

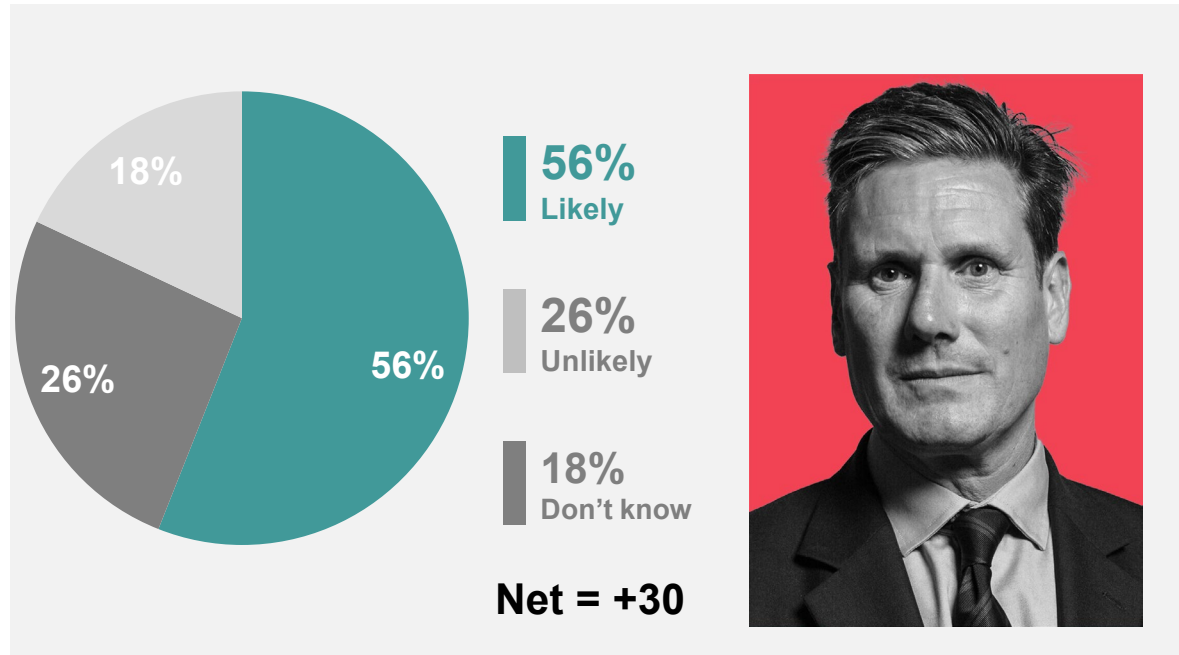
IPSOS UK PARTY CONFERENCES

October 2023

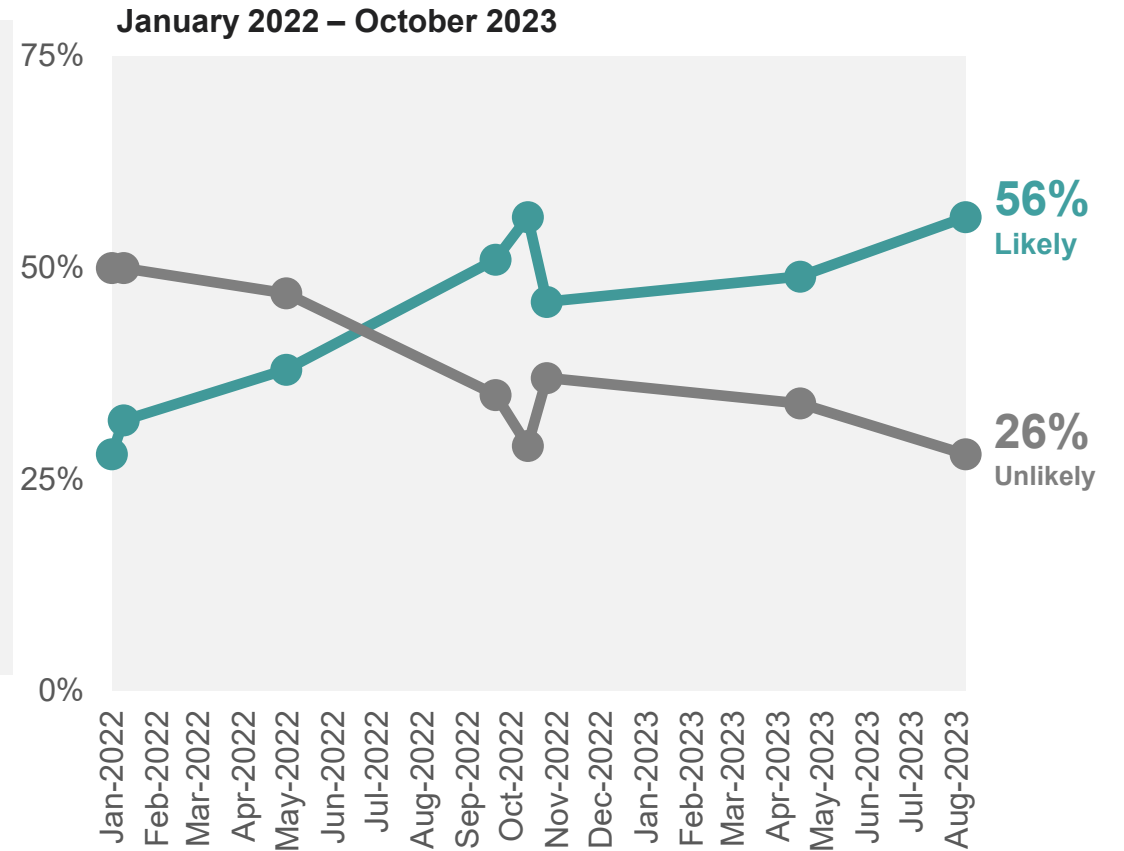
Keir Starmer: The next Prime Minister?

