

Ipsos October 2023 - Political polling

PUBLIC

Fieldwork: 13-17th October 2023

1011 18-75 GB Adults

Q4. In your opinion, how likely or unlikely is it that... - Summary

All Adults aged 18-75 in Great Britain

	Q4. In your opinion, how likely or unlikely is it that...	
	Rishi Sunak will win the next General Election? (A)	Labour leader Keir Starmer will ever be Prime Minister? (B)
Unweighted base	1011	1011
Weighted base	1011	1011
Very likely (4)	47 5%	168 17% A
Fairly likely (3)	176 17%	401 40% A
Fairly unlikely (2)	323 32% B	169 17%
Very unlikely (1)	310 31% B	91 9%
Don't know	155 15%	182 18% A

Net: Very / Fairly likely	223 22%	569 56% A
Net: Very / Fairly unlikely	633 63% B	260 26%

Mean	1.95	2.78 A
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Complies with the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (SN): A/B Minimum Base: 30 (\*\*) Small Base: 100 (\*)

ColumnMeans (SN): A/B Minimum Base: 30 (\*\*) Small Base: 100 (\*)

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 Fieldwork: 13-17th October 2023  
 1011 18-75 GB Adults

Q4. In your opinion, how likely or unlikely is it that... - Rishi Sunak will win the next General Election?  
 All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status		Pres of children HH (17 or under)		GE 2019 Vote			EU Referendum Vote		Following the Labour Party conference				Following the Conservative Party conference								
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (aa)	Widowed/Divorced/Separated (ab)	At least one child present (ac)	No children present (ad)	Conservative (ae)	Labour (af)	Liberal Dems (ag)	Other party (ah)	Remain a member of the European Union (ai)	Leave the European Union (aj)	Very/fairly y closely (ak)	Very closely (al)	Fairly closely (am)	Not very closely (an)	Not at all closely (ao)	Very/fairly y closely (ap)	Very closely (aq)	Fairly closely (ar)	Not very closely (as)	Not at all closely (at)
Unweighted base	1011	477	517	121	173	174	203	340	294	377	340	590	421	652	359	252	271	233	115	52	88	513	498	888	111	578	308	125	333	678	294	269	62	115	404	341	375	96	279	314	305	369	90	279	313	313
Weighted base	1011	492	502	144	185	175	179	329	329	354	329	576	435	669	342	235	267	229	146	48	86	359	652	884	116	574	320	117	325	686	287	258	53	114	385	338	367	88	279	314	309	365	88	277	314	315
Very likely (4)	47	32	15	8	14	10	7	8	21	18	8	24	23	34	14	6	15	12	11	1	3	24	23	39	8	28	14	5	22	26	19	8	4	6	17	16	24	11	13	9	15	36	16	20	6	5
Fairly likely (3)	176	87	88	48	38	28	25	37	86	53	37	95	81	125	51	43	40	40	34	4	15	59	117	148	27	93	65	19	70	105	61	34	6	20	51	58	69	17	53	62	38	81	24	57	54	37
Fairly unlikely (2)	323	158	159	30	54	53	57	121	92	109	121	186	136	197	126	67	80	84	48	19	25	114	209	265	36	186	95	41	93	229	104	82	22	33	125	127	120	19	100	116	83	113	15	98	115	90
Very unlikely (1)	310	154	149	35	57	53	56	110	92	108	110	185	125	209	101	79	79	57	38	20	36	125	185	274	29	188	85	37	91	219	68	110	18	49	152	93	140	40	100	95	71	120	33	87	97	89
Don't know	155	61	61	15	22	31	35	53	37	65	53	86	70	105	51	39	53	36	15	5	8	37	118	139	16	79	61	16	49	106	39	23	2	5	40	44	13	1	12	32	103	16	16	41	93	
Net: Very / Fairly likely	223	118	103	55	52	39	32	45	107	71	45	118	105	158	65	50	55	52	44	5	18	83	140	186	35	121	79	23	92	131	80	42	11	26	68	74	93	28	66	71	52	116	40	76	60	43
Net: Very / Fairly unlikely	683	312	308	74	111	105	112	231	184	218	231	372	261	406	227	147	159	141	87	39	61	239	394	559	65	374	180	78	184	449	168	192	40	83	277	220	260	59	201	211	154	232	47	185	212	179
Mean	1.95	1.99	1.92	2.22	2.05	1.97	1.89	1.79	2.13	1.93	1.79	1.91	2.01	1.97	1.92	1.88	1.96	2.03	2.13	1.66	1.80	1.95	1.96	1.93	2.15	1.92	2.03	1.91	2.08	1.89	2.14	1.74	1.94	1.84	1.80	1.99	1.93	1.98	1.92	1.94	1.98	2.09	2.26	2.03	1.89	1.81

