

IPSOS UK POLITICAL PULSE

October 2022

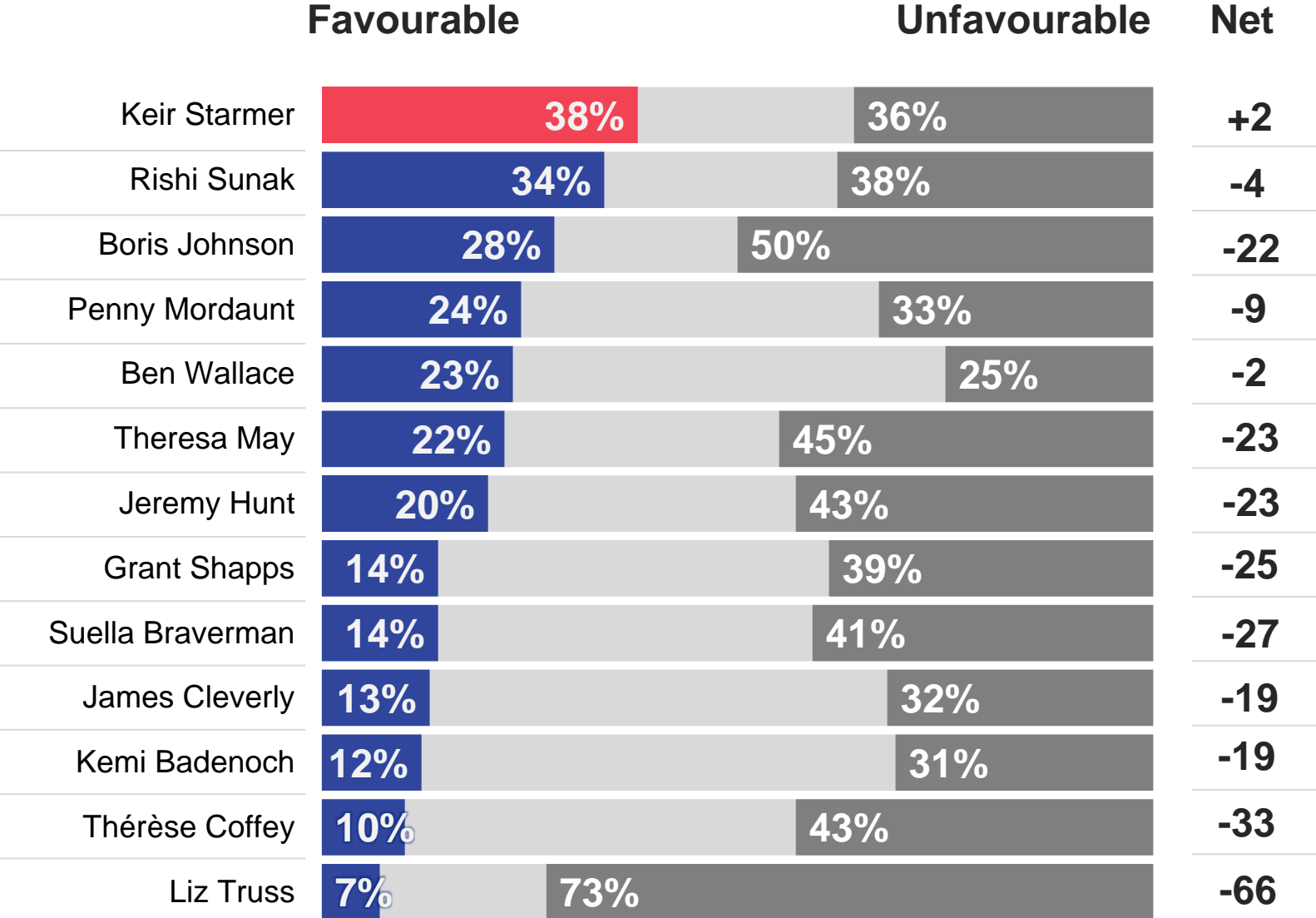


FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

October 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?



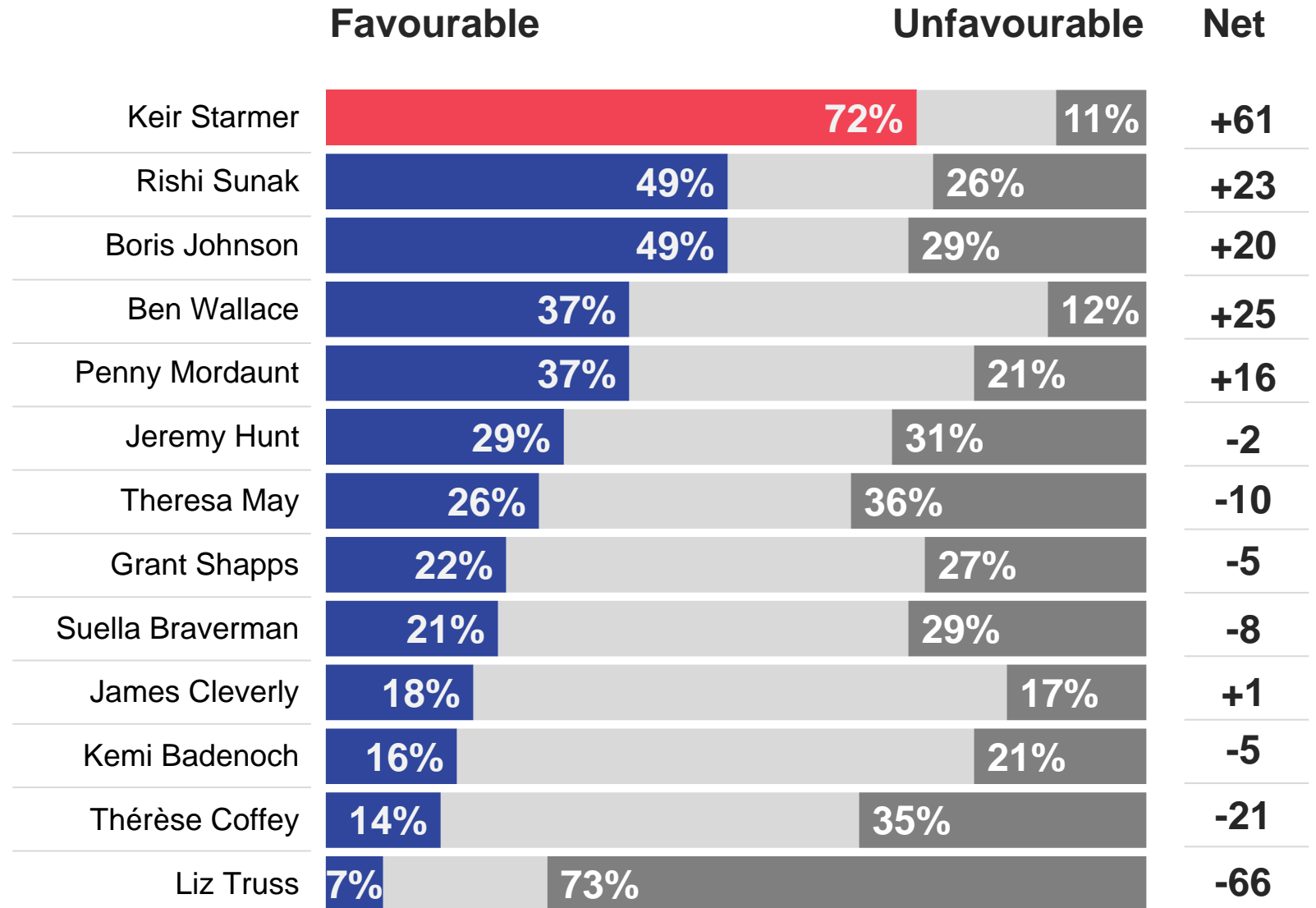
Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022



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?

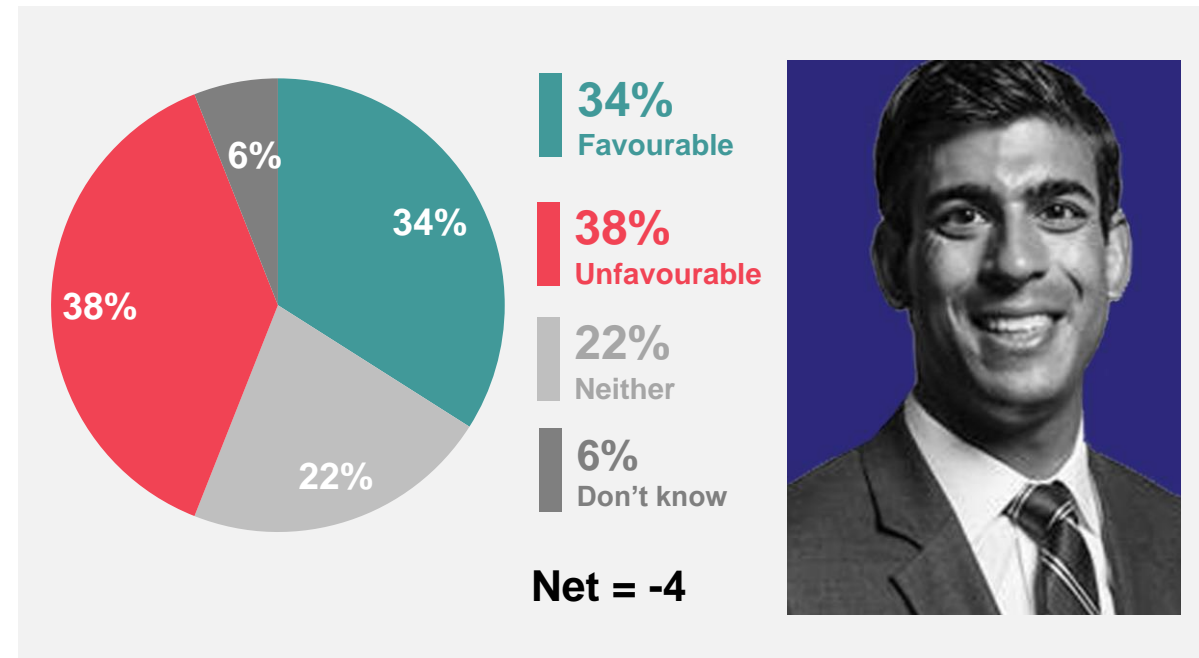


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022, including (343) 2019 Conservative Party voters and (310) Labour Party voters

