

IPSOS UK POLITICAL POLLING SUNAK'S FIRST WEEK

November 2022

Image of party leaders

Rishi Sunak *versus* *Keir Starmer*

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

The Prime Minister,
Rishi Sunak

Leader of the Labour Party,
Keir Starmer

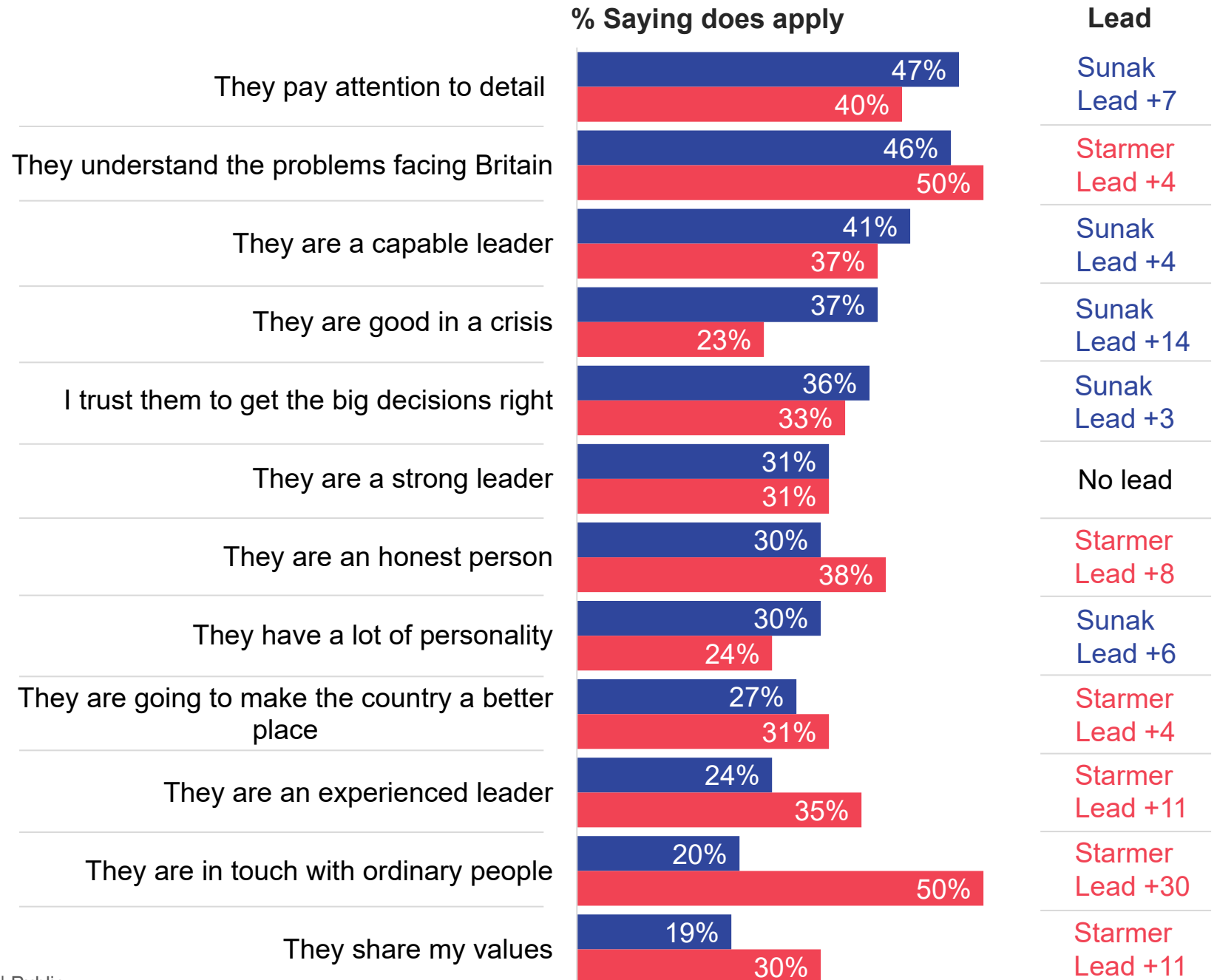
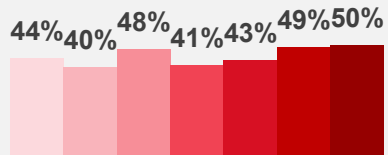


Image of the Keir Starmer: Trend data

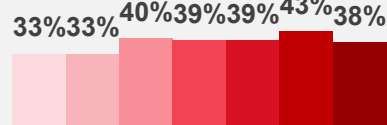
Do you think each of the following statements does or does not apply to...? Keir Starmer

June 2020 Mar 2021 Feb 2022 Mar 2022 June 2022 August 2022 November 2022

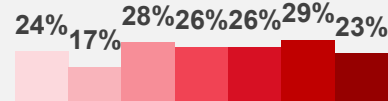
Understands problems facing GB



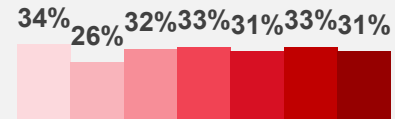
He is an honest person



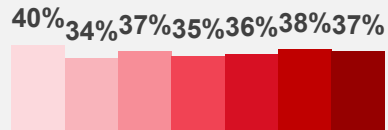
He is good in a crisis



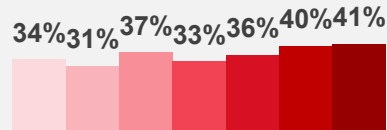
He is a strong leader



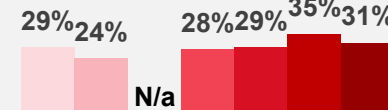
He is a capable leader



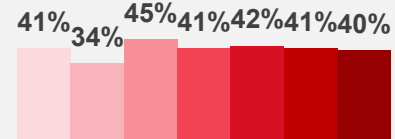
In touch with ordinary people



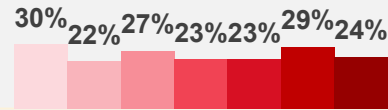
Going to make the country a better place



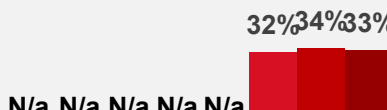
He pays attention to detail



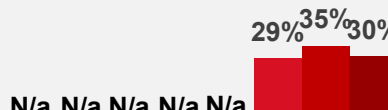
He has a lot of personality



I trust him to get the big decisions right



He shares my values



Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022. Where a dataset has N/A the question was not asked on that wave.