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

October 2023

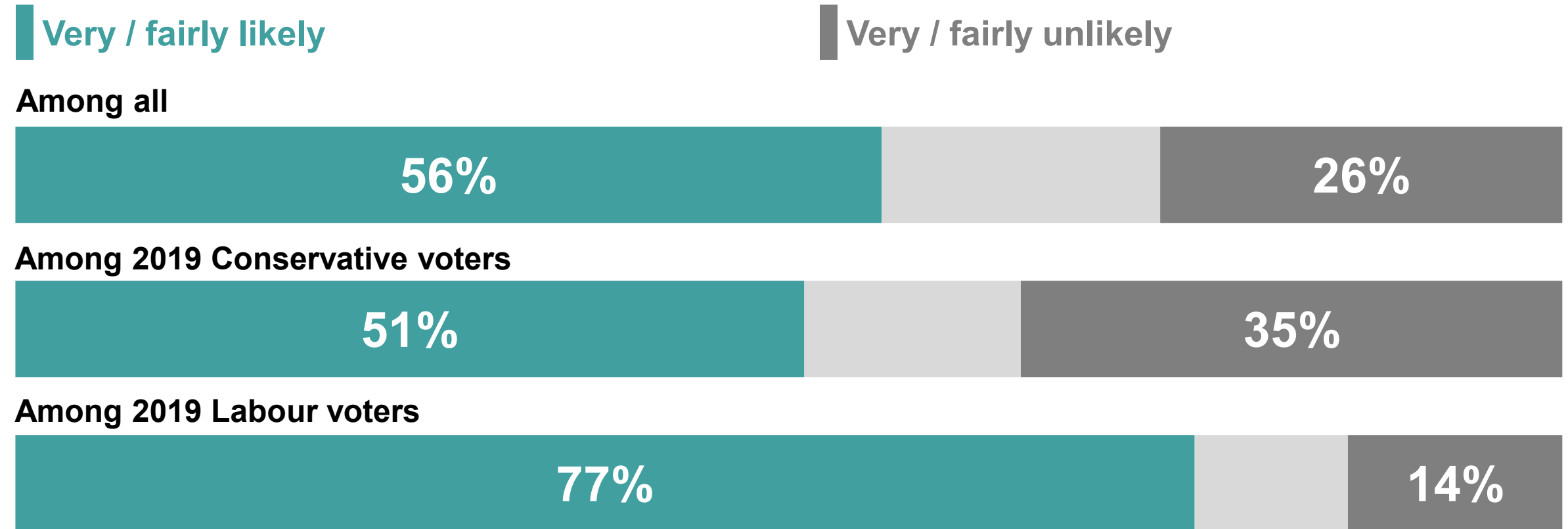


Base: 1,011 Online British adults aged 18-75, 13-17 October 2023



The majority think it is likely Keir Starmer will be Prime Minister in the future, including half of 2019 Conservative voters

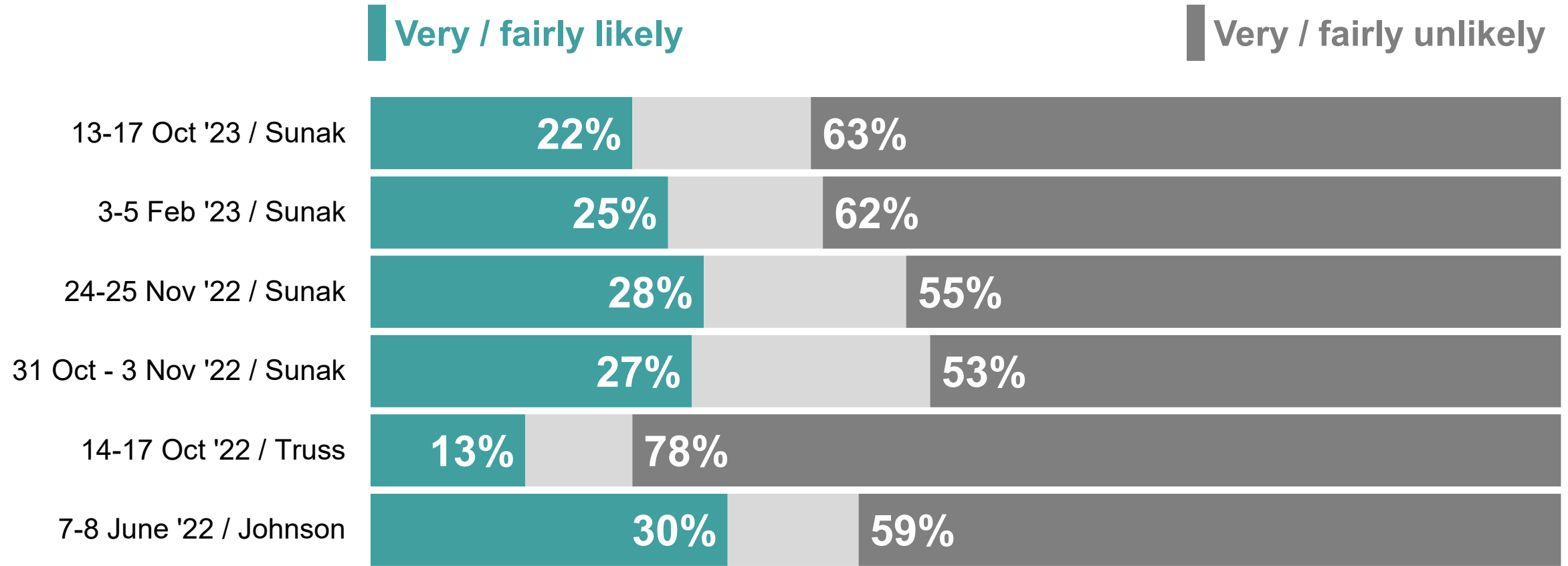
In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?



