



THE STATE OF POLARISATION

TRUSS POLARISES FROM DAY ONE,

Truss was a more polarising choice than Sunak or Mordaunt, while Starmer's ability to polarise views rose more quickly over the last year than any of the politicians we studied, as Conservatives became more hostile.

RIGHT

TOP FIVE POLARISING POLITICIANS
[LEFT vs RIGHT]

> LEFT/RIGHT Sput Boris Johnson 4.3pts Jeremy Corbyn 3.8pts NigelFarage 3.5pts Liz Truss 2.8pts Rishi Sunak 2.5pts



FASTEST RISER:

Kier

Starmer

+0.7pts

since summer 2021



HE STATE OF POLARISATION IN THE UK

LEFT



We compared group animosity between Conservatives who disagree about whether Boris should have resigned, with group animosity between Labour supporters who prefer Corbyn or Starmer.

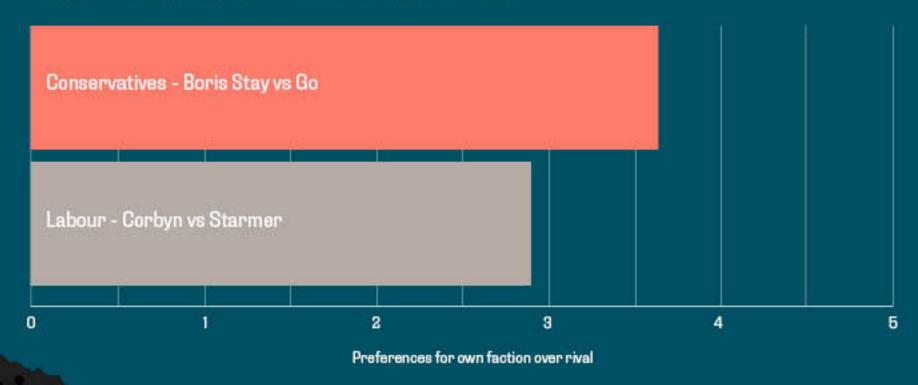
THE NETWORKED

AGE

Internecine rivalry among these Tory tribes is much more bitter

FINDING TWO: BORIS' LEGACY INCLUDES BITTER CONSERVATIVE FACTIONALISM

FACTIONALISM OVER BORIS'S RESIGNATION TURNS TORIES MORE TOXIC THAN LABOUR





to Conservative

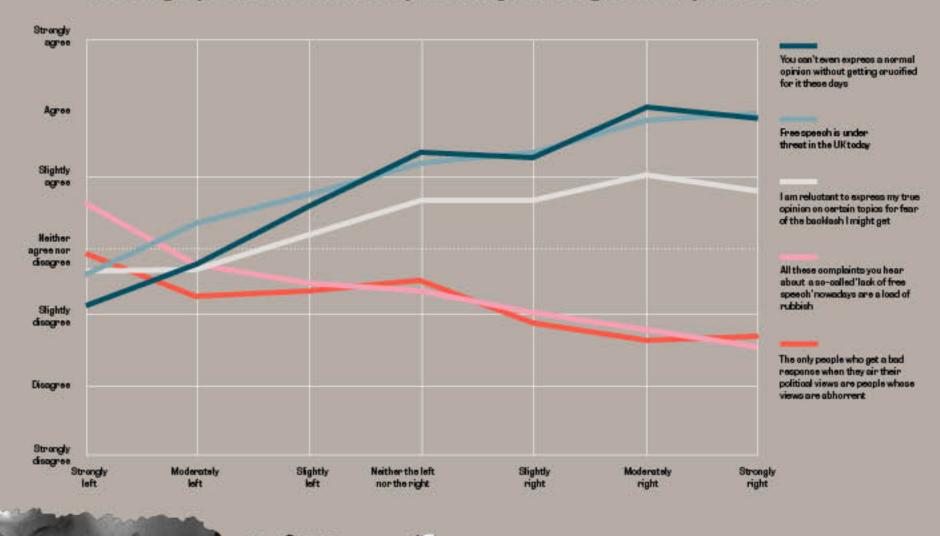




EVERYONE EXCEPT THE FAR-LEFT WORRY ABOUT SAYING WHAT THEY THINK.

The belief that free speech is truly under threat, and that even the expression of 'normal' views can be stifled by vitriolic responses, garners more support as people move further to the right.

Average position on free speech by left-right self-placement







FINDING FOUR:

THE PUBLIC AT LARGE IS INDIFFERENT TOWARDS BRAND ACTIVISM AND WANT LESS FOCUS ON IDENTITY POLITICS.