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

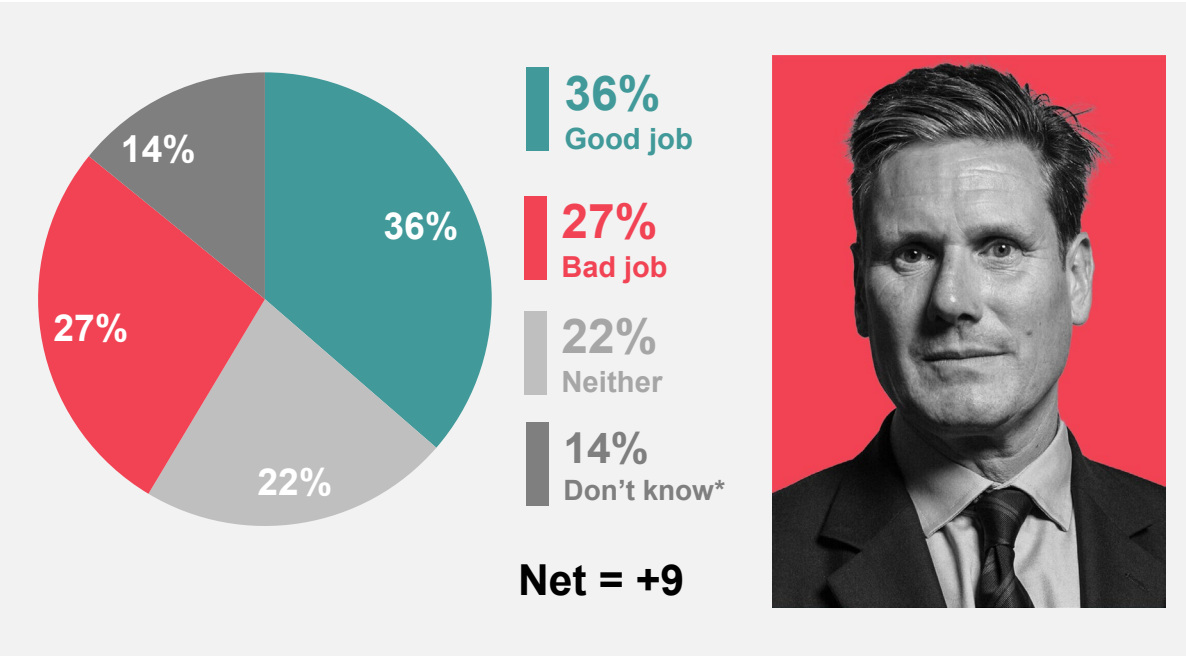


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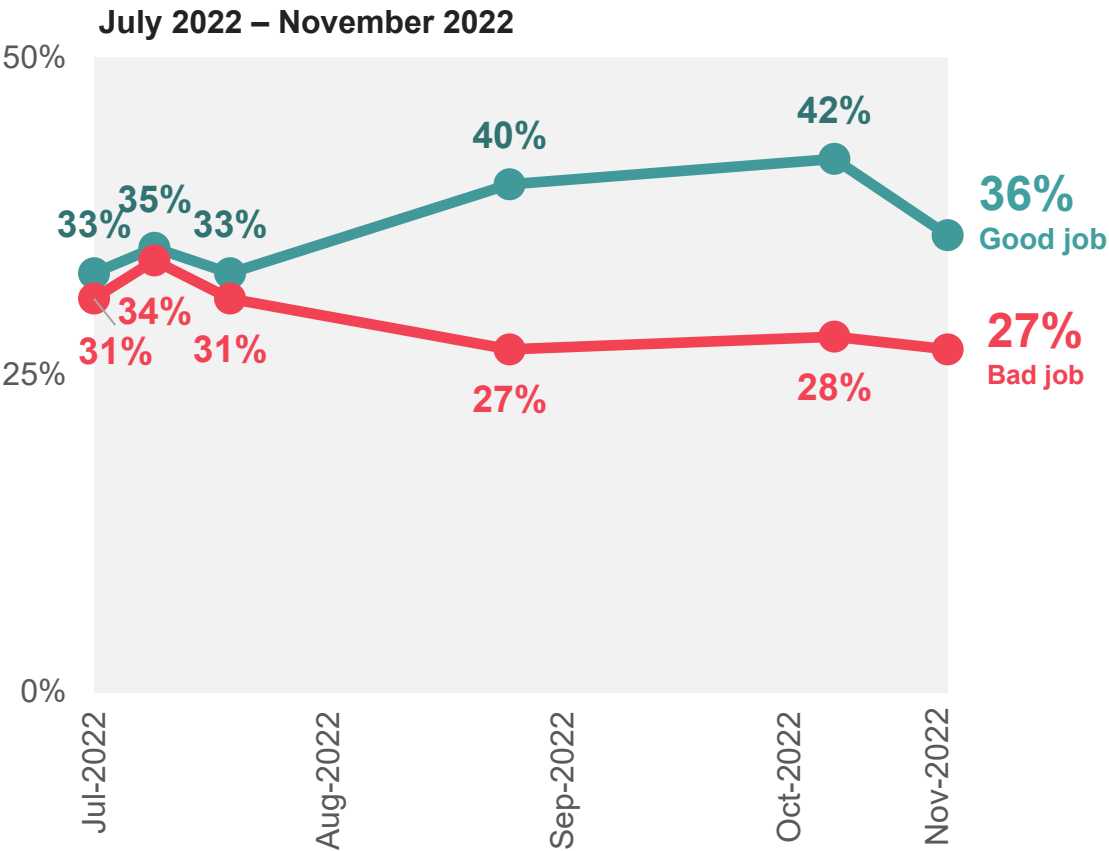
Keir Starmer: Good Prime Minister?