Base: 1,011 Online British adults aged 18-75, 13-17 October 2023, including (294) 2019 Conservative party voters and (269) 2019 Labour party voters

The public continue to think it is unlikely that Rishi Sunak will win the next General Election

How likely or unlikely do you think it is that Rishi Sunak will win the next General Election?

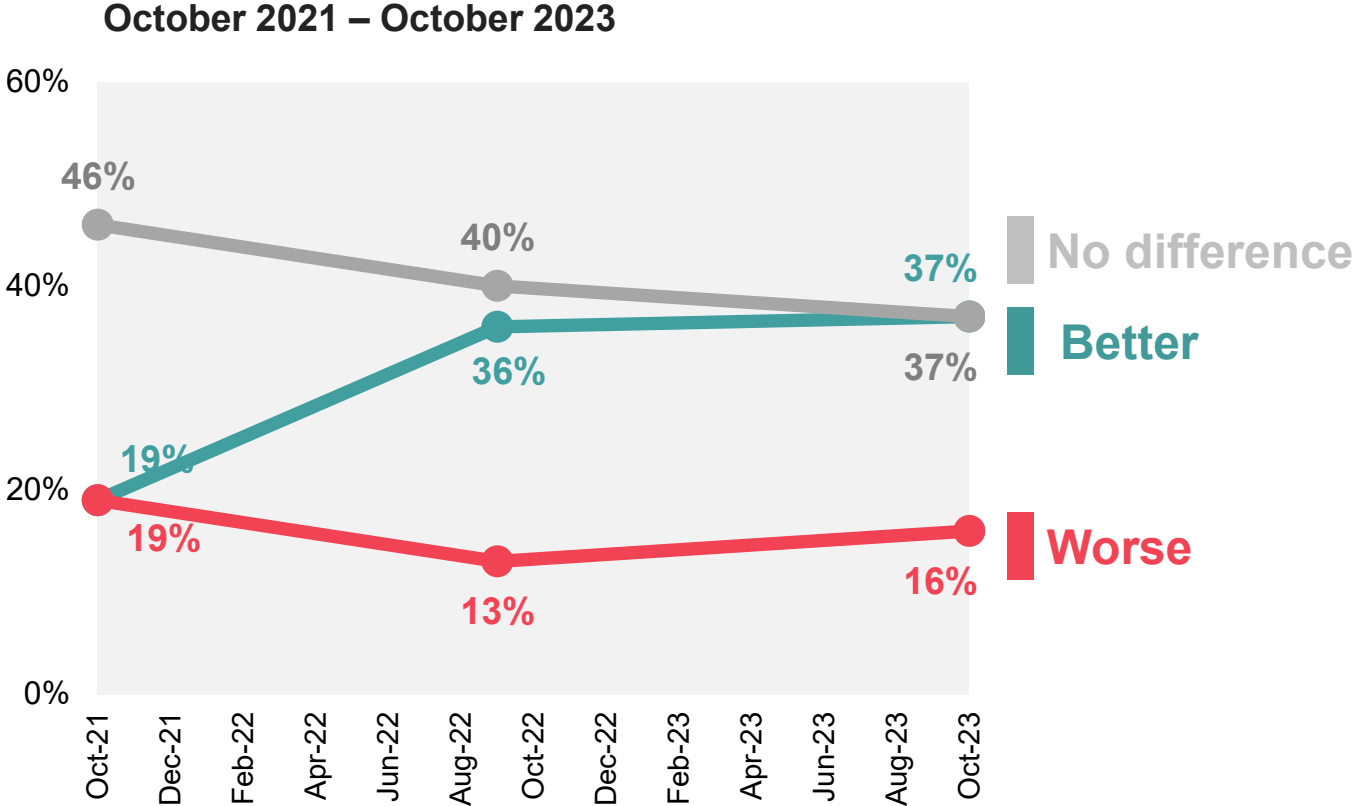
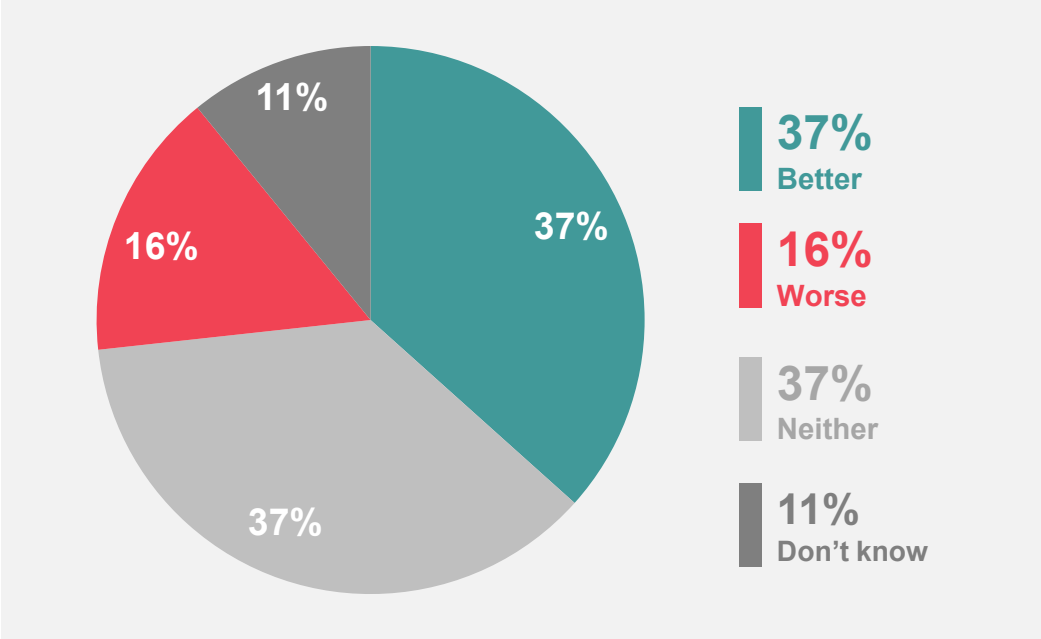