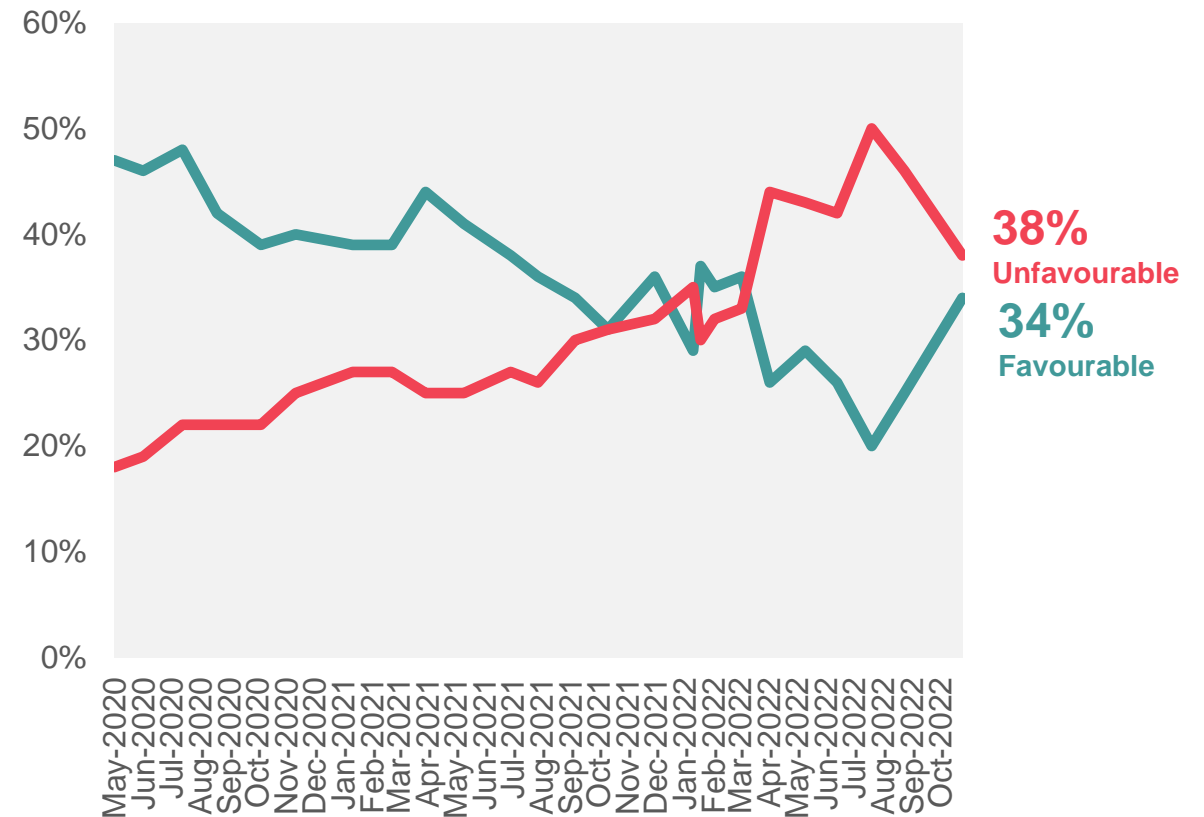
Rishi Sunak: Favourability

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

October 2022



May 2020 – August 2022

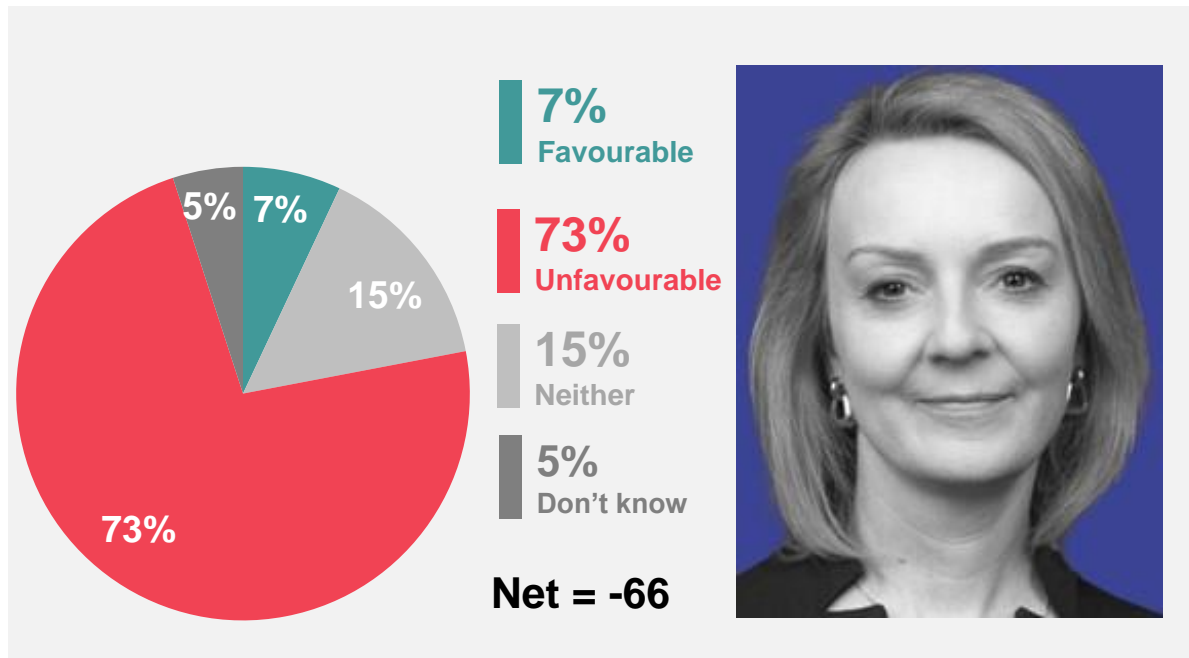


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

Liz Truss: Favourability

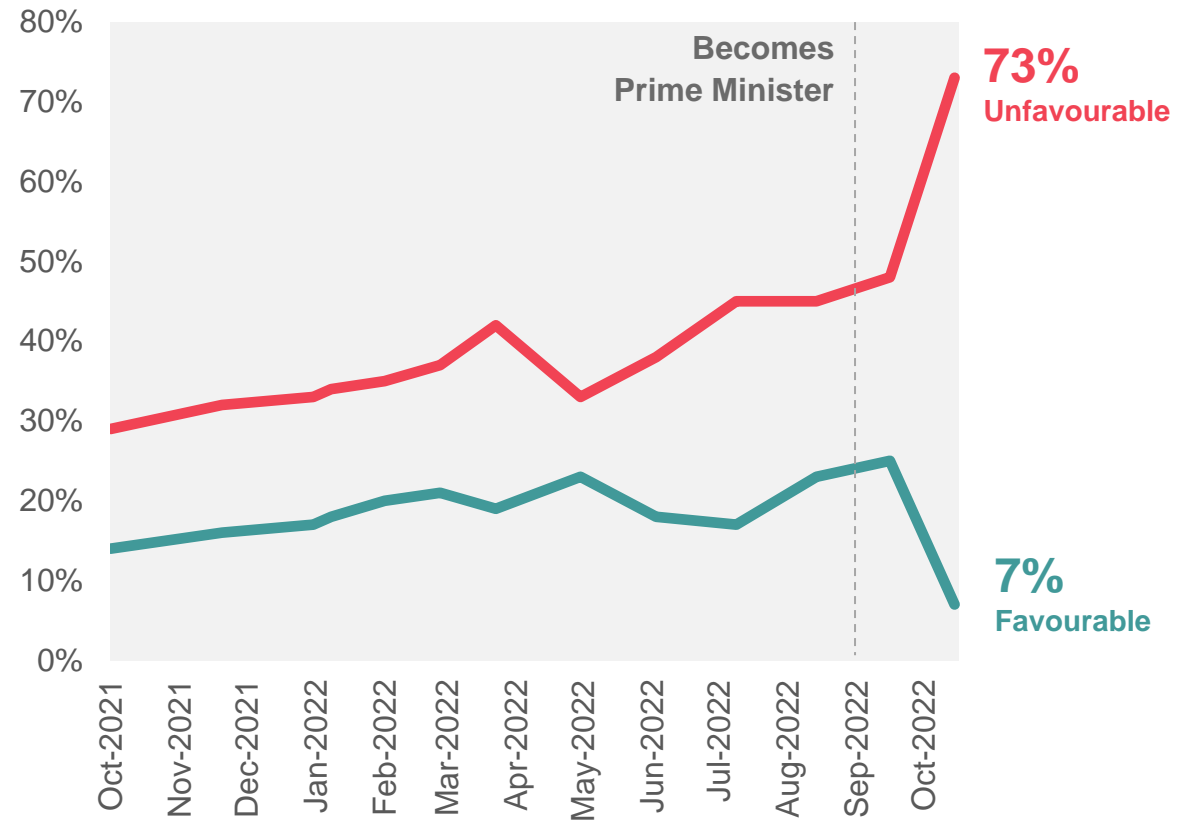
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Liz Truss