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

November 2022



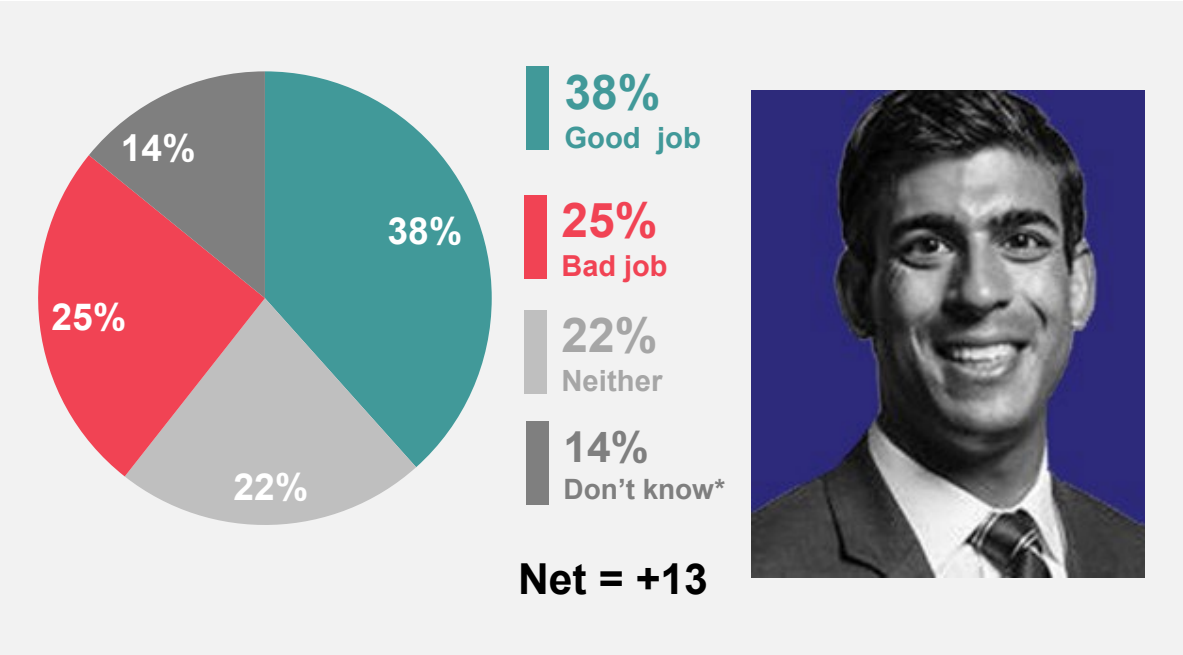
Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022
* This includes the proportion saying "I do not know who this person is"



Rishi Sunak: Good Prime Minister?

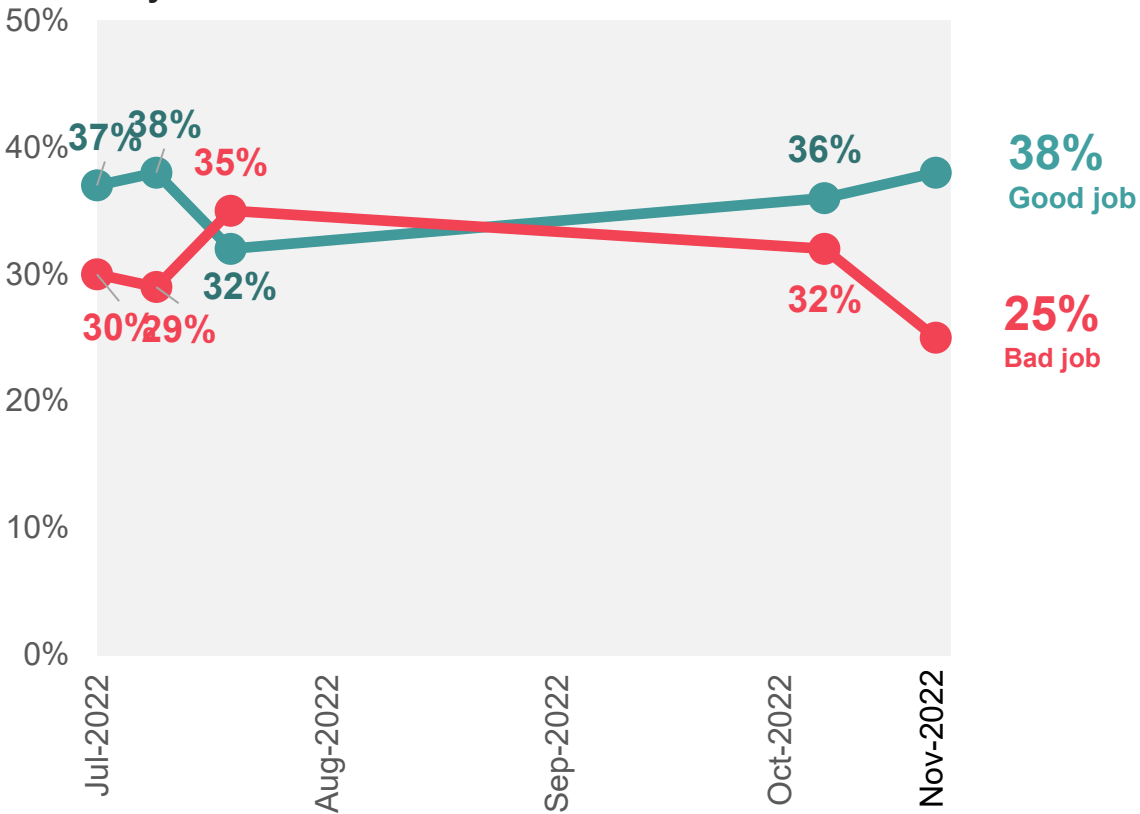
To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say