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

Column Proportions (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at

Column Means (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at

Ipsos October 2023 - Political polling  
**PUBLIC**  
 Fieldwork: 13-17th October 2023  
 1011 18-75 GB Adults

Q4. In your opinion, how likely or unlikely is it that... - Labour leader Keir Starmer will ever be Prime Minister?  
 All Adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status			Pres of children HH (17 or under)		GE 2019 Vote			EU Referendum Vote		Following the Labour Party conference					Following the Conservative Party conference						
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non-graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/Living as Married (Z)	Single (aa)	Widowed/Divorced/Separated (ab)	At least one child present (ac)	No children present (ad)	Conservative (ae)	Labour (af)	Liberal Dems (ag)	Other party (ah)	Remain a member of the European Union (ai)	Leave the European Union (aj)	Very/fairly y closely (ak)	Very closely (al)	Fairly closely (am)	Not very closely (an)	Not at all closely (ao)	Very/fairly y closely (ap)	Very closely (aq)	Fairly closely (ar)	Not very closely (as)	Not at all closely (at)
Unweighted base	1011	477	517	121	173	174	203	340	294	377	340	590	421	652	359	252	271	233	115	52	88	513	498	888	111	578	308	125	333	678	294	269	62	115	404	341	375	96	279	314	305	369	90	279	313	313
Weighted base	1011	492	502	144	185	175	179	329	329	354	329	576	435	669	342	235	267	229	146	48	86	359	652	884	116	574	320	117	325	686	287	258	53	114	385	338	367	88	279	314	309	365	88	277	314	315
Very likely (4)	168 17%	97 20%	70 14%	15 10%	29 16%	30 17%	29 16%	65 20%	44 13%	59 17%	65 20%	104 18%	64 15%	120 18%	49 14%	38 14%	36 14%	45 20%	17 12%	15 19%	16 24%	88 12%	80 16%	145 17%	20 17%	98 13%	41 25%	29 17%	57 16%	112 16%	37 13%	70 27%	15 28%	28 25%	24% 24%	50 32%	116 51%	45 26%	72 11%	34 26%	17 6%	29 45%	50 31%	55 20%	23 16%	23 7%
Fairly likely (3)	401 40%	210 43%	183 36%	55 38%	80 43%	61 35%	63 35%	142 43%	135 41%	124 35%	142 43%	256 45%	144 33%	254 38%	147 43%	80 34%	113 42%	87 38%	67 46%	18 38%	34 40%	143 40%	258 40%	356 40%	43 37%	230 40%	133 42%	37 32%	121 37%	380 41%	109 38%	128 50%	22 42%	49 43%	173 45%	140 42%	180 49%	37 42%	142 49%	136 51%	81 43%	165 26%	27 45%	137 31%	130 50%	102 42%