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

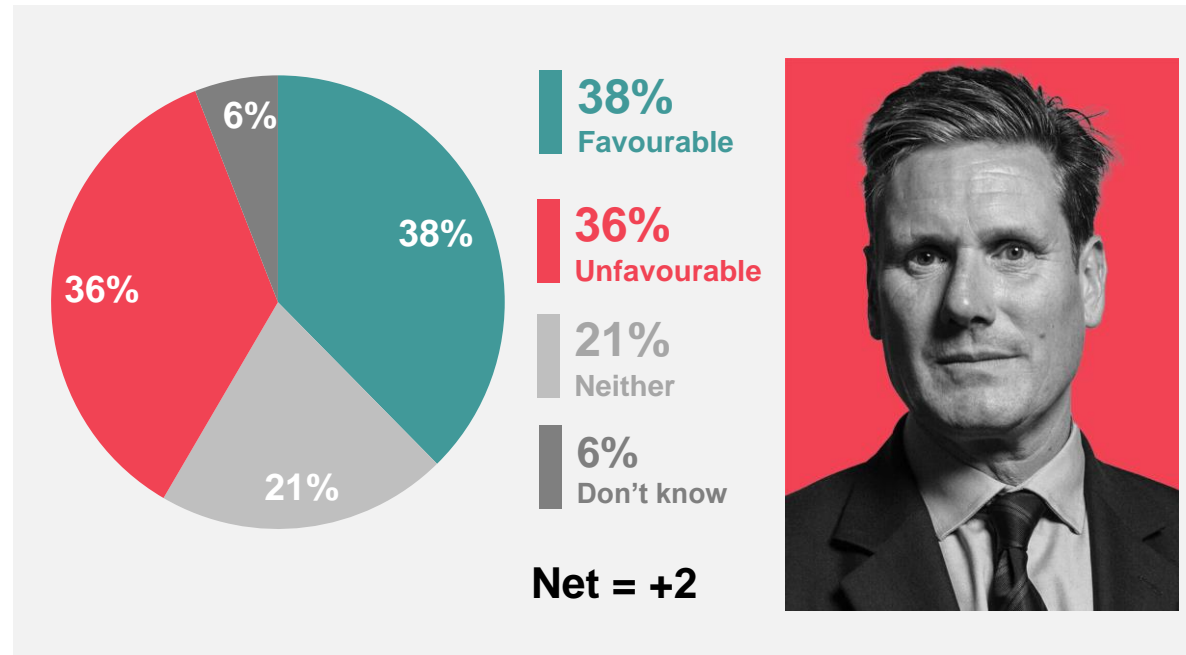
October 2021 - October 2022



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

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

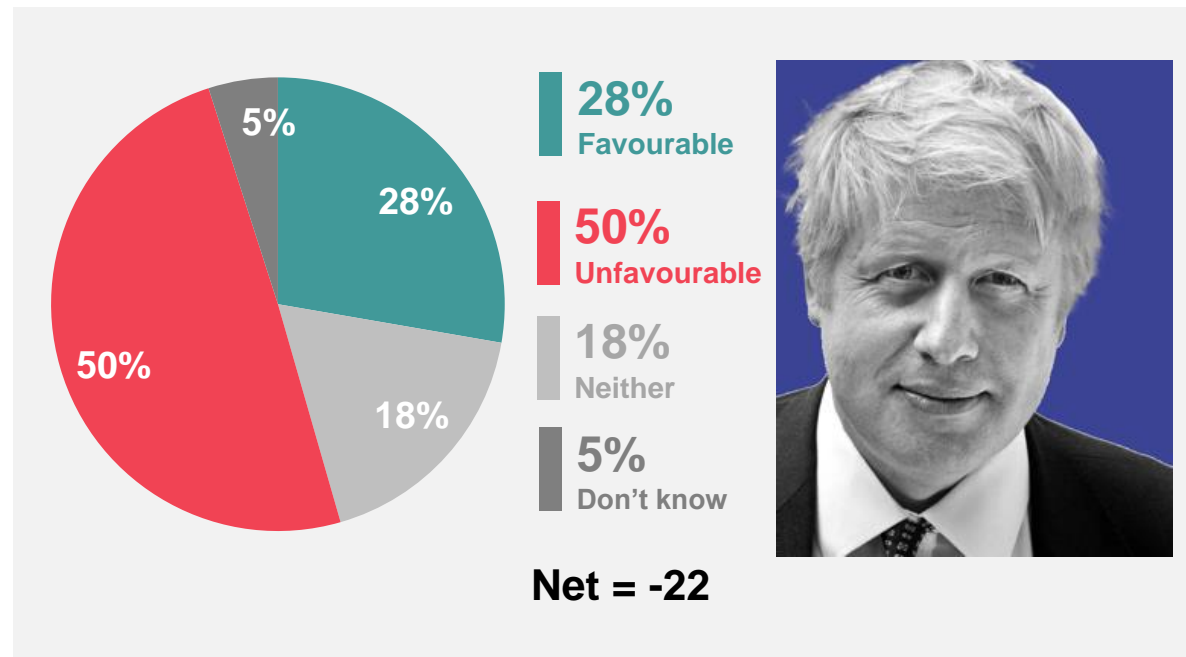
January 2020 – October 2022



Boris Johnson: Favourability

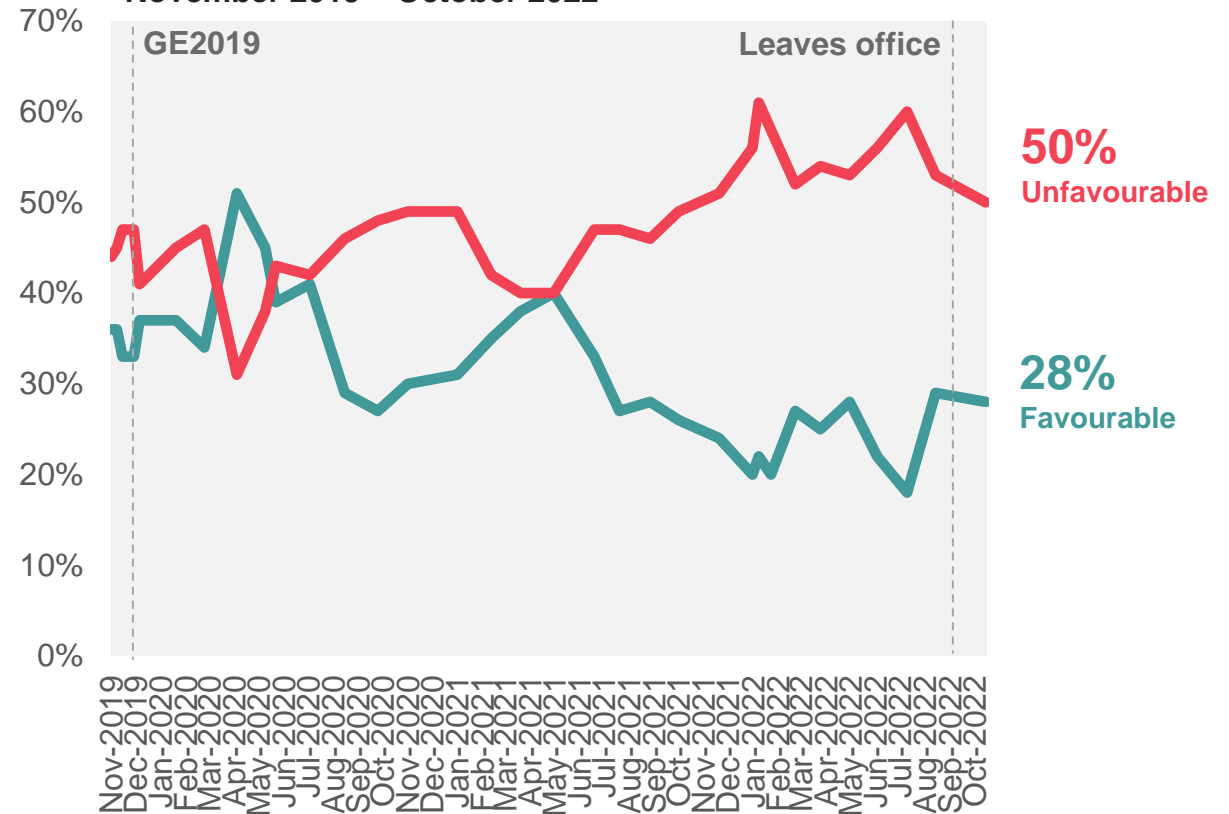
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

October 2022



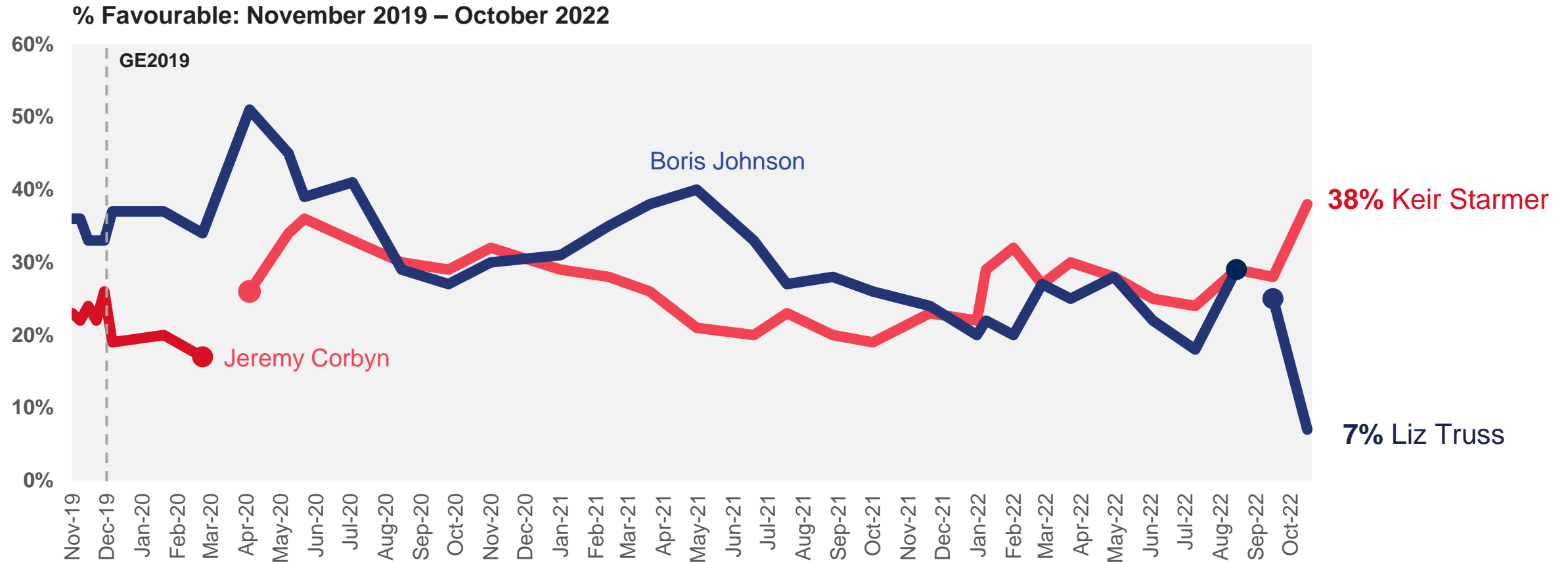
Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

November 2019 – October 2022



Favourability: Liz Truss vs Keir Starmer

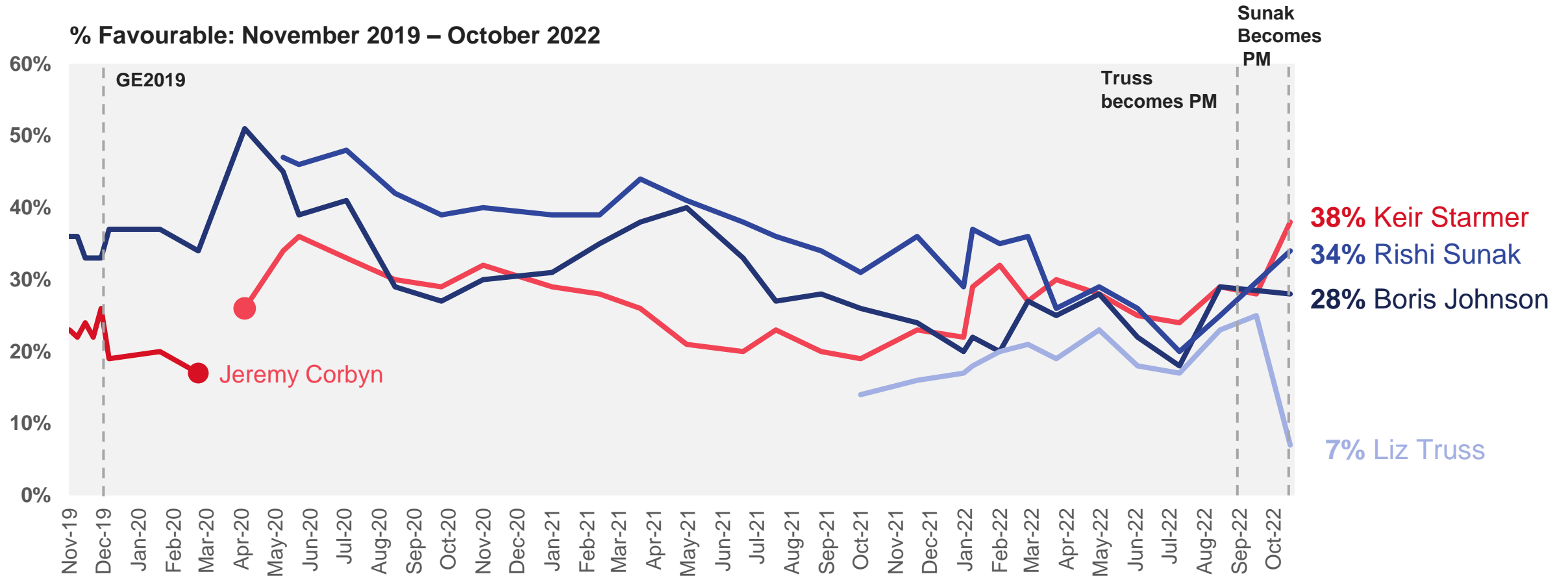
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