November 2022



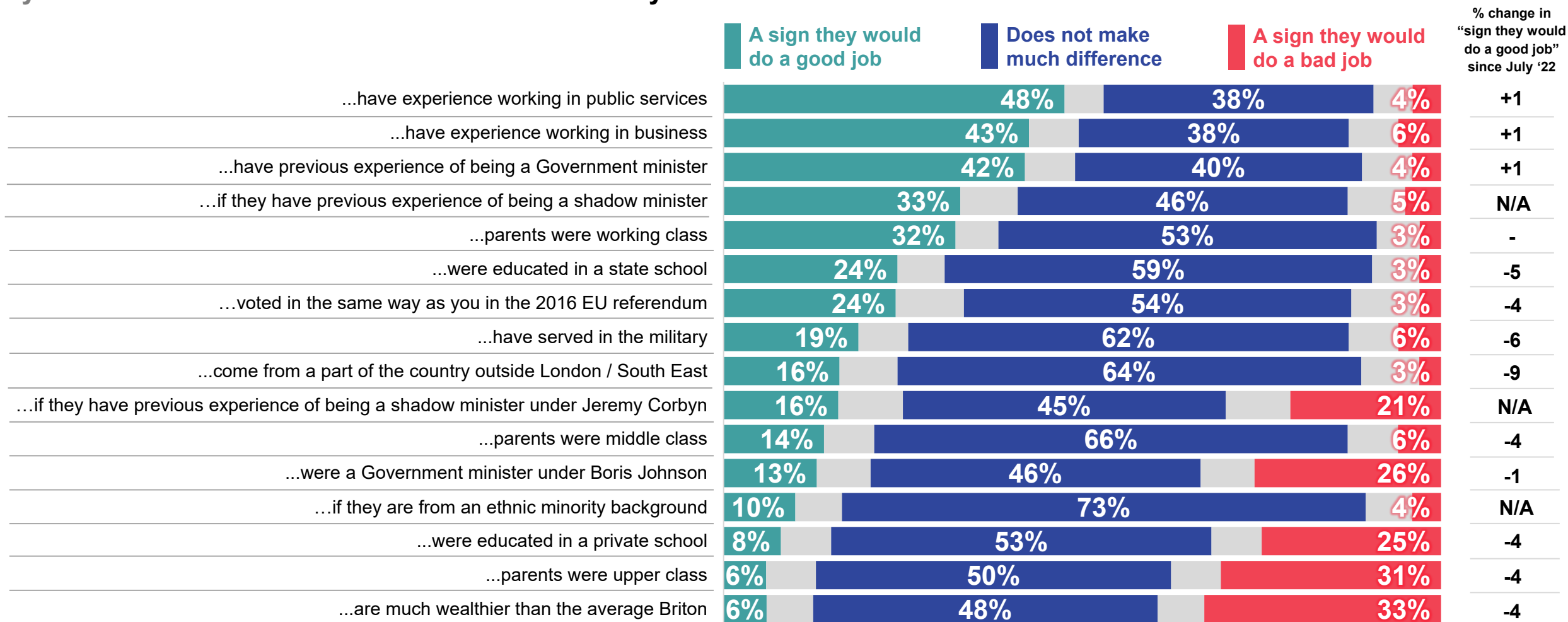
Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022.
* This includes the proportion saying "I do not know who this person is"

July 2022 – November 2022



What makes a good Prime Minister?

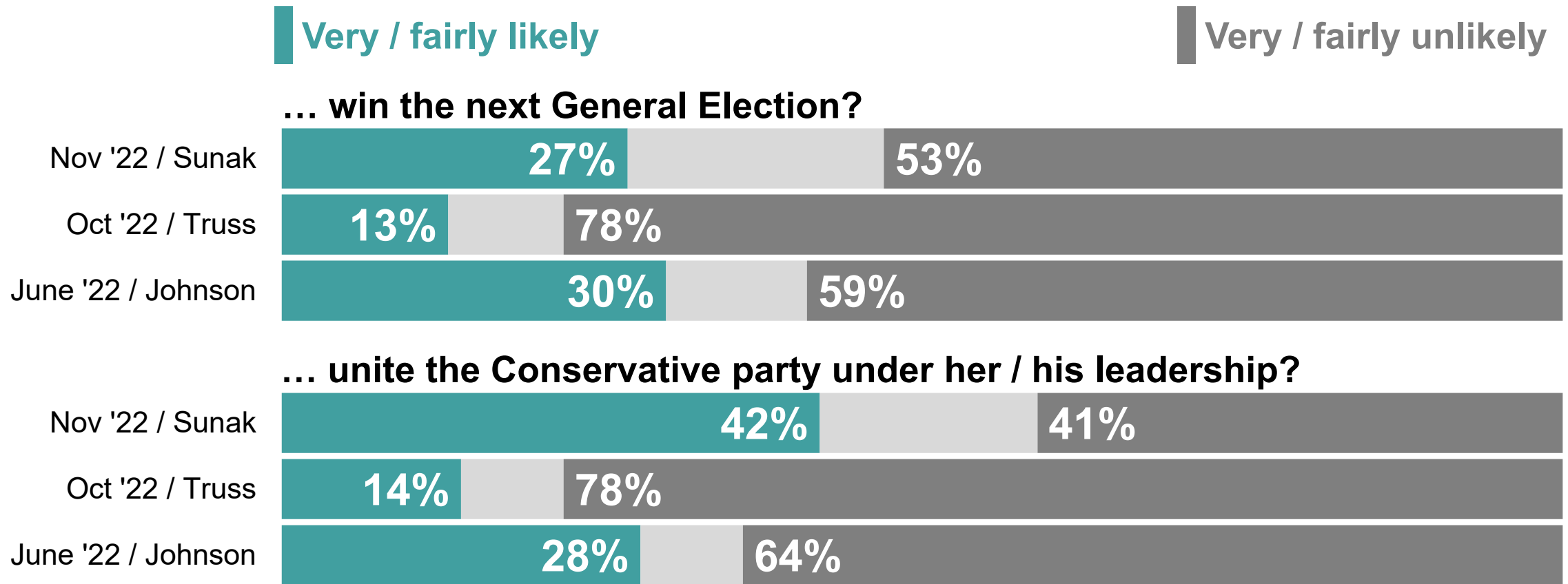
Do you see each of the following as a sign that someone would do a good job or bad job as Prime Minister, or do you think it doesn't make much difference? If they / their...



Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022
N/A* - was not asked in July 2022

Public are more confident that Rishi Sunak will unite the Conservative party than his predecessors. However, half still think he is unlikely to win the next General Election

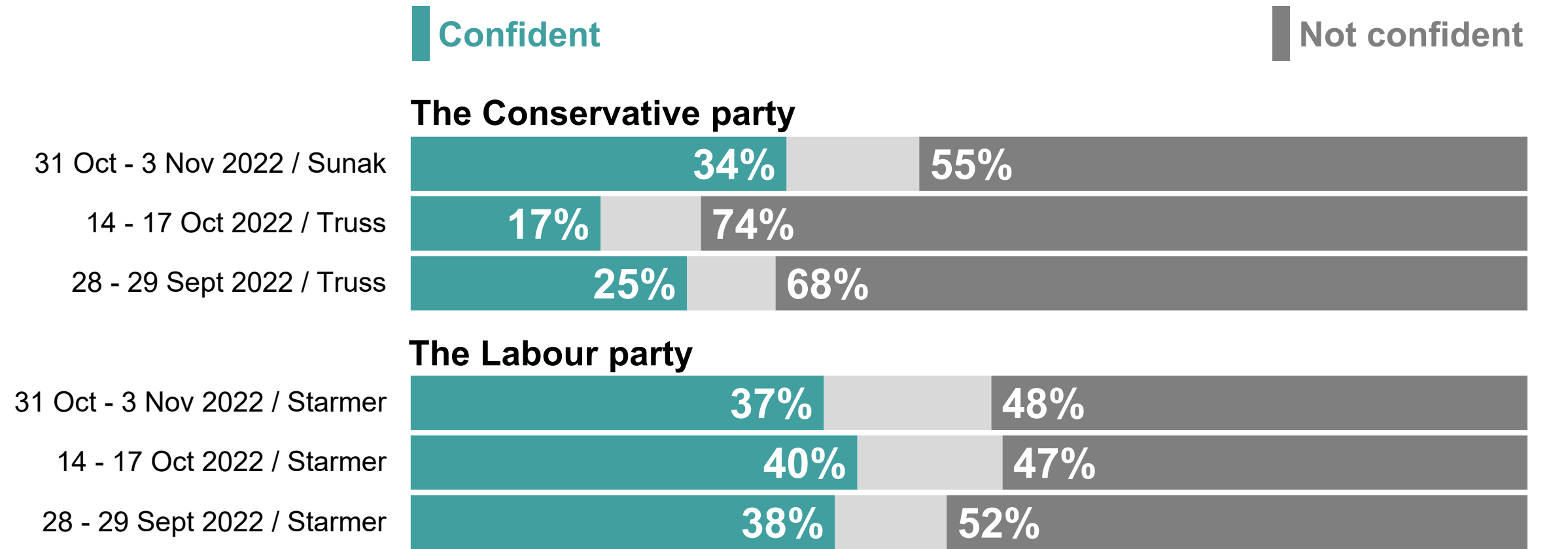
How likely or unlikely do you think it is that Rishi Sunak will...?



Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022

More than half are not confident that the Conservatives have a good long-term economic plan for Britain. However overt confidence in Labour is not much better

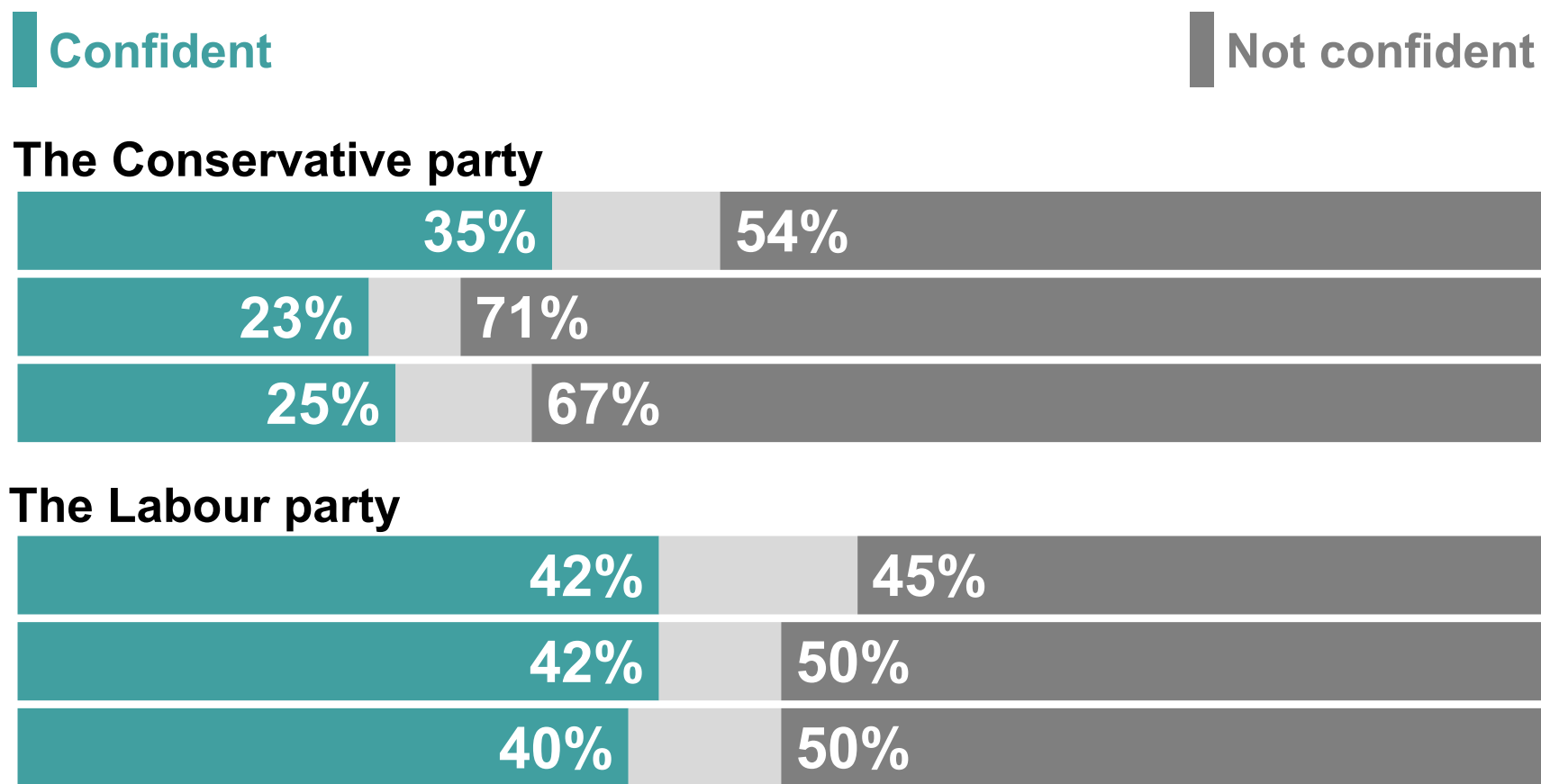
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022

Half are not confident that the Conservatives can provide Britain with strong and stable leadership. The public are split on Labour

How confident, if at all are, you that ... can provide Britain with strong and stable leadership?



