proquo ai

ProQuo Predicts:

Who will be the UK's next Prime Minister: Rishi Sunak or Liz Truss?

Electoral furore has gripped the nation. Boris is out and the question on everyone's lips is – who will be next?

And as we're all impatiently awaiting the results, we thought we'd put our ProQuo data to good use to determine the public's favourite.

Who's got a better shot: Rishi Sunak or Liz Truss?

First, a little bit about ProQuo's data

ProQuo measures how people feel (System 1) and how people think (System 2) about brands and categories. Through daily interactions with consumers, the platform learns what motivates people to choose one specific brand (or person) over another.

Every relationship is driven by fundamental human factors, for example, if we like how people behave, if we feel they understand our needs, if we find them transparent and whether or not we feel they do the right thing.

In fact, there are 16 different factors that determine the strength of any relationship – be it between people or between people and brands. These are the 16 Drivers of Brand Relationships. The average of these Driver scores makes up our 'ProQuo Score', which shows the strength of the relationship between people and a brand and therefore measures how likely they are to purchase that brand's products or support that person.

And as rational as we like to believe we are, the truth is that 95% of decisions we make are based on feelings rather than logic. That's why we'll be using the 16 Driver framework to dive deeper into how the public really feels about these politicians.

Using ProQuo, we gathered feelings and thoughts from people who are **existing supporters of the Conservative Party**, and analyse that data here.

Is the public looking for a Prime Minister who's more Empathetic or Transparent?
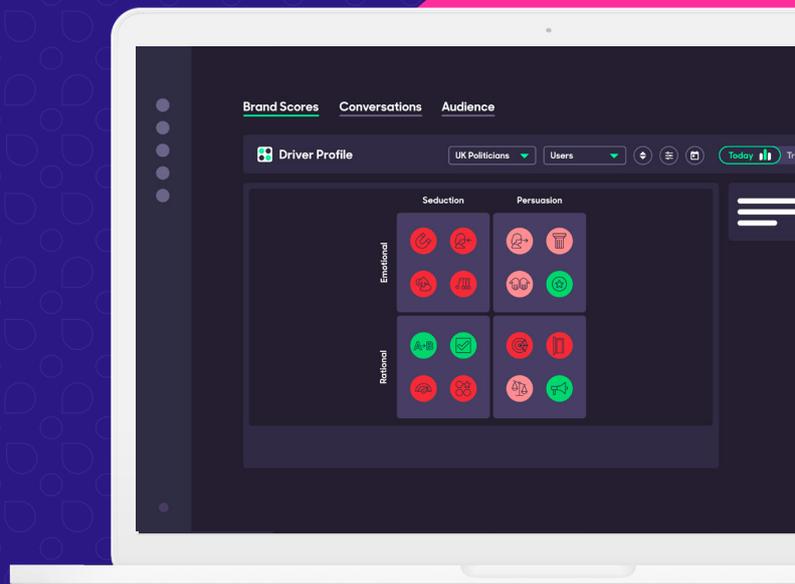
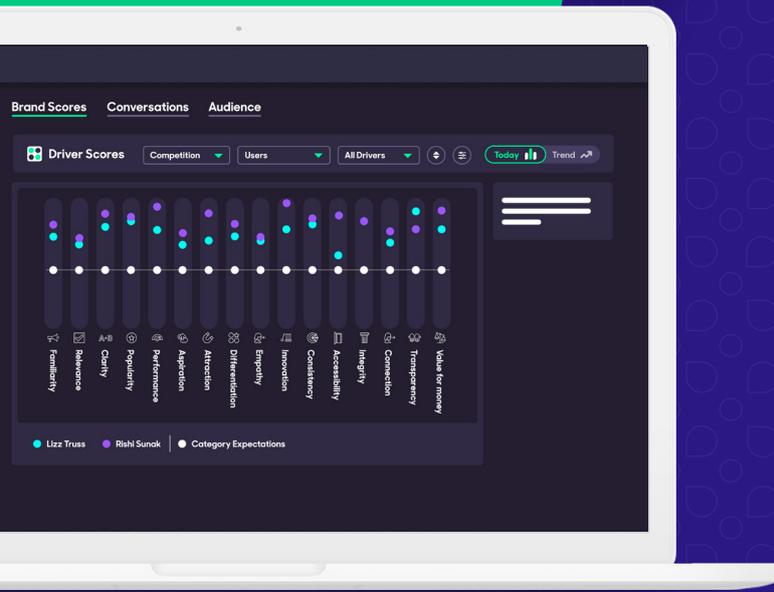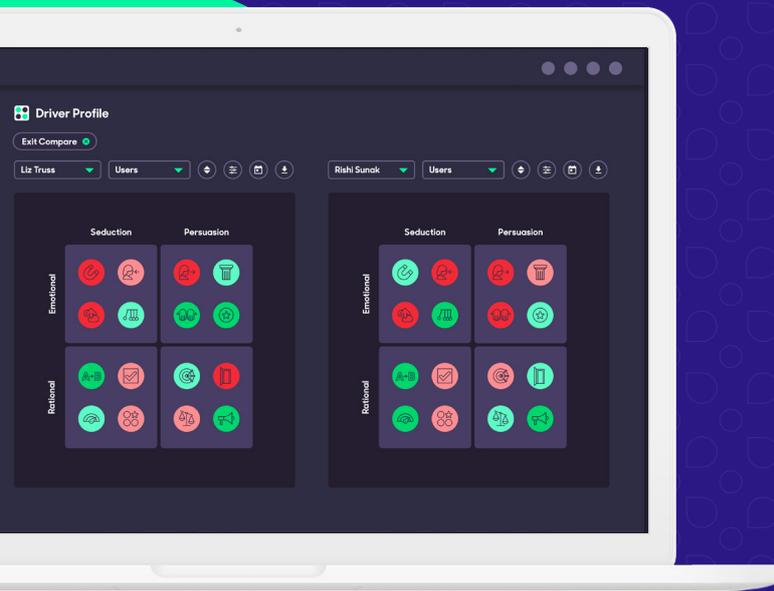# Let's find out...