Base: 1,011 Online British adults aged 18-75, 13-17 October 2023

Keir Starmer: What impact has he had on the Labour party?

As you may also know, Keir Starmer was elected as 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 has he made no difference?

October 2023



Base: 1,011 Online British adults aged 18-75, 13-17 October 2023



Two in five believe Rishi Sunak has neither changed the Conservative Party for the better or worse since becoming leader

As you may already know, Rishi Sunak was elected became as 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?



Among all



Among 2019 Conservative voters



Among 2019 Labour voters



Base: 1,011 Online British adults aged 18-75, 13-17 October 2023, including (294) 2019 Conservative party voters and (269) 2019 Labour party voters



PARTY CONFERENCES

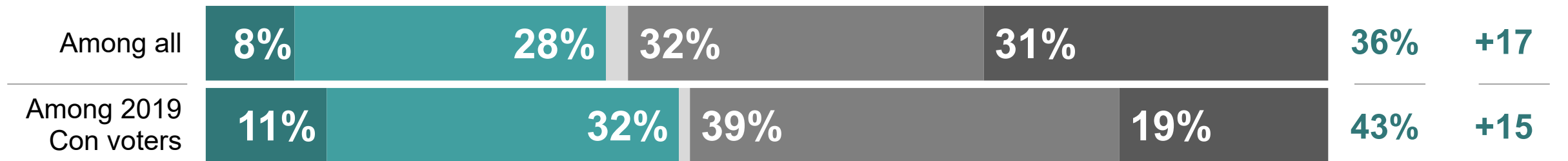
October 2023

How closely did the public follow Party Conferences?