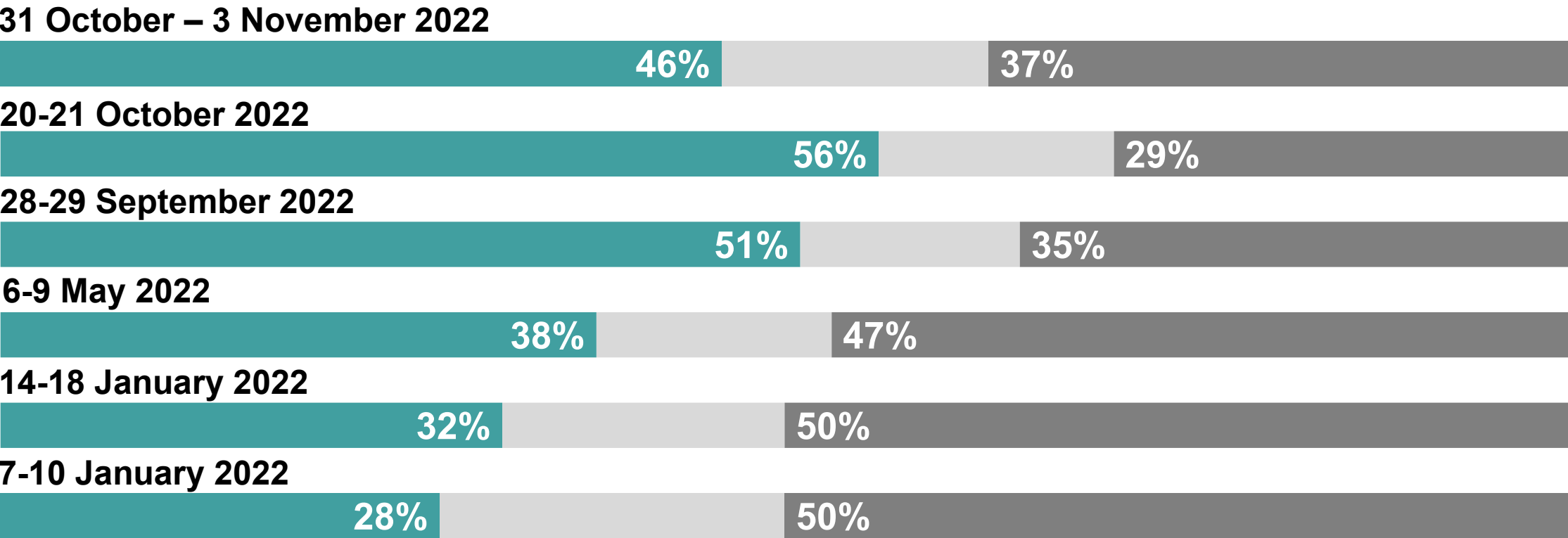
Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022

Just under half think it is likely Keir Starmer will be Prime Minister. This is down on last month, but still much higher than at the start of the year

In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

Very / fairly likely

Not very / at all likely



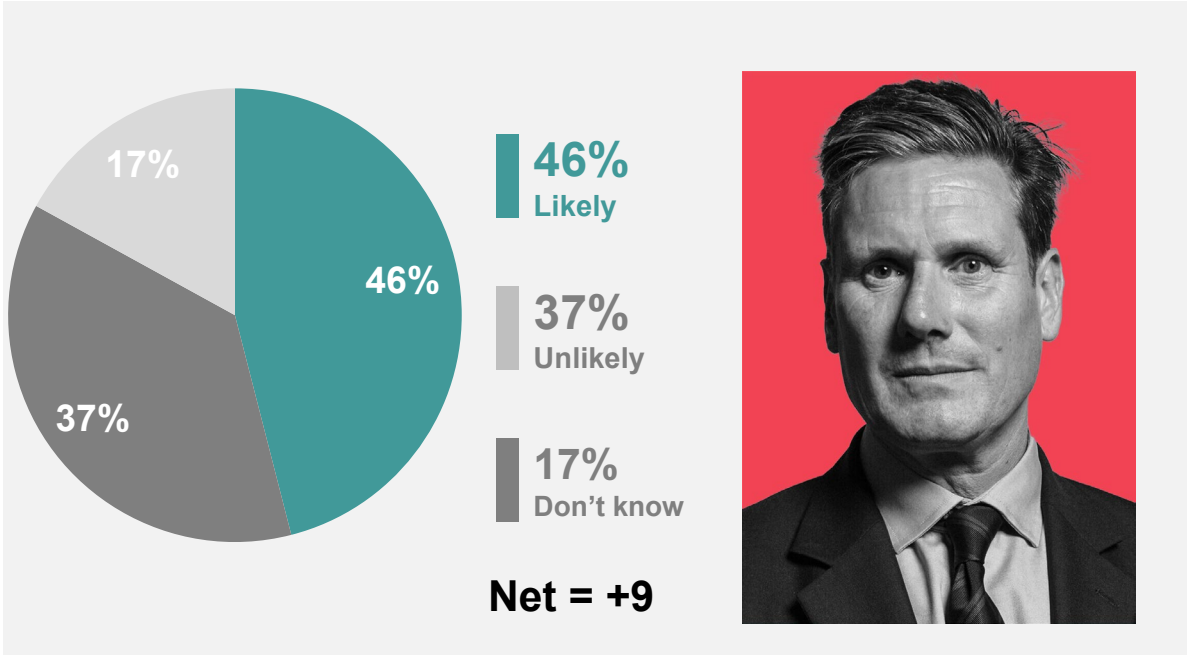
Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022
Note – trend data rebased on 18-75 to ensure comparability.



Keir Starmer: The next Prime Minister?