Fairly unlikely (2)	169 17%	69 14%	99 20%	35 24%	31 17%	23 13%	28 16%	53 20%	65 20%	51 14%	53 16%	86 15%	83 19%	115 17%	54 16%	49 21%	39 15%	30 15%	34 15%	26 11%	5 17%	14 16%	57 17%	112 17%	149 15%	18 17%	100 15%	46 20%	34 18%	60 16%	109 22%	63 11%	29 13%	7 13%	14 14%	54 16%	55 10%	36 3%	33 12%	75 24%	52 17%	53 15%	8 9%	45 16%	63 20%	49 16%
Very unlikely (1)	91 9%	35 7%	52 10%	11 8%	12 7%	23 13%	23 13%	22 7%	24 7%	46 13%	22 7%	39 7%	53 12%	61 9%	31 9%	22 8%	21 8%	25 11%	10 7%	5 10%	10 11%	25 7%	67 10%	81 9%	9 7%	51 9%	28 9%	13 9%	13 9%	13 13%	62 3%	36 10%	5 15%	17 6%	24 12%	40 5%	20 2%	18 6%	31 10%	40 13%	35 9%	11 13%	23 8%	24 8%	31 8%	
Don't know	182 18%	81 16%	88 20%	28 19%	33 18%	37 21%	37 21%	46 14%	61 19%	74 21%	46 14%	90 16%	91 21%	120 18%	62 18%	45 19%	58 22%	38 17%	25 17%	4 9%	11 13%	47 13%	135 21%	154 17%	37 23%	95 16%	73 23%	15 13%	58 18%	124 18%	41 14%	25 10%	4 7%	5 5%	42 11%	52 15%	15 4%	15 1%	118 38%	58 1%	17 6%	156 15%	110 8%			
Net: Very / Fairly likely	569 56%	307 62%	253 50%	70 49%	109 59%	92 53%	92 51%	207 63%	178 54%	183 52%	207 63%	360 63%	209 48%	374 56%	195 57%	119 51%	149 56%	132 58%	84 58%	34 70%	51 59%	231 64%	338 57%	501 54%	63 57%	329 54%	174 57%	66 55%	178 57%	391 57%	146 51%	197 77%	38 70%	77 68%	265 69%	190 56%	296 81%	82 93%	214 77%	170 54%	99 32%	259 71%	67 77%	192 69%	180 57%	125 40%
Net: Very / Fairly unlikely	260 26%	104 21%	151 30%	46 32%	43 23%	46 26%	51 28%	75 23%	89 27%	96 27%	75 23%	125 22%	135 31%	176 26%	85 25%	71 30%	60 22%	59 26%	36 25%	10 21%	24 28%	81 23%	179 27%	230 26%	26 23%	151 26%	73 23%	36 31%	89 27%	171 25%	100 35%	36 14%	12 23%	32 28%	78 20%	96 28%	55 15%	5 6%	50 18%	105 34%	92 30%	88 24%	20 32%	68 25%	87 28%	80 25%
Mean	2.78 c	2.90 c	2.67 c	2.63 c	2.83 c	2.72 c	2.69 d	2.89 d	2.74 d	2.70 d	2.89 j	2.88 m	2.64 m	2.79 m	2.76 m	2.71 m	2.79 m	2.80 m	2.75 n	3.02 n	2.77 n	2.94 w	2.68 w	2.77 w	2.83 w	2.78 w	2.76 w	2.81 w	2.77 w	2.78 w	2.60 xh	3.12 xh	2.96 xh	2.81 xh	2.97 j	2.70 j	3.12 mm	3.43 kmm*	3.01 no	2.63 o	2.40 o	2.92 t	3.10 pmt*	2.86 t	2.77 t	2.57 pmt*

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Overlap formulae used  
 Column Proportions (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at  
 Minimum Base: 30 (\*\*); Small Base: 100 (\*)  
 Column Means (3%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at  
 Minimum Base: 30 (\*\*); Small Base: 100 (\*)

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 Fieldwork: 13-17th October 2023  
 1011 18-75 GB Adults