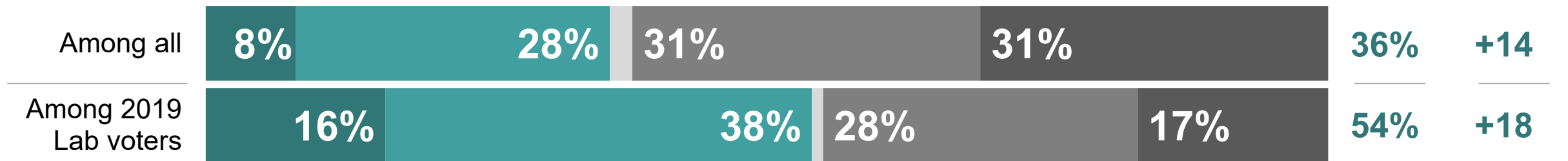
As you may know the Conservative Party and the Labour Party have held their annual party conferences over the past few weeks. How closely, if at all, did you follow...?

■ Very closely
 ■ Fairly closely
 ■ Not very closely
 ■ Not closely at all

Conservative Party Conference



Labour Party Conference



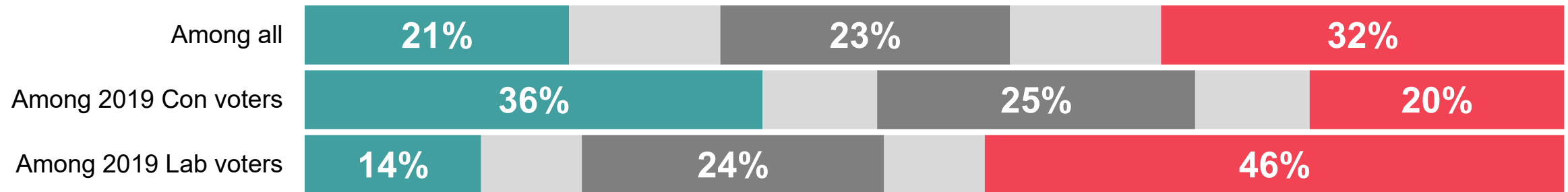
Base: 1,061 Online British adults aged 18+, including (323) 2019 Conservative voters and (276) 2019 Labour voters, 13-17 October 2023

How did Party Conferences go for leaders?

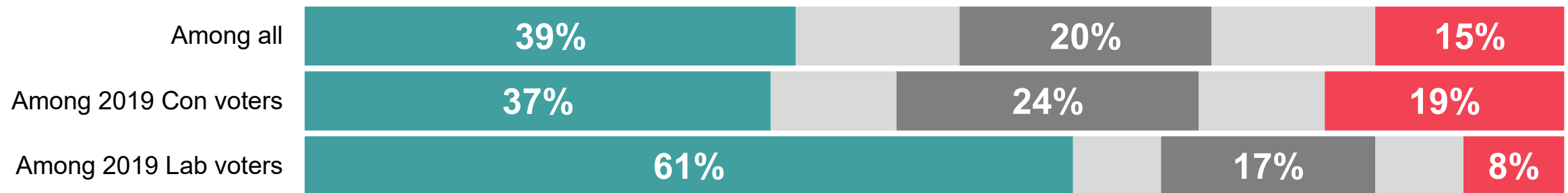
From what you have either seen, read or heard, how well or badly do you think...?

Very / fairly well **Neither** **Very / fairly badly**

... The Conservative Party conference went for Rishi Sunak



... The Labour Party conference went for Keir Starmer?