Exploring the political context

When we look at the data, we can see the highest scores across the UK politician category are in **Familiarity**, **Relevance**, **Clarity** and **Performance**. This shows that the public's perception is that UK politicians are typically well known with large followings and a clear role.

🔵 **Familiarity** 🔵 **Relevance** 🔵 **Clarity** 🟢 **Performance**

But it also suggests that the expectations of politicians are low in terms of what they can deliver emotionally. Drivers like **Empathy**, **Transparency**, **Integrity** and **Value for Money** all score poorly. This shows consumers do not expect openness from these politicians, don't believe their money will be spent well by these groups, and feel these politicians are out of touch with the wants and needs of the public.

🔴 **Empathy** 🔴 **Transparency** 🟢 **Integrity** 🔴 **Value for Money**

What do consumers want most from their next Prime Minister?

When we asked consumers what they were looking for next from their Prime Minister we received a range of responses, varying from:

- Honesty and Integrity
- Better policies
- Better spending and assistance on the cost of living
- Reduced taxes
- Different from Boris Johnson
- Someone who puts the people and the UK's best interests first

It's clear the public is looking for someone who is open and honest, but also competent enough to deliver on the key needs of the nation.

When looking back at our contenders, we can see that Rishi is the more rational choice. His profile complements the expectations of the category – scoring highly in **Performance**, **Familiarity** and **Clarity**. He is also well known by the public from his role as chancellor and is therefore expected to be able to perform well as Prime Minister.
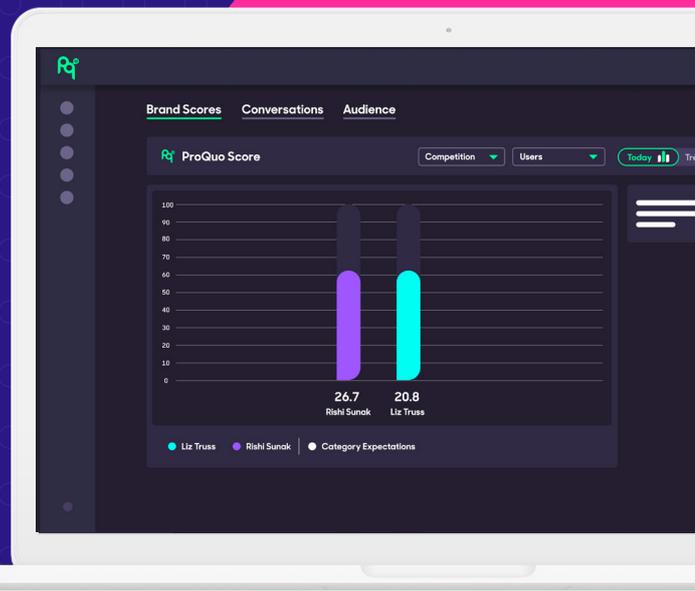
 Performance **Familiarity** **Clarity**

But he is not necessarily thought to be transparent. What makes this even more complex is that Rishi worked alongside Boris in his previous cabinet, in the times of 'partygate'. This may make it harder for Rishi to build up the kind of trust that will be needed to win this race.

Liz, on the other hand, is considered a riskier choice. She may not be expected to perform as well as Rishi and people aren't as clear about what she stands for. However, she is seen as the more Transparent candidate. Even so, she'll need to work hard to convince the public that she's not like the other members of her party.

Ultimately though, Rishi's ProQuo Score (the average of his Driver Scores) outstrips Liz's. Liz's stands at 20.7 vs Rishi's 26.7. And as a higher ProQuo Score shows the public feels more strongly about Rishi, this would suggest that if voters go on their gut feelings, Rishi should be our next winner.

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Liz Truss or Rishi Sunak?

Liz Truss isn't necessarily well known, and some feel she is just another conservative. But what people seem drawn to is that she provides something very different to what's been seen in British politics before.

On her Driver Profile, Liz scores highly in the Drivers the public want to see most from politicians – **Popularity**, **Clarity** and **Familiarity**. People appreciate the way she behaves and can see that translating well into a role as Prime Minister.

She also scores highly in **Transparency**, suggesting that people see her as a breath of fresh air and someone they can trust. Behaving in a way that's open and honest is something the public increasingly wants to see from their next Prime Minister, giving Liz a distinct advantage.

 Popularity **Clarity** **Familiarity** **Transparency**

When looking at our System 2 responses, we can see many people feel Rishi is 'one of the better ones'. Although we do also see mentions of 'privilege' within his dataset, with some questioning whether he fully 'understands' the needs of different groups within the country.

On his Driver profile, Rishi appears the more rational choice. He scores strongly across **Clarity** and **Performance** – showing people are clear about what he stands for and feel he's up to the job itself.

He also scores well across Seduction – showing his character draws people in. He is seen as highly **Innovative** – more so than Liz.

However, the biggest discrepancy is seen in **Accessibility**, as Rishi wins by a mile ahead in this Rational Driver, while Liz falls behind.

 Clarity **Performance** **Innovation** **Accessibility**