Political leaders: Favourability

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

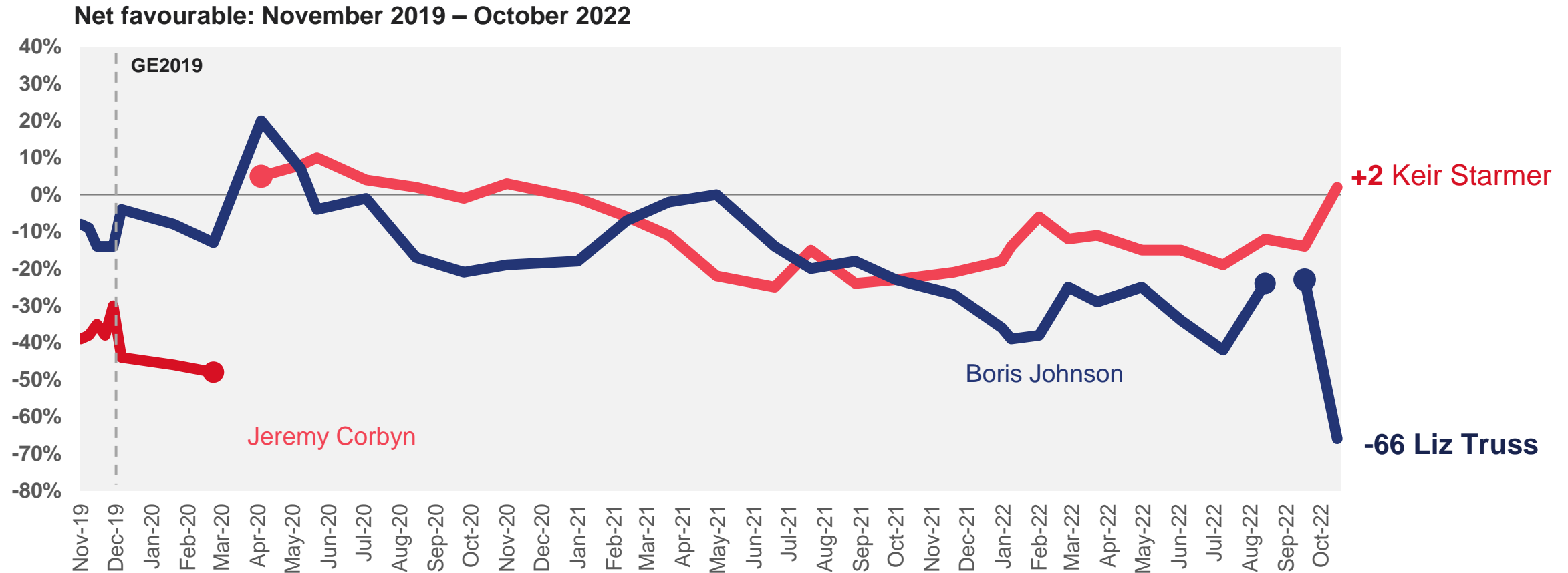


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022



Net favourability: Liz Truss vs Keir Starmer

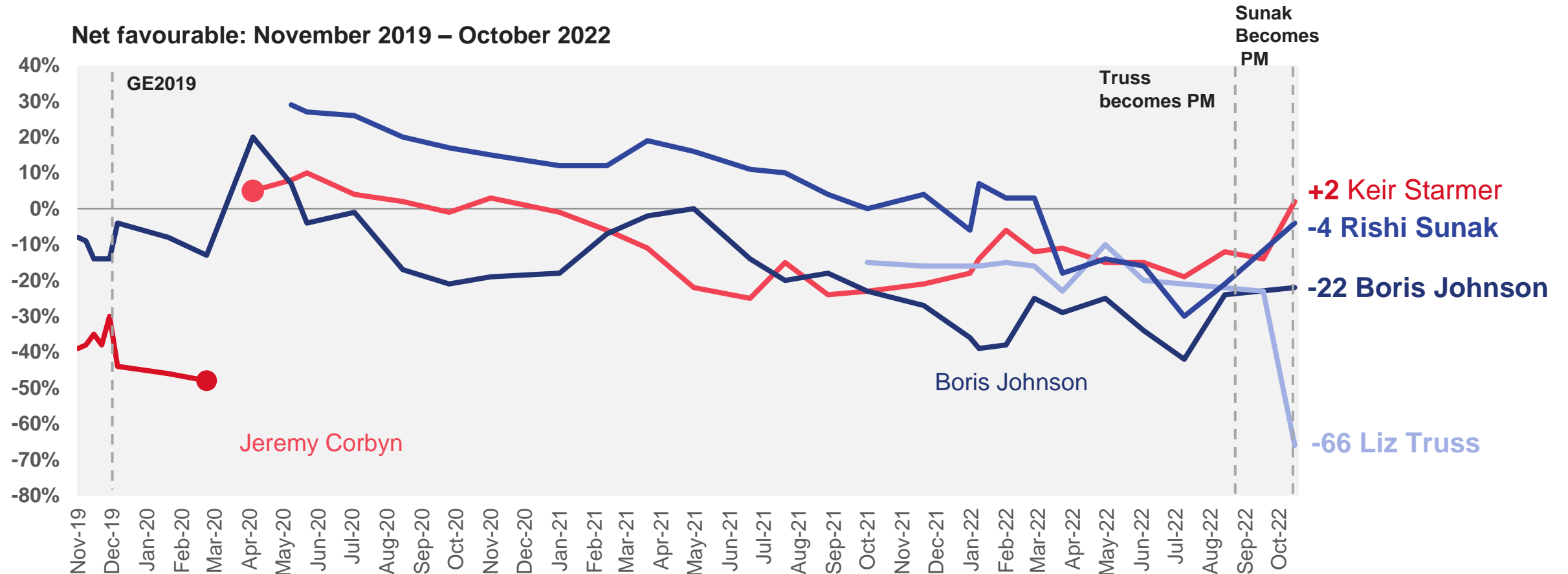
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



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Political leaders: Net favourability

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

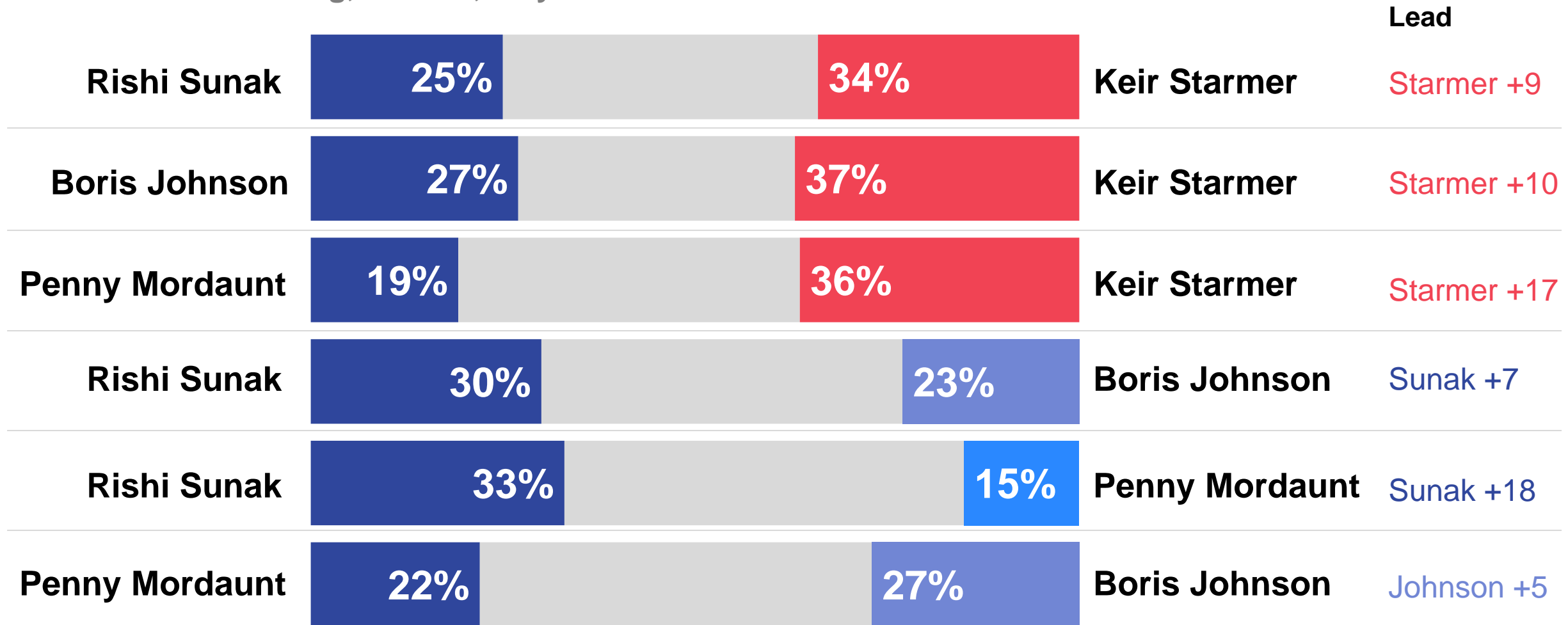


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022



Who would make a better Prime Minister?

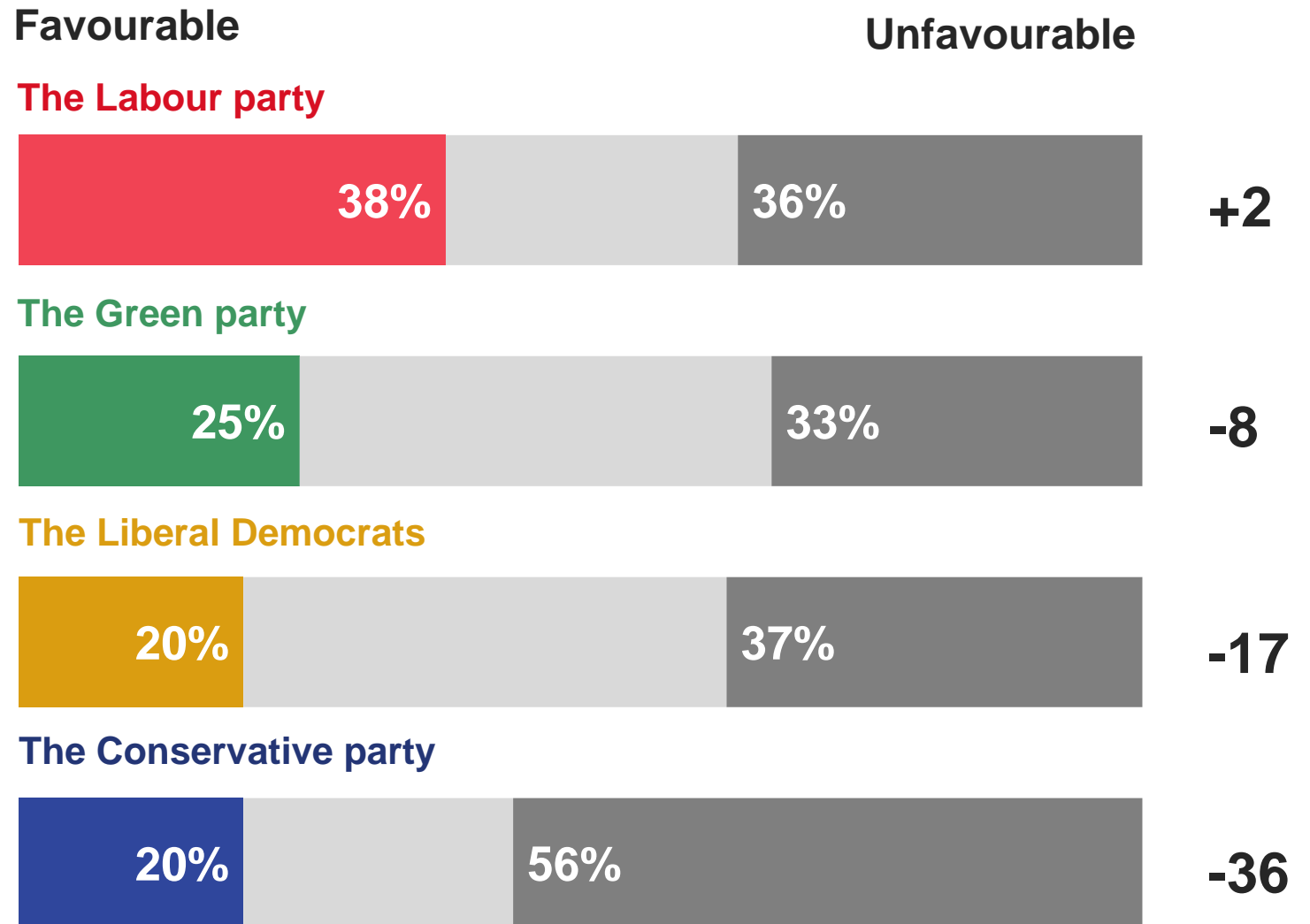
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,061 Online British adults aged 18-75, 21-22 October 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?