Q5A. As you may already know, Keir Starmer became leader of the Labour party in April 2020. From what you've seen or heard about Keir Starmer, if anything, do you think he has changed the Labour party for the better, worse, or made no difference?  
 All Adults aged 18-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region							Education		Ethnicity		Marital Status			Pres of children HH (17 or under)		GE 2019 Vote			EU Referendum Vote		Following the Labour Party conference					Following the Conservative Party conference										
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Conservative	Labour	Liberal Dems	Other party	Remain a member of the European Union	Leave the European Union	Very/fairly closely	Very closely	Fairly closely	Not very closely	At all	Very/fairly closely	Very closely	Fairly closely	Not very closely	Not at all						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1011	477	517	121	173	174	203	340	294	377	340	590	421	652	359	252	271	233	115	52	88	513	498	888	111	578	308	125	333	678	294	269	62	115	404	341	375	96	279	314	305	369	90	279	313	313						
Weighted base	1011	492	502	144	185	175	179	329	329	354	329	576	435	669	342	235	267	229	146	48	86	359	652	884	116	574	320	117	325	686	287	258	53	114	385	338	367	88	279	314	309	365	88	277	314	315						
Better	371	203	162	45	62	56	61	147	106	118	147	228	143	232	139	81	102	83	59	30	27	158	213	327	41	228	97	46	117	254	101	143	36	36	193	109	216	55	160	98	52	175	43	132	122	71						
	37%	41%	32%	31%	33%	32%	34%	45%	32%	33%	45%	40%	33%	35%	41%	34%	38%	36%	40%	41%	32%	44%	33%	37%	36%	40%	30%	39%	36%	37%	35%	55%	68%	31%	50%	32%	59%	63%	57%	31%	17%	48%	49%	48%	39%	22%						
								defg			u	m									w									sh	ah*																					
Worse	160	84	68	35	29	31	29	36	65	60	36	92	68	114	46	35	33	44	24	6	19	54	106	135	22	83	62	15	56	104	36	47	3	27	57	54	51	12	39	61	45	67	17	49	50	39						
	16%	17%	14%	24%	16%	17%	16%	11%	20%	17%	11%	16%	16%	17%	13%	15%	12%	19%	16%	12%	22%	15%	16%	15%	19%	14%	19%	13%	17%	15%	12%	18%	6%	23%	15%	16%	14%	14%	14%	19%	14%	18%	20%	18%	16%	12%						
								kl													q*									e																						
No difference	370	169	199	37	69	66	68	130	106	134	130	199	171	250	119	97	100	73	46	30	34	114	256	335	32	212	111	47	106	264	141	57	11	43	114	157	90	19	71	132	143	115	26	88	118	132						
	37%	34%	40%	26%	37%	38%	38%	39%	32%	38%	39%	35%	39%	37%	35%	41%	37%	32%	31%	41%	40%	32%	39%	38%	27%	37%	35%	40%	33%	38%	49%	22%	21%	38%	30%	46%	24%	21%	25%	42%	46%	31%	30%	32%	38%	42%						
								d													v								fg																							
Don't know	110	36	74	27	25	22	20	17	52	42	17	57	53	73	38	22	32	29	17	3	6	34	77	86	21	51	50	9	46	64	9	10	3	9	21	17	10	1	9	24	69	9	1	7	24	74						
	11%	7%	15%	19%	13%	12%	11%	5%	16%	12%	5%	10%	12%	11%	11%	9%	12%	13%	12%	6%	7%	9%	12%	10%	18%	9%	16%	8%	14%	9%	3%	4%	5%	8%	5%	5%	3%	2%	3%	8%	22%	2%	2%	3%	8%	23%						
																					*									z																						

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Overlapping cells used  
 Column Headers (S%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z  
 Minimum Base: 30 (\*\*); Small Base: 10 (\*\*)  
 Column Means (S%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z  
 Minimum Base: 30 (\*\*); Small Base: 10 (\*\*)

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1011 18-75 GB Adults

Q5B. As you may already know, Rishi Sunak became leader of the Conservative Party in October 2022. From what you've seen or heard about Rishi Sunak, if anything, do you think he has changed the Conservative party for the better, worse, or made no difference?  
All Adults aged 18-75 in Great Britain