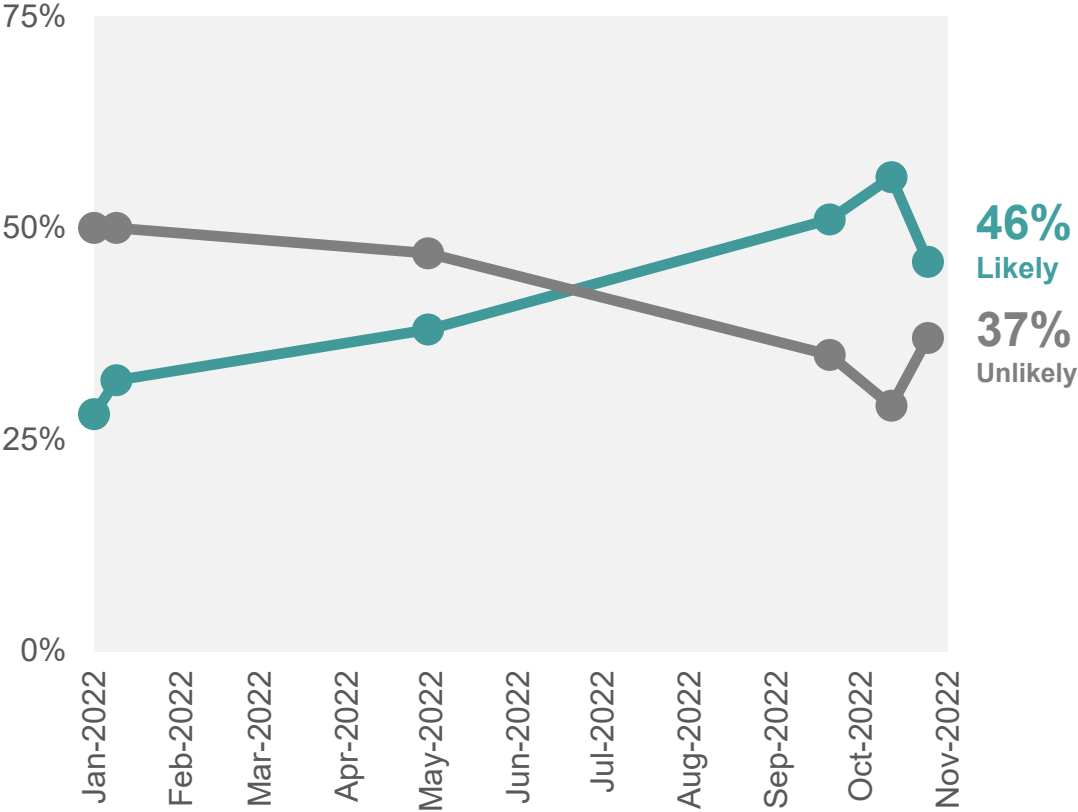
In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

November 2022



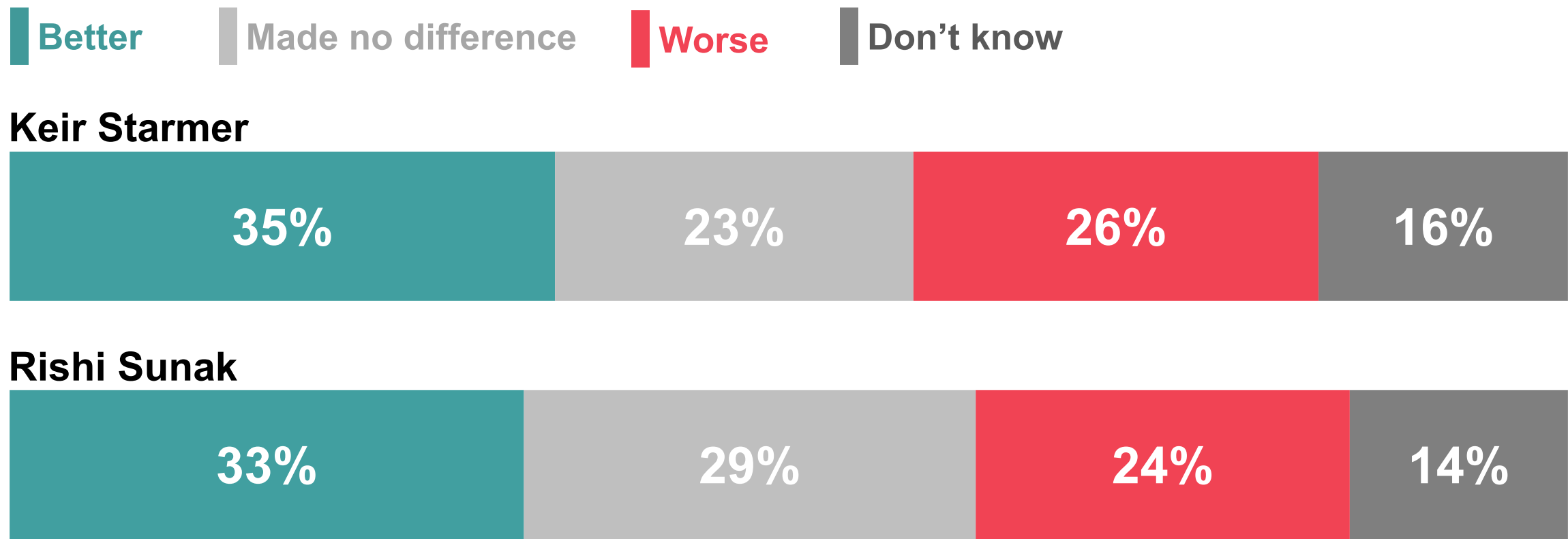
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January 2022 – November 2022



The public are split between Rishi Sunak and Keir Starmer on who would make the country better

Now think about Rishi Sunak as Prime Minister, or what would happen if Keir Starmer were to become Prime Minister. From what you've seen or heard about each of them, if anything, do you think they will change the country for the better, worse, or make no difference?