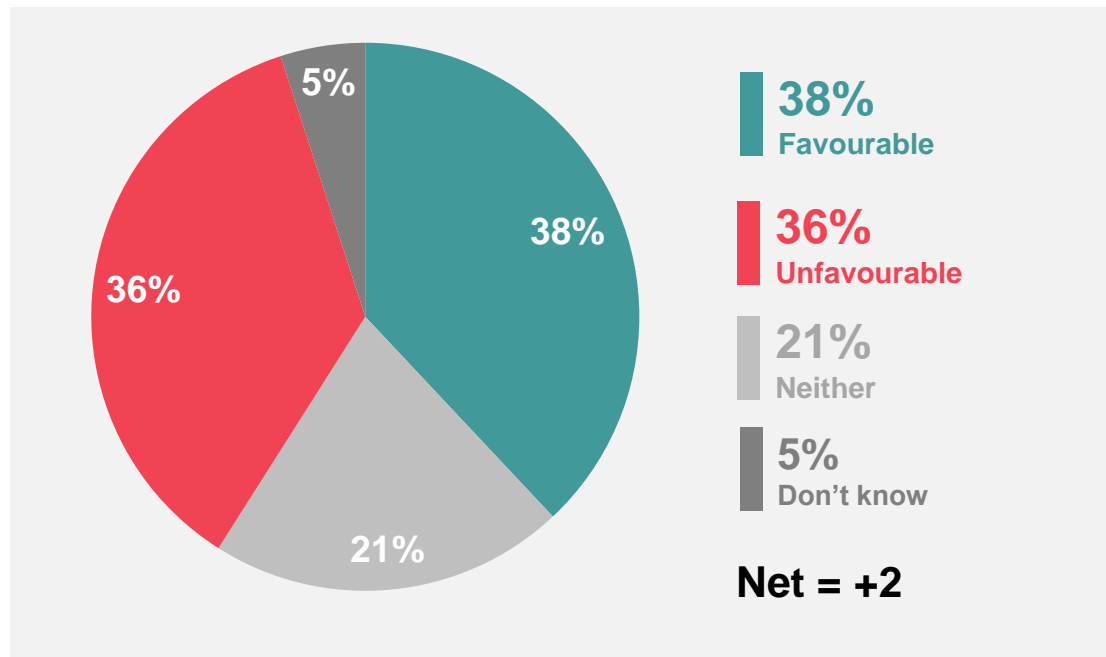


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

The Labour party: Favourability

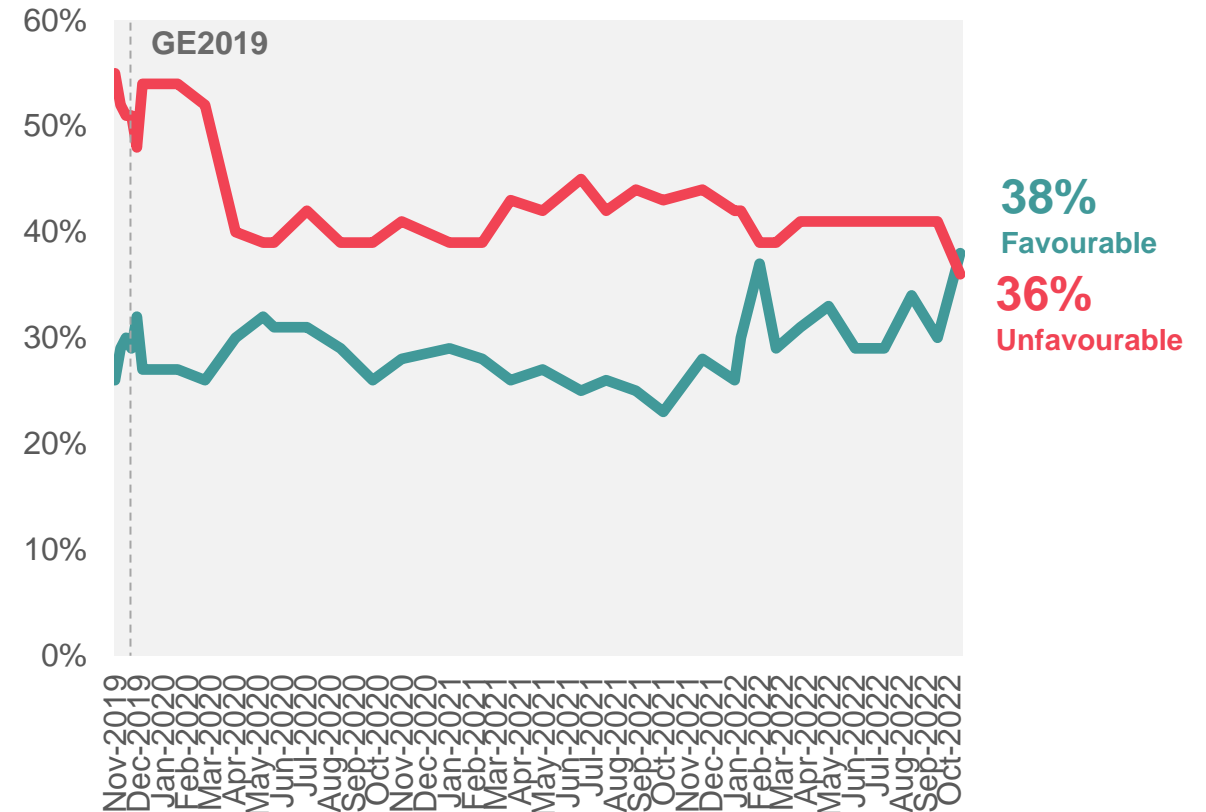
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

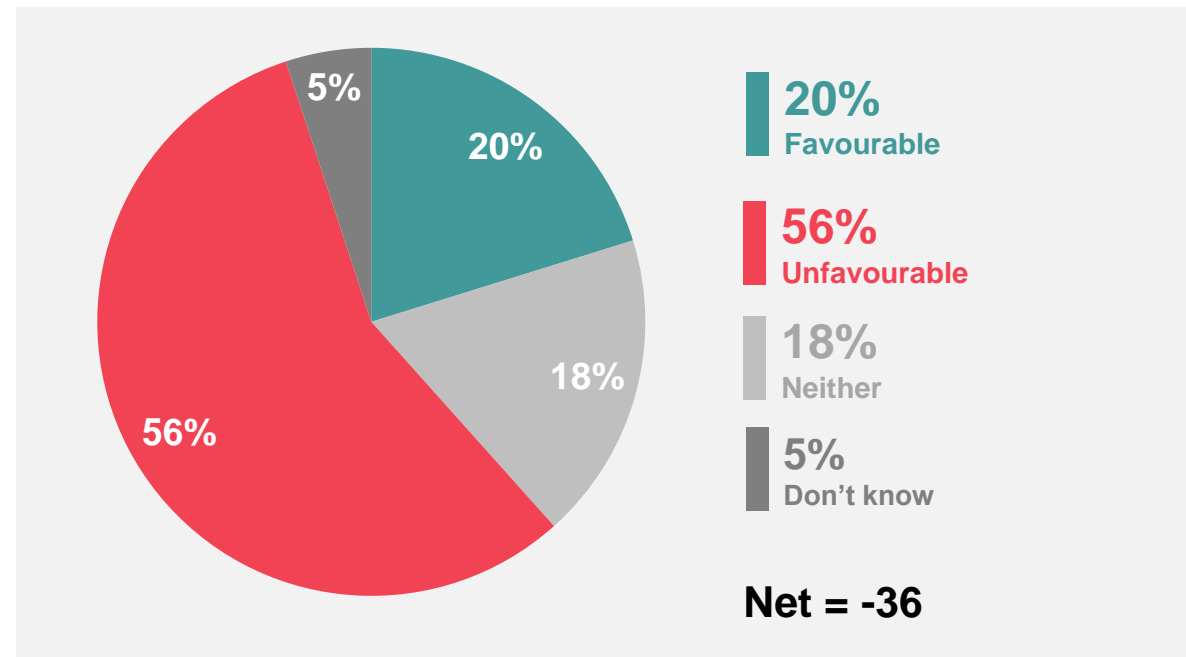
November 2019 – October 2022



The Conservative party: Favourability

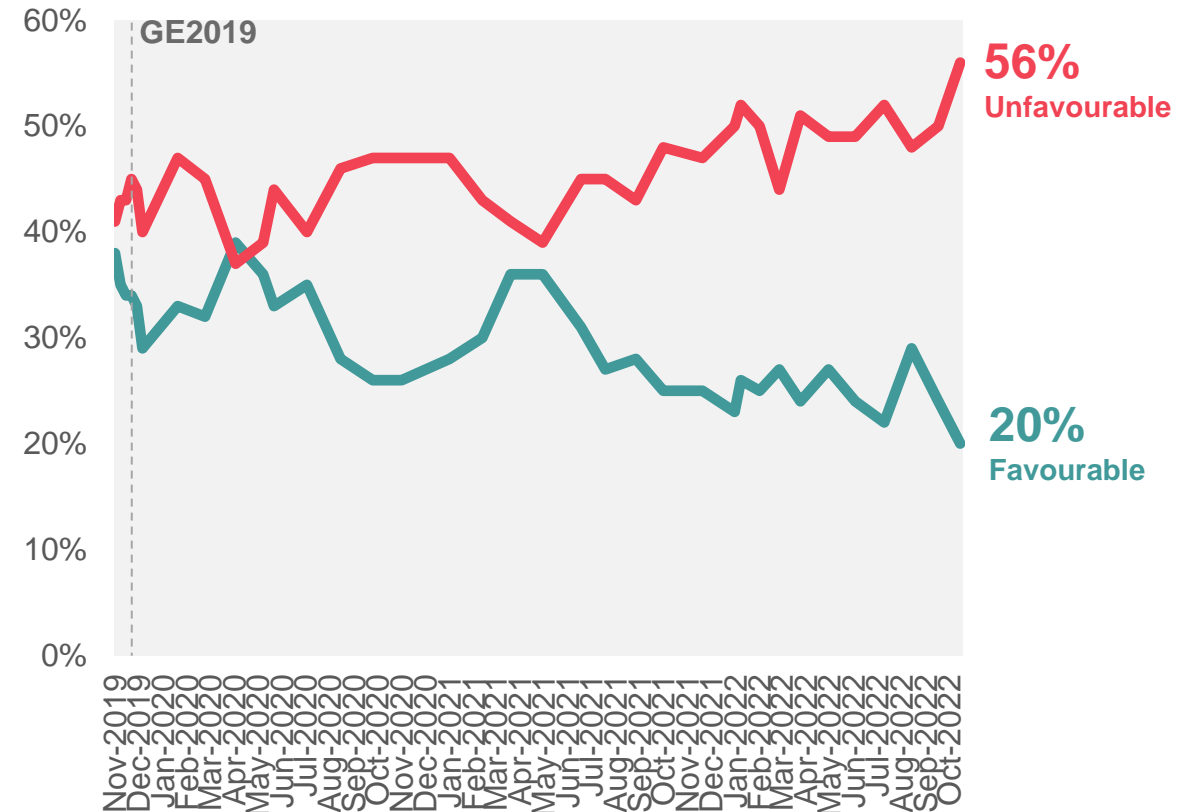
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative party

October 2022



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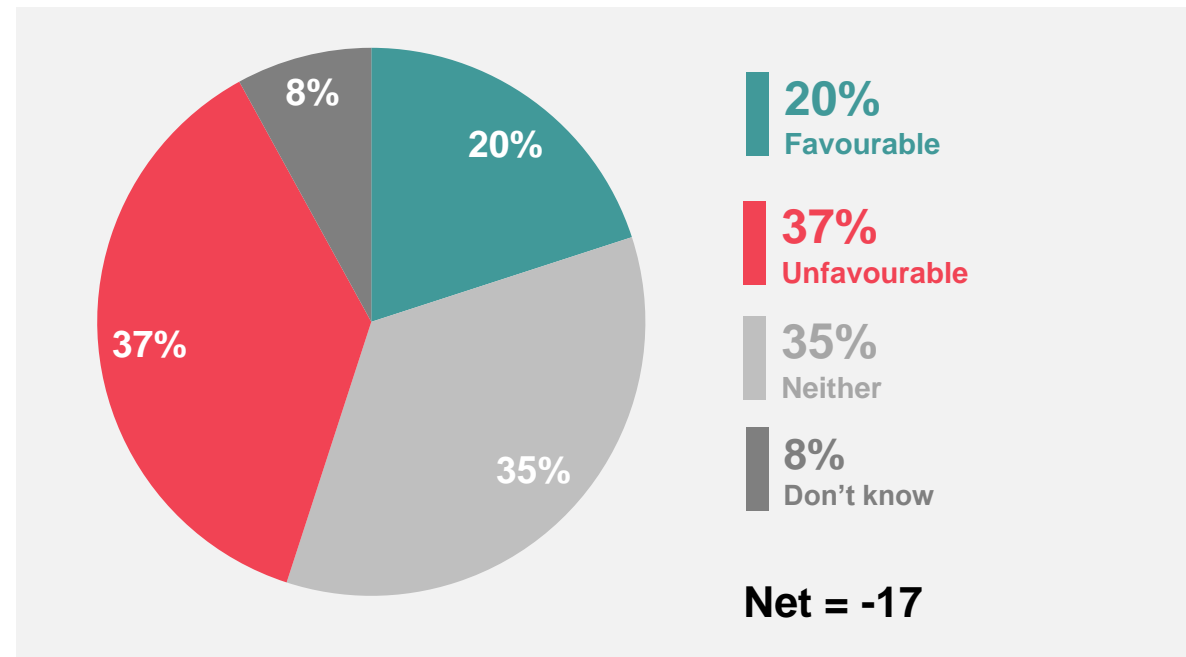
November 2019 – October 2022



