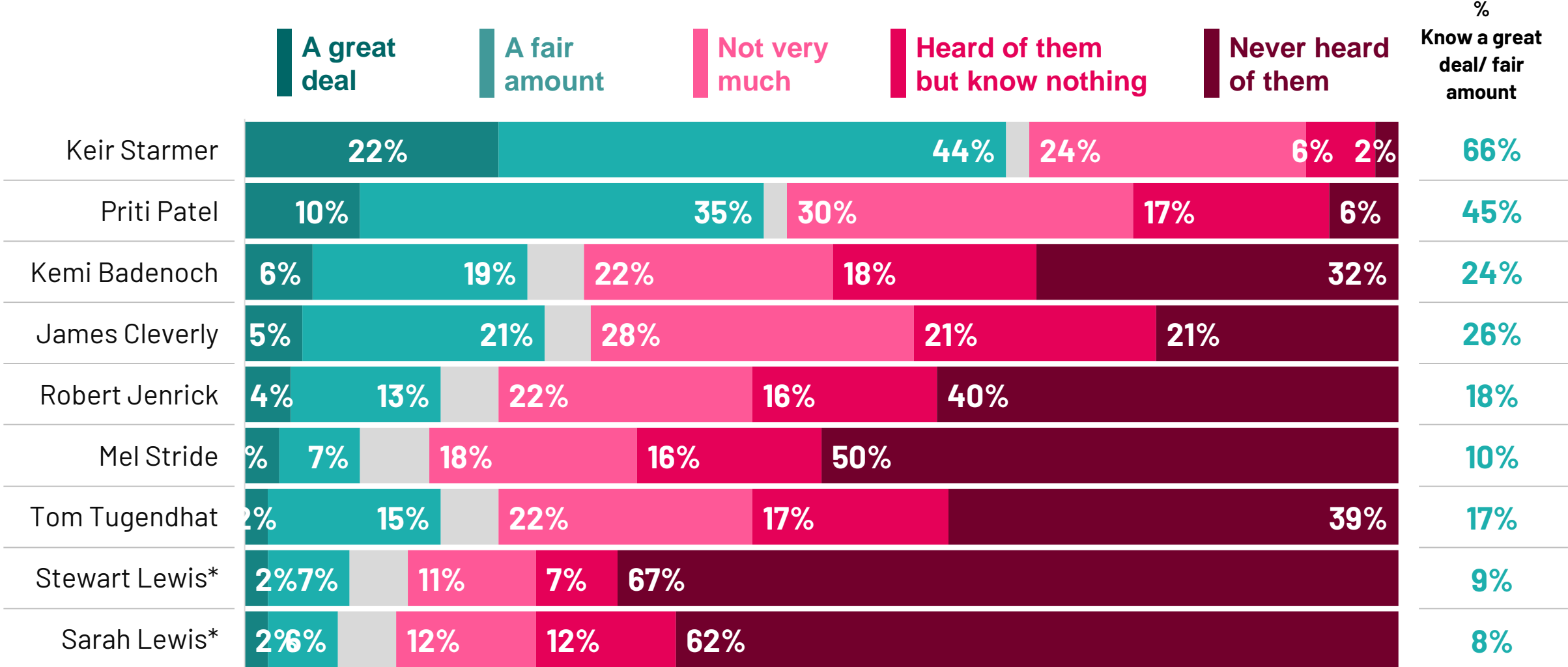


# Ipsos The Conservative Party Leadership

August 2024

# Familiarity with politicians

How much, if anything, do you know about each of the following politicians

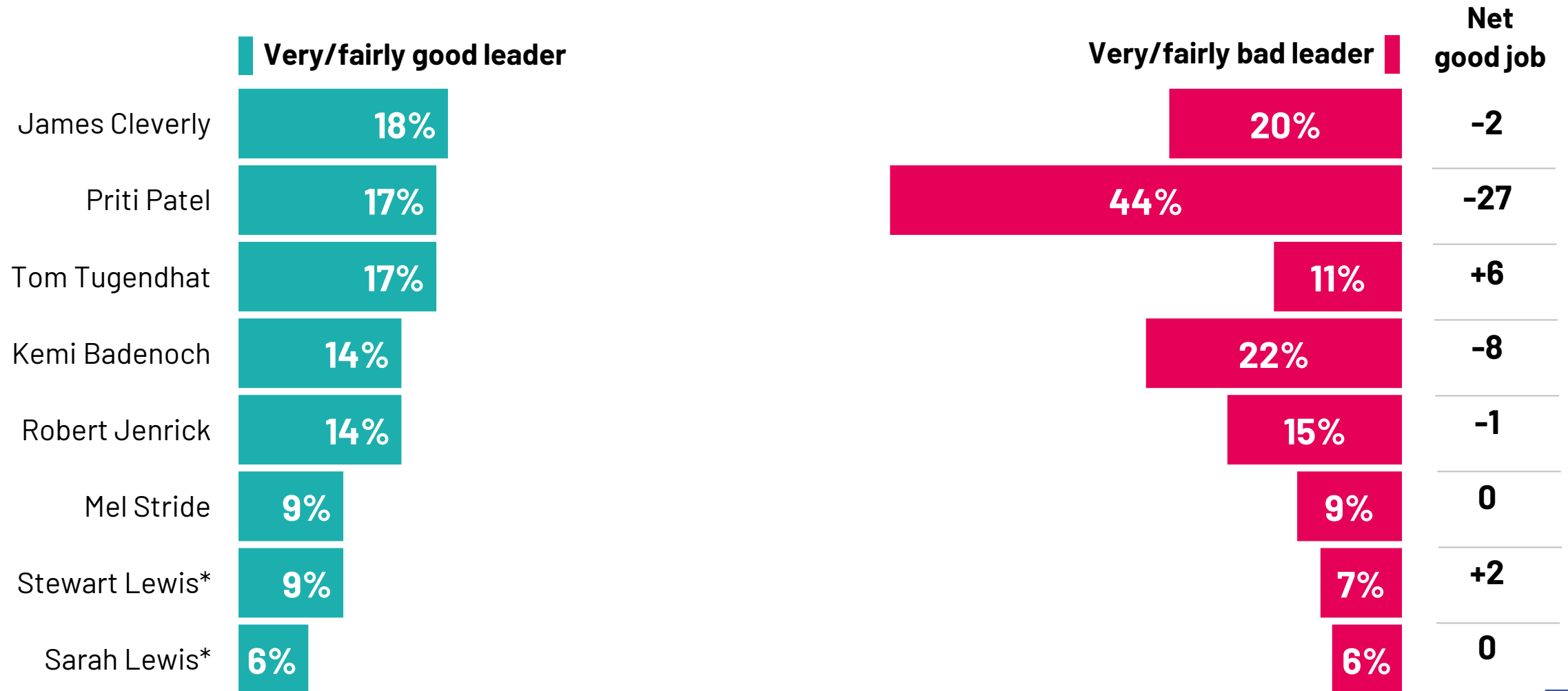


Base: 1,141 Online British adults aged 18+, 2-5 August 2024. \*Stuart Lewis and Sarah Lewis are fake politicians



# Who would do a good job as Conservative leader?