Base: 1,037 Online British adults aged 18-75 31st October – 3rd November 2022



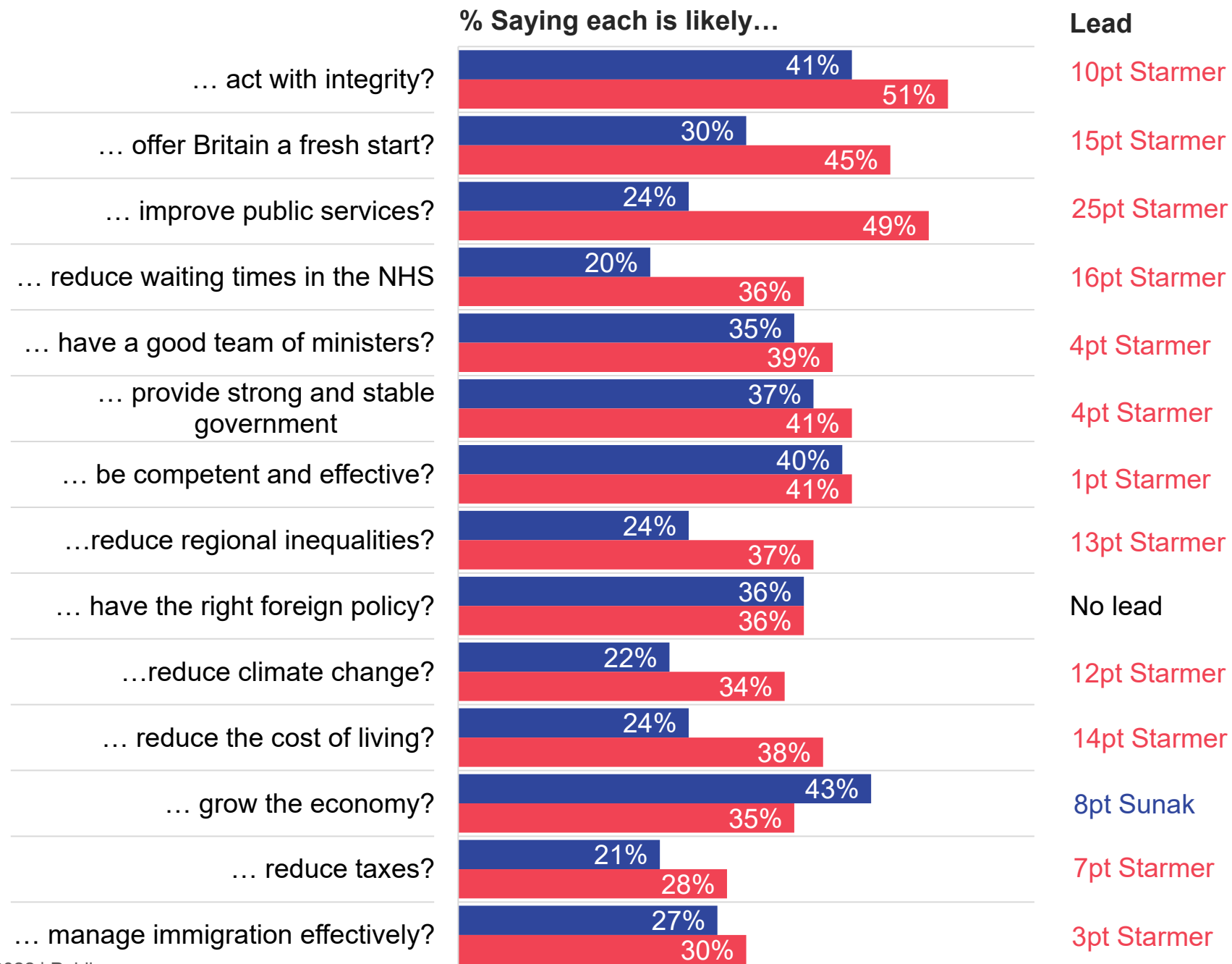
A potential Starmer government is seen as more likely to deliver on several public priorities

How likely or unlikely do you think it is that ... would?

A Conservative Government with Rishi Sunak as Prime Minister

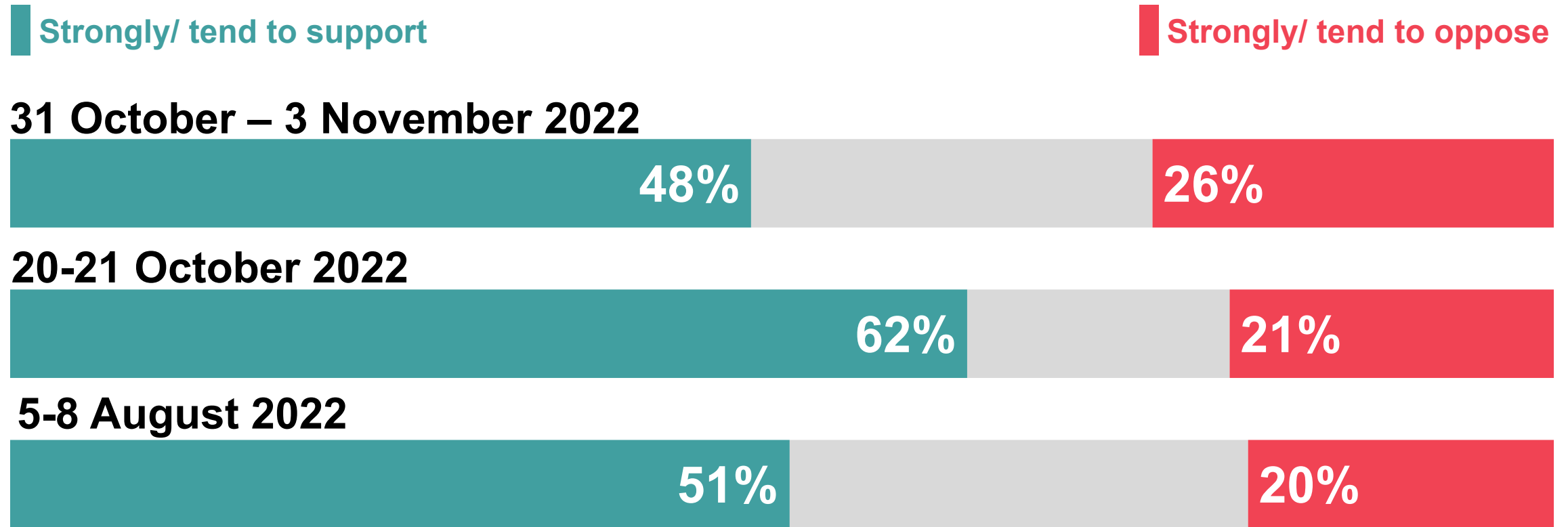
A Labour Government with Keir Starmer as Prime Minister

Base: 1,037 Online British adults aged 18-75, 31st October – 3rd November 2022



Just under half support a General Election being held as soon as possible now Rishi Sunak is PM

As you may know, the last General election was held in December 2019, and the next one needs to be held by January 2025. To what extent, if at all, would you support or oppose a General Election being held as soon as possible now Rishi Sunak is in place as the new Prime Minister?



Base: 1,037 Online British adults aged 18-75, 31st October – 3rd November 2022

Ipsos UK

Political Polling Sunak's first week November 2022

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