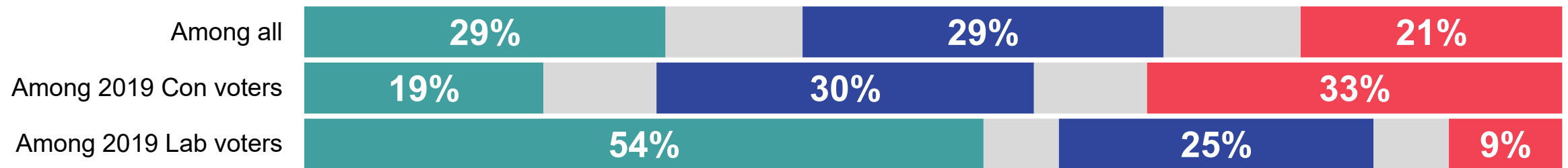
Base: 1,061 Online British adults aged 18+, including (323) 2019 Conservative voters, and (276) 2019 Labour voters, 13-17 October 2023

Three in ten said Keir Starmer's speech with a positive impression of both him and the Labour Party

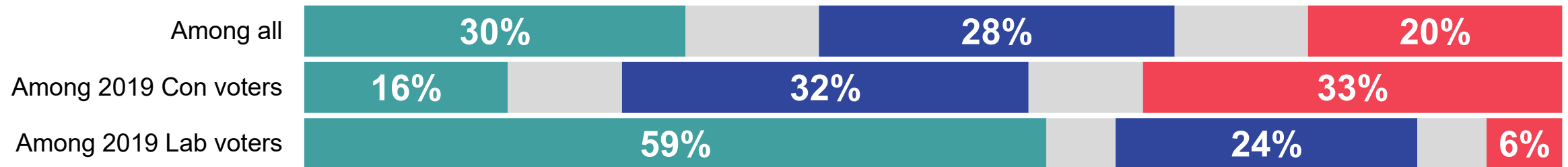
Did Keir Starmer's speech to Labour Party conference leave you with a positive or negative impression, if either, of:

■ Positive
 ■ Neither
 ■ Negative

Keir Starmer



The Labour Party



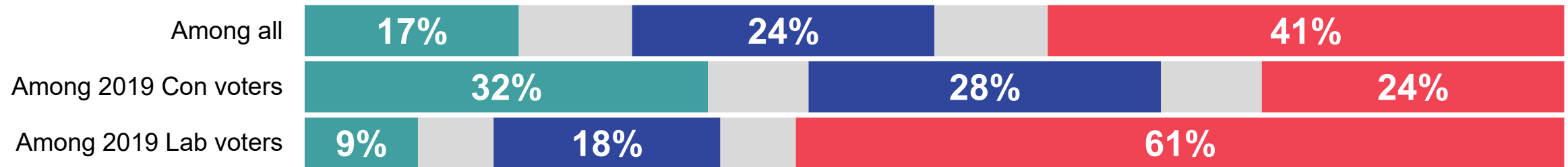
Base: 1,061 Online British adults aged 18+, including (323) 2019 Conservative voters, and (276) 2019 Labour voters, 13-17 October 2023

Two in five said Rishi Sunak's speech left them with a negative impression of both him and the Conservative Party

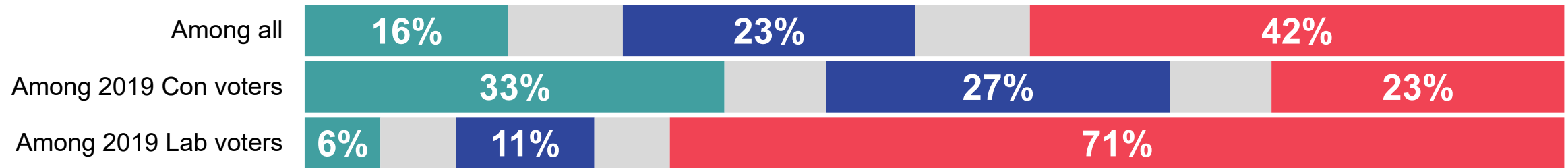
Did Rishi Sunak's speech to Conservative Party conference leave you with a positive or negative impression, if either, of:

Positive **Neither** **Negative**

Rishi Sunak



The Conservative Party



Base: 1,061 Online British adults aged 18+, including (323) 2019 Conservative voters, and (276) 2019 Labour voters, 13-17 October 2023



Party Conferences October 2023

For more information

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