The Liberal Democrats: Favourability

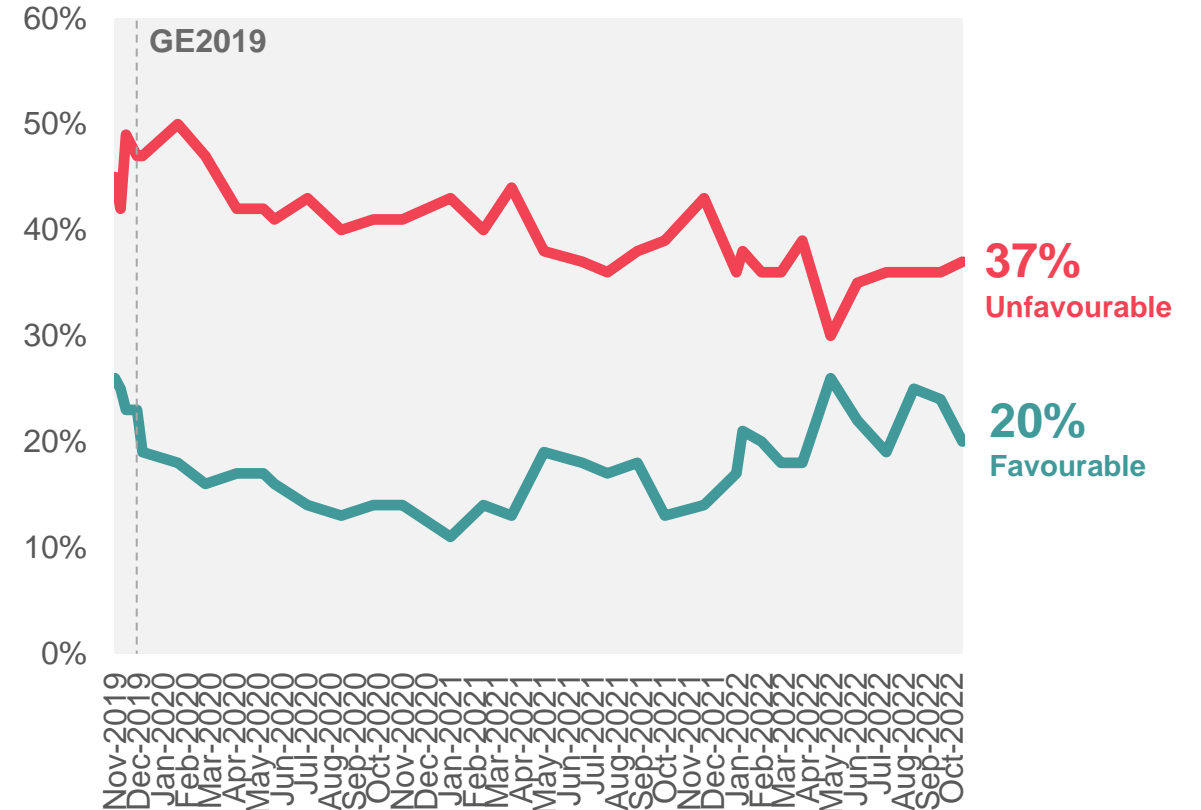
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats

October 2022



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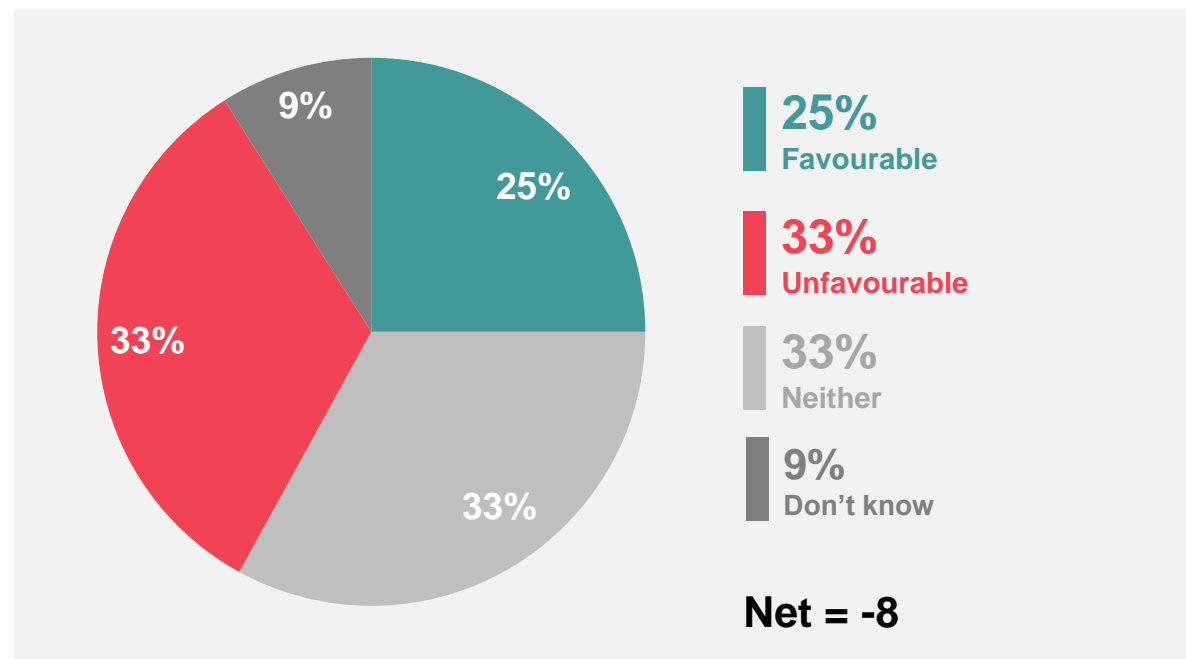
November 2019 – October 2022



The Green Party: Favourability

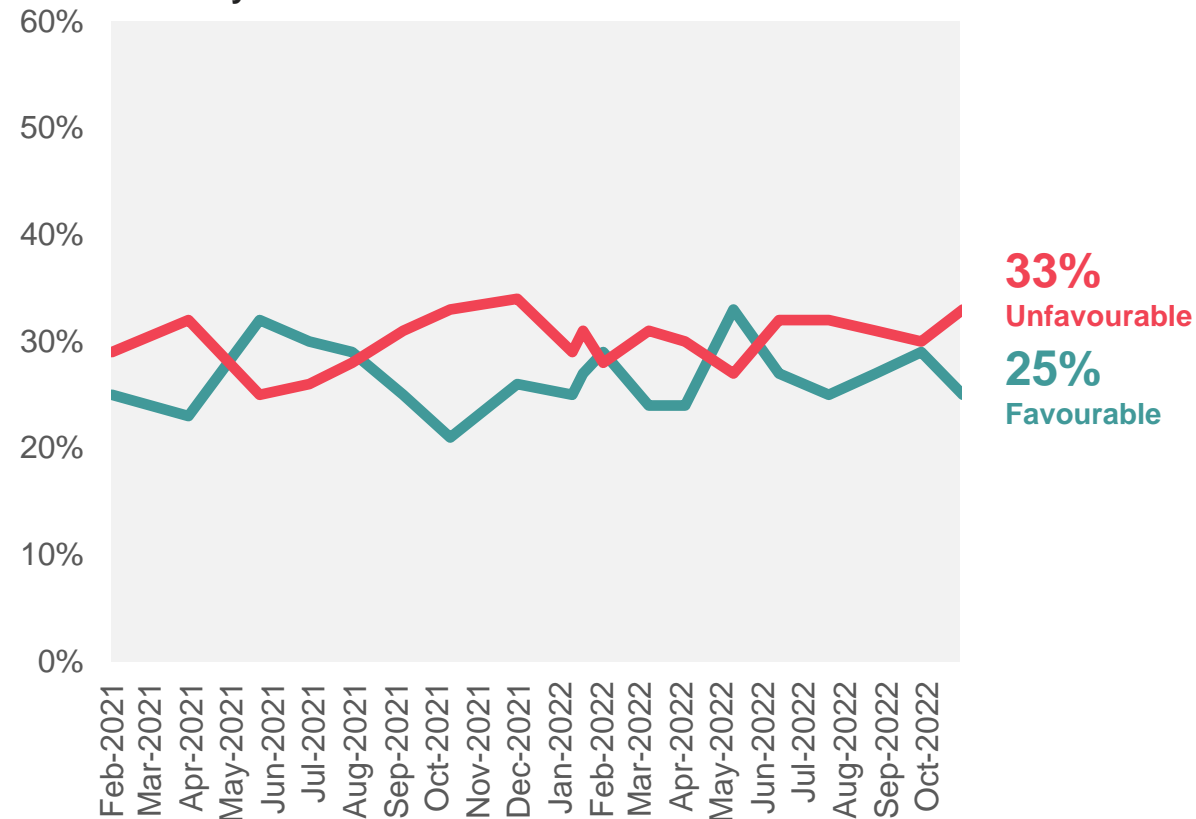
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party

October 2022



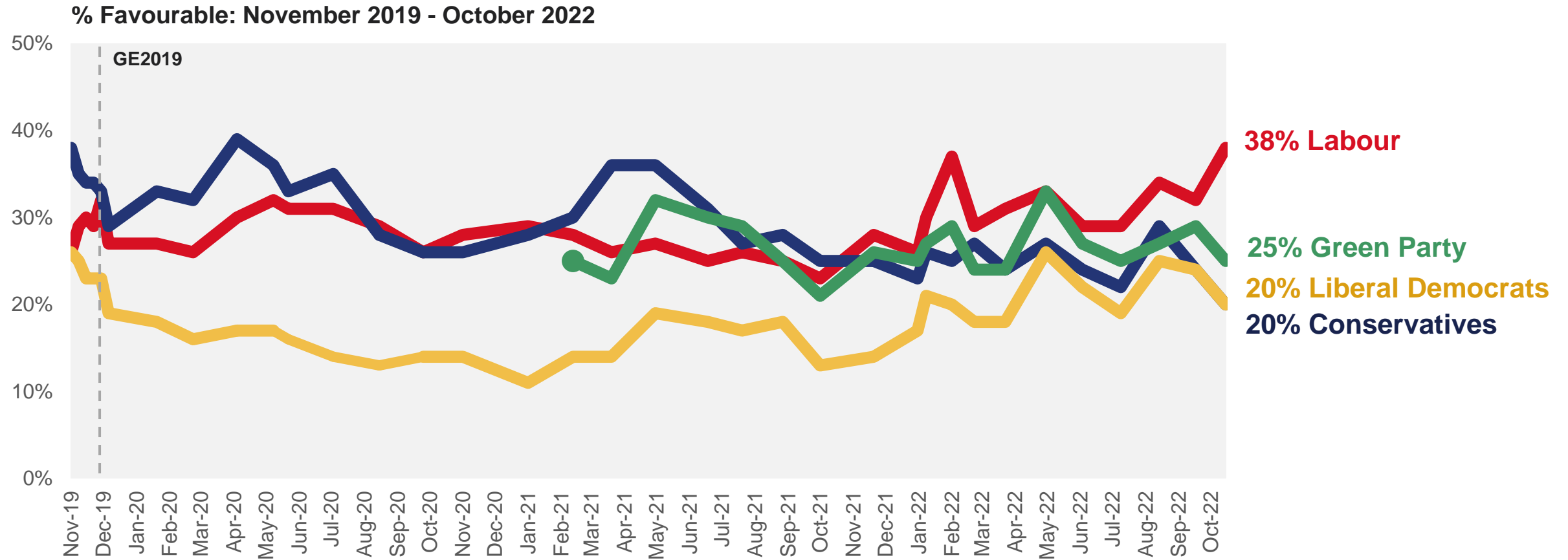
Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