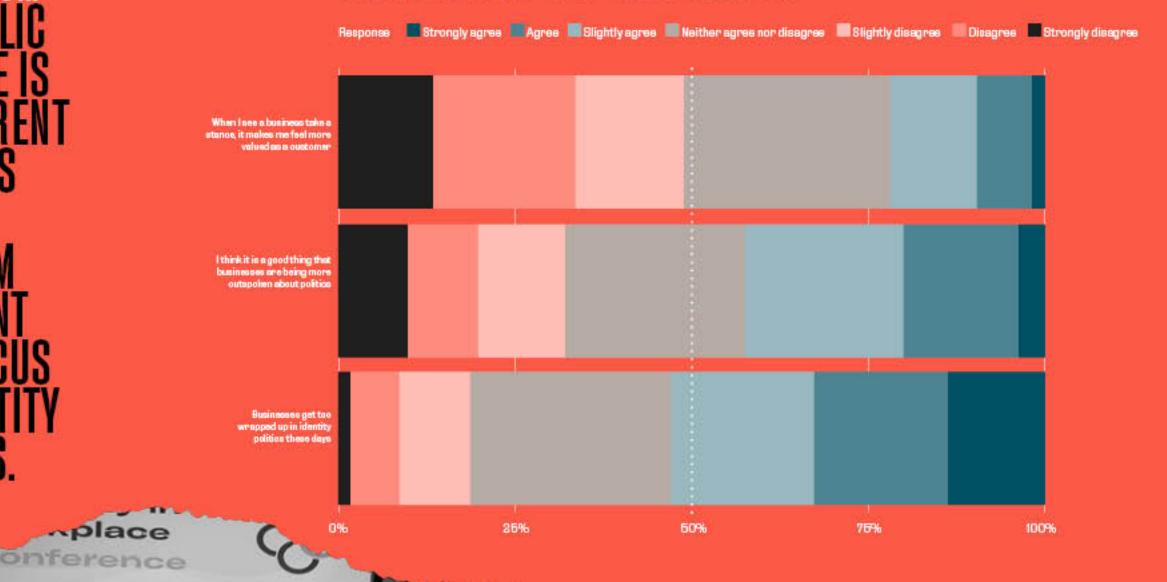
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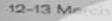
AGE

THE STATE OF POLARISATION

UN IUENII Politics.

PERCEPTIONS OF CORPORATE ACTIVISM











LEFT AND RIGHT BELIEVE FOR THE BENEFIT OF OUT OF TOUCH AND HOSTILE ELITES There is a positive correlation between concern about economic and government performance and hostility towards elites.

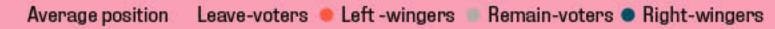


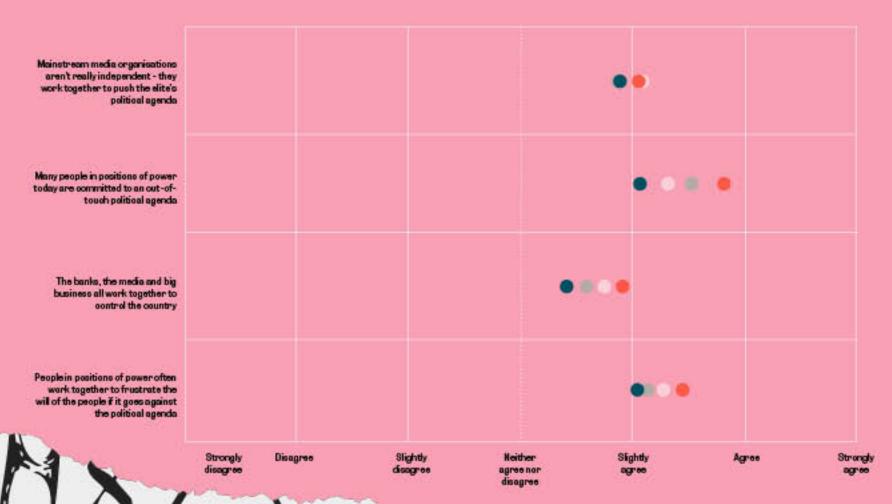
THE STATE OF POLARISATION

LEFT AND RIGHT BELIEVE THE SYSTEM IS RIGGED FOR THE BENEFIT OF OUT OF TOUCH AND HOSTILE ELITES.

There is a positive correlation between concern about economic and government performance and hostility towards elites.

PERCEPTIONS OF ELITE CONTROL ARE NOT POLARISED















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