	Gender			Age					Aggregated Age breaks			Social grade		Employment status		Region						Education		Ethnicity		Marital Status			Pres of children HH (17 or under)		GE 2019 Vote			EU Referendum Vote		Following the Labour Party conference					Following the Conservative Party conference					
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	ABC1 (L)	C2DE (M)	Working (N)	Not working (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	Graduates (V)	Non- graduates (W)	White ethnic group (X)	Minority ethnic group (Y)	Married/ Living as Married (Z)	Single (aa)	Widowed/ Separated (ab)	At least one child present (ac)	No children present (ad)	Conservati ve (ae)	Labour (af)	Liberal Dems (ag)	Other party (ah)	Remain a member of the European Union (ai)	Leave the European Union (aj)	Very/fairly closely (ak)	Very closely (al)	Fairly closely (am)	Not very closely (an)	Not at all closely (ao)	Very/fairly closely (ap)	Very closely (aq)	Fairly closely (ar)	Not very closely (as)	Not at all closely (at)
Unweighted base	1011	477	517	121	173	174	203	340	294	377	340	590	421	652	359	252	271	233	115	52	88	513	498	888	111	578	308	125	333	678	294	269	62	115	404	341	375	96	279	314	305	369	90	279	313	313
Weighted base	1011	492	502	144	185	175	179	329	329	354	329	576	435	669	342	235	267	229	146	48	86	359	652	884	116	574	320	117	325	686	287	258	53	114	385	338	367	88	279	314	309	365	88	277	314	315
Better	197 20%	107 22%	89 18%	23 16%	38 21%	33 19%	26 15%	77 24%	61 19%	59 17%	77 24%	119 21%	79 18%	129 19%	68 20%	43 18%	56 21%	42 18%	31 19%	9 16%	16 23%	84 17%	113 20%	173 20%	25 21%	128 22%	51 16%	19 22%	71 16%	127 18%	97 34%	34 20%	11 16%	19 20%	77 23%	77 23%	82 22%	17 19%	66 24%	62 20%	48 16%	103 28%	27 31%	76 27%	58 18%	34 11%
Worse	299 30%	152 31%	137 27%	61 42%	65 35%	46 27%	51 29%	75 23%	126 38%	98 28%	75 23%	170 29%	129 30%	198 30%	101 30%	67 28%	85 32%	65 28%	42 29%	16 32%	25 29%	108 30%	191 29%	257 29%	37 32%	169 29%	94 29%	36 31%	108 33%	191 28%	55 19%	106 41%	13 25%	40 35%	120 31%	92 27%	136 37%	37 43%	99 35%	88 28%	71 23%	111 30%	33 37%	78 28%	82 26%	101 32%
No difference	418 41%	194 39%	218 43%	44 30%	62 34%	79 45%	84 47%	149 45%	106 32%	162 46%	149 45%	238 41%	180 42%	283 39%	135 39%	99 42%	99 37%	99 43%	57 39%	21 45%	42 49%	144 40%	274 42%	377 43%	36 31%	232 43%	138 41%	48 41%	115 35%	303 44%	123 43%	111 43%	28 52%	49 42%	164 43%	148 43%	134 37%	33 38%	101 36%	148 47%	131 42%	140 38%	26 30%	114 41%	149 41%	124 39%
Don't know	97 10%	38 8%	58 12%	16 11%	19 10%	17 10%	18 10%	27 8%	35 11%	35 10%	27 8%	50 9%	47 11%	59 9%	38 11%	26 11%	27 10%	23 10%	15 11%	2 4%	3 4%	23 7%	73 11%	77 9%	18 16%	45 8%	37 12%	15 13%	31 10%	66 10%	13 5%	7 3%	2 4%	7 6%	24 6%	21 6%	14 4%	1 1%	14 5%	17 5%	59 15%	11 3%	1 2%	10 3%	25 8%	56 18%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlay formulae used

ColumnPopulations (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at Minimum Base: 30(\*\*) Small Base: 10(\*\*)

ColumnMeans (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at Minimum Base: 30(\*\*) Small Base: 10(\*\*)