February 2021 – October 2022



Political parties: Favourability

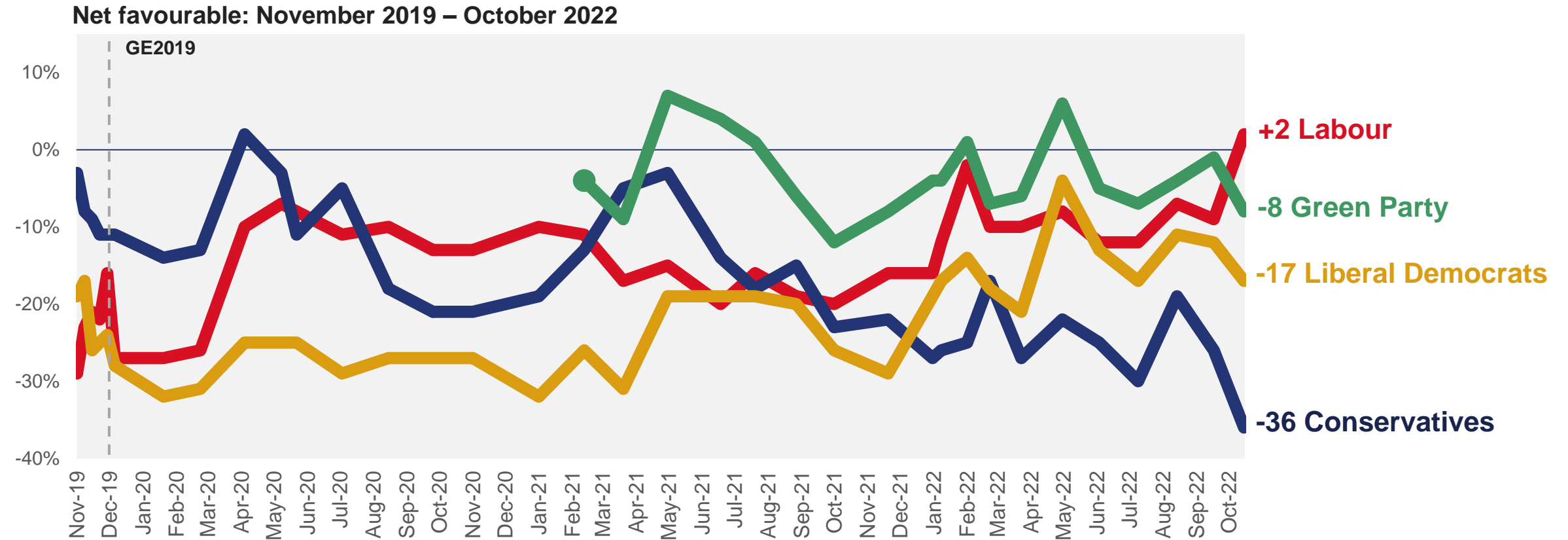
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,111 Online British adults aged 18+, 21st – 24th October 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: 1,111 Online British adults aged 18+, 21st – 24th October 2022

DIRECTION OF THE COUNTRY

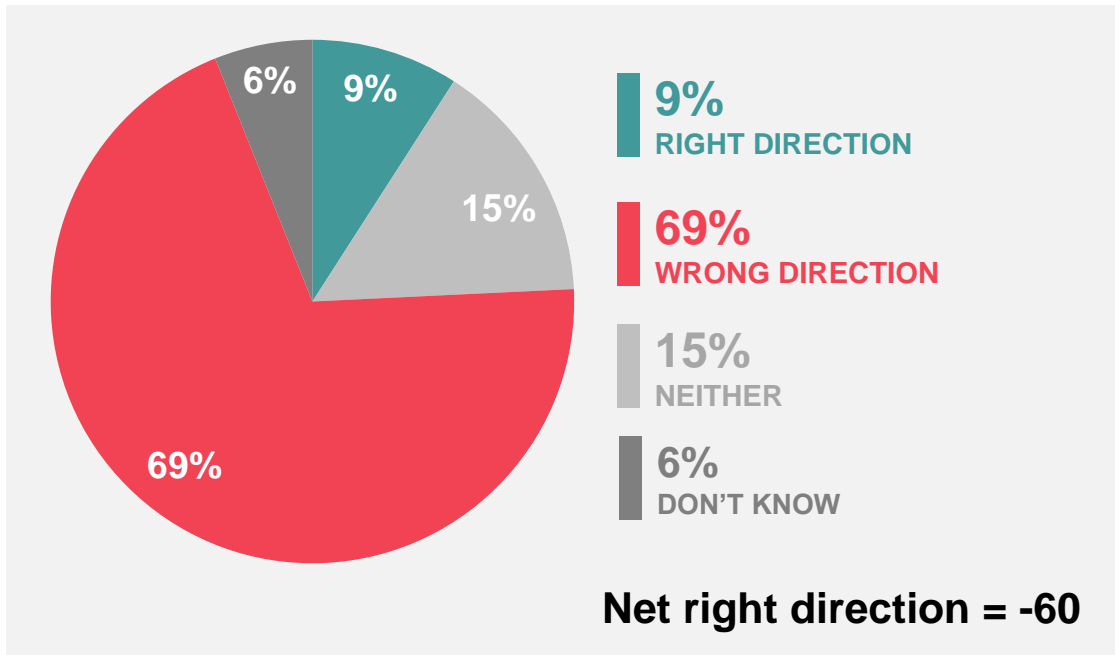
October 2022



Direction of the country

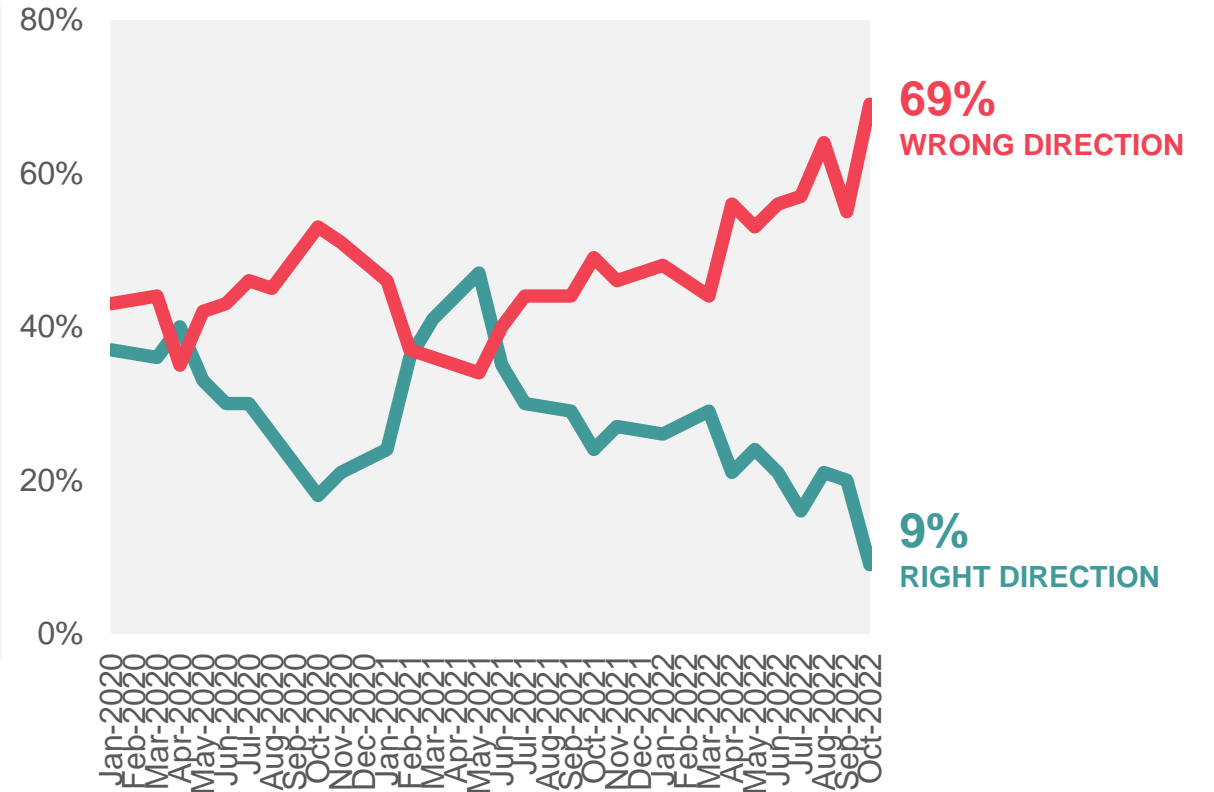
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

