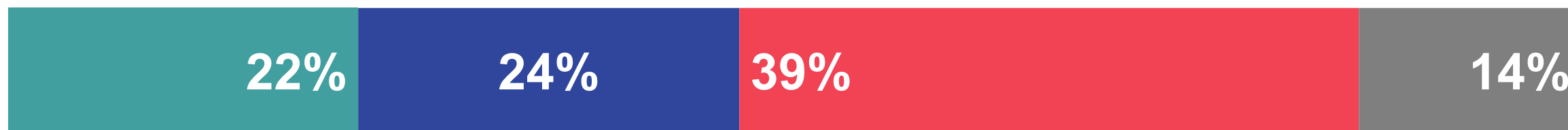
Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Two in five think the government's economic policies are a bad thing for the economy and three in ten say the same about them personally

And thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng this past week, to what extent, if at all, do you think they will be a good or bad thing for each of the following, or will it make no difference?

■ **Good thing** ■ **They will make no difference** ■ **Bad thing** ■ **Don't know**

The British economy as a whole



You personally



Base: 1,083 Online British adults aged 18-75, 23 – 25 September 2022

Ipsos UK

Political Pulse September 2022

For more information

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