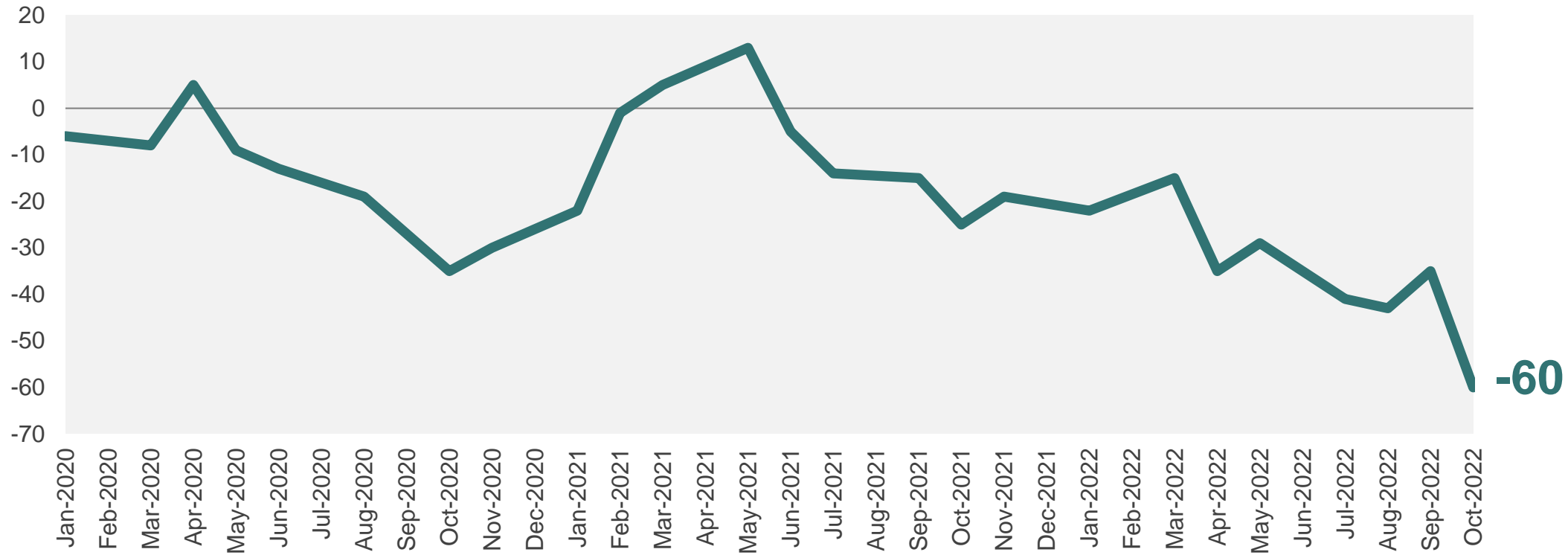
January 2020 – October 2022



Direction of the country: January 2020 – October 2022

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

Net right direction

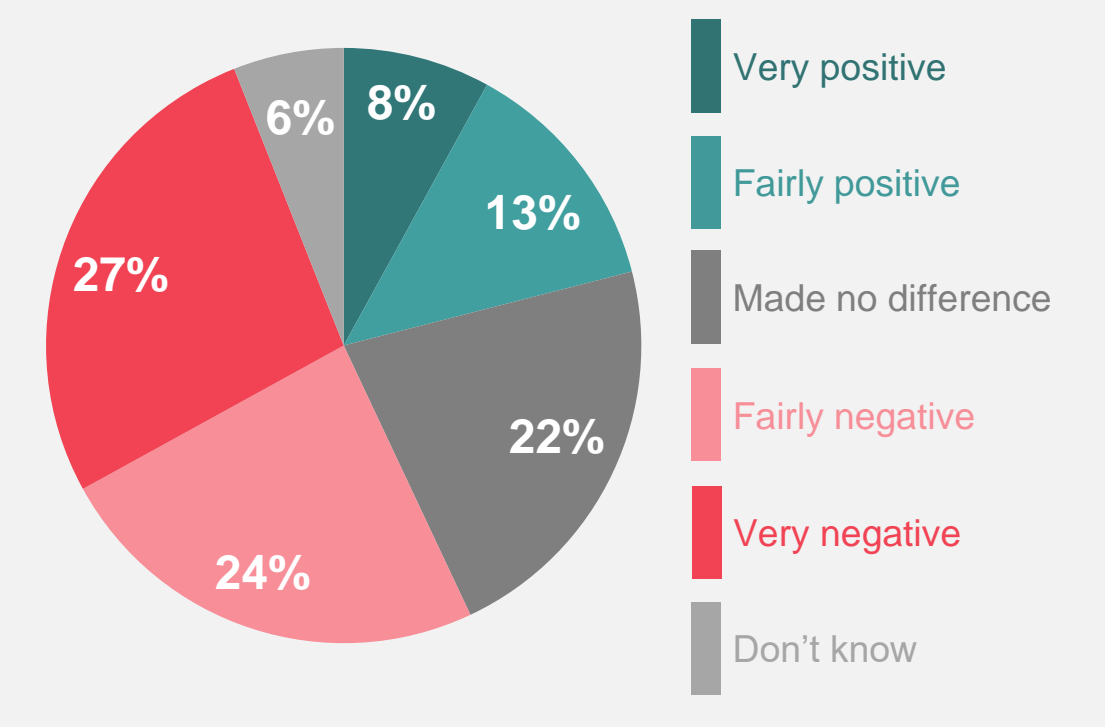


Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

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

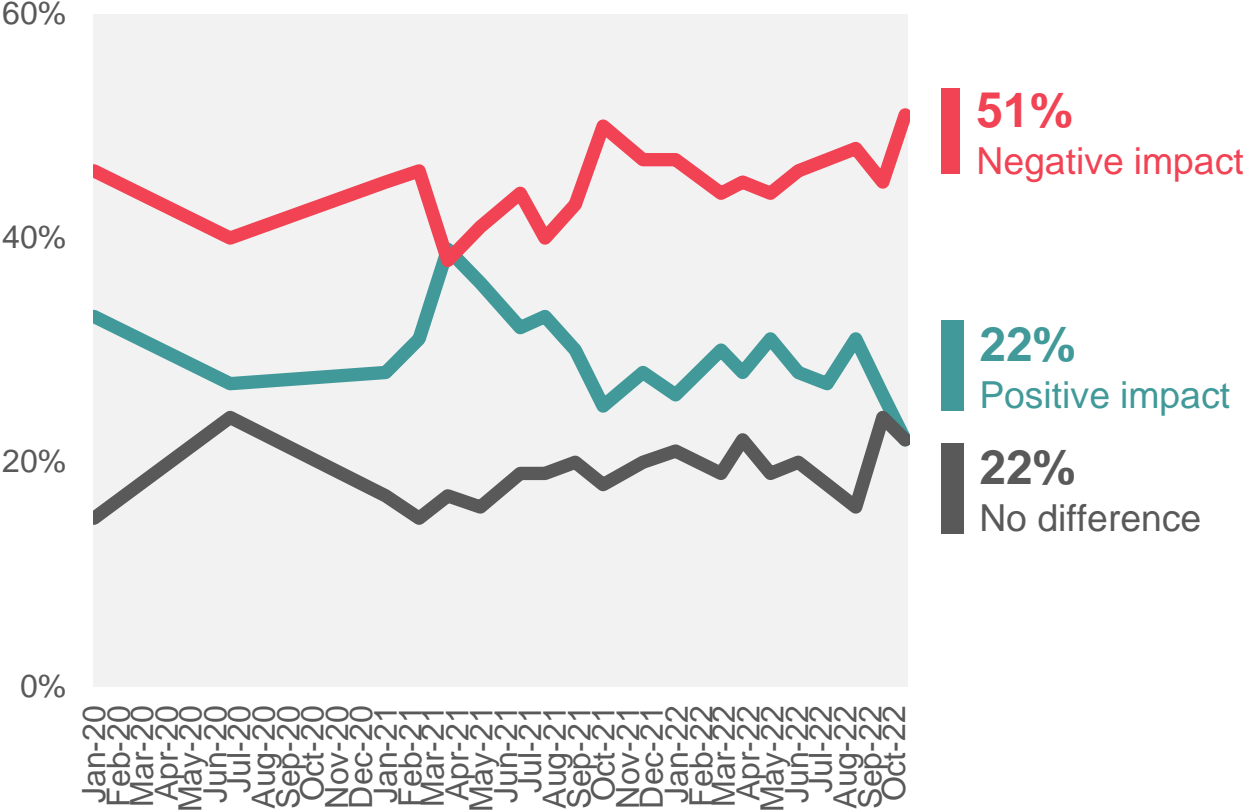
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

October 2022



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

January 2020 – October 2022



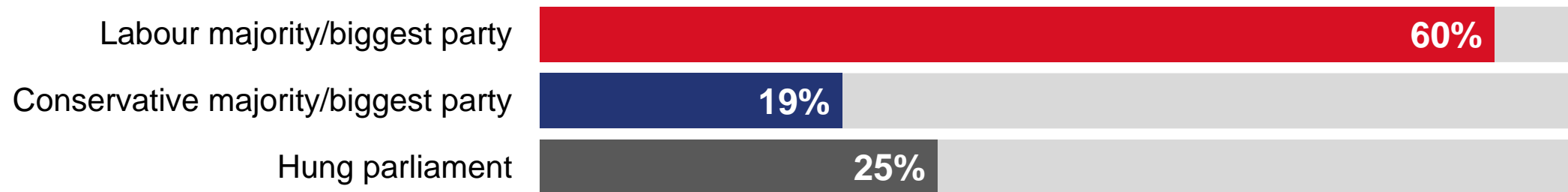
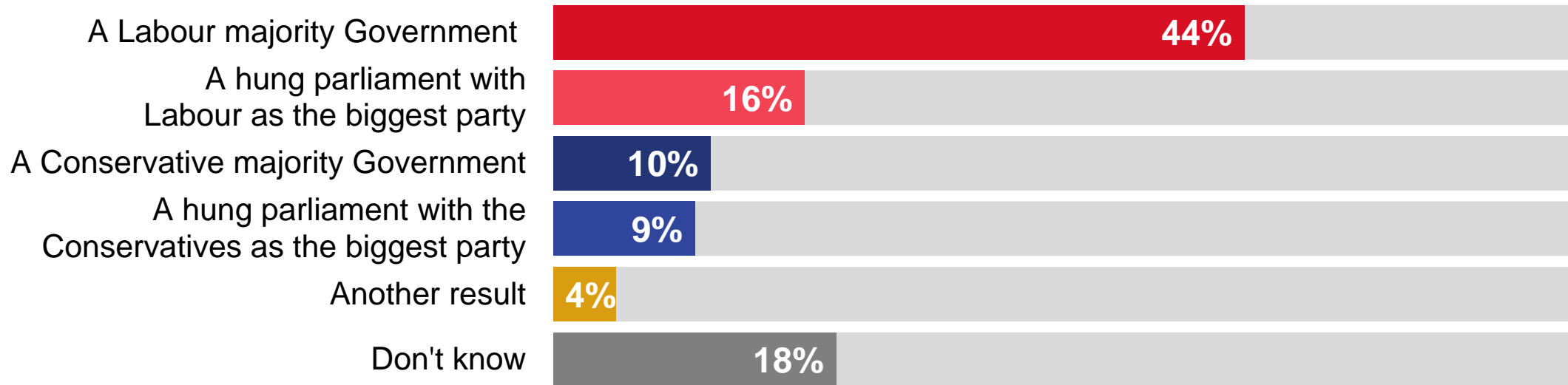


NEXT ELECTION

October 2022

What will happen at the next General Election?

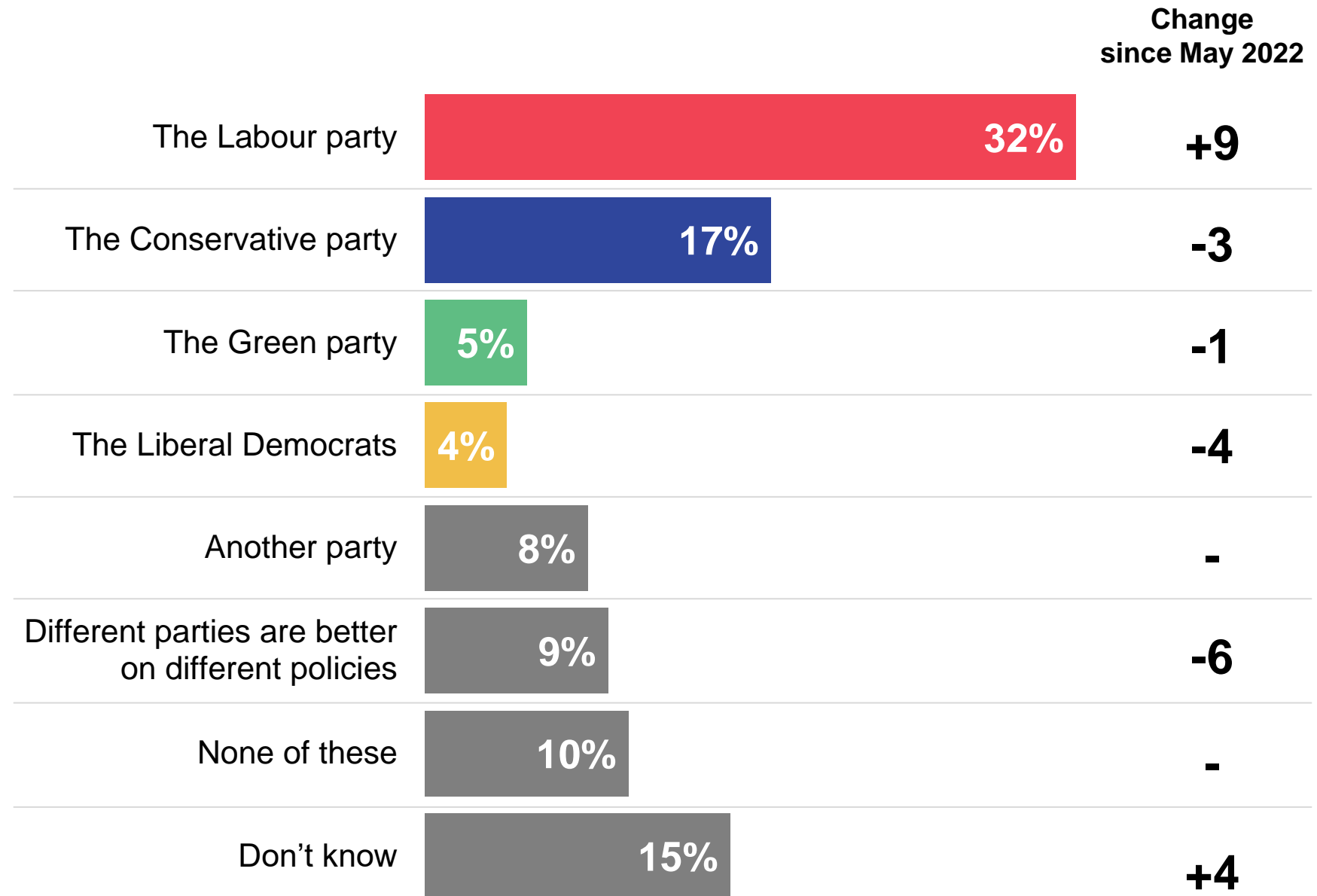
Thinking ahead to the next general election, which of the following outcomes do you think is most likely?



Base: 1,111 Online British adults aged 18+, 21st – 24th October 2022

Which party has the best policies?

Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?



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Ipsos UK

Political Pulse October 2022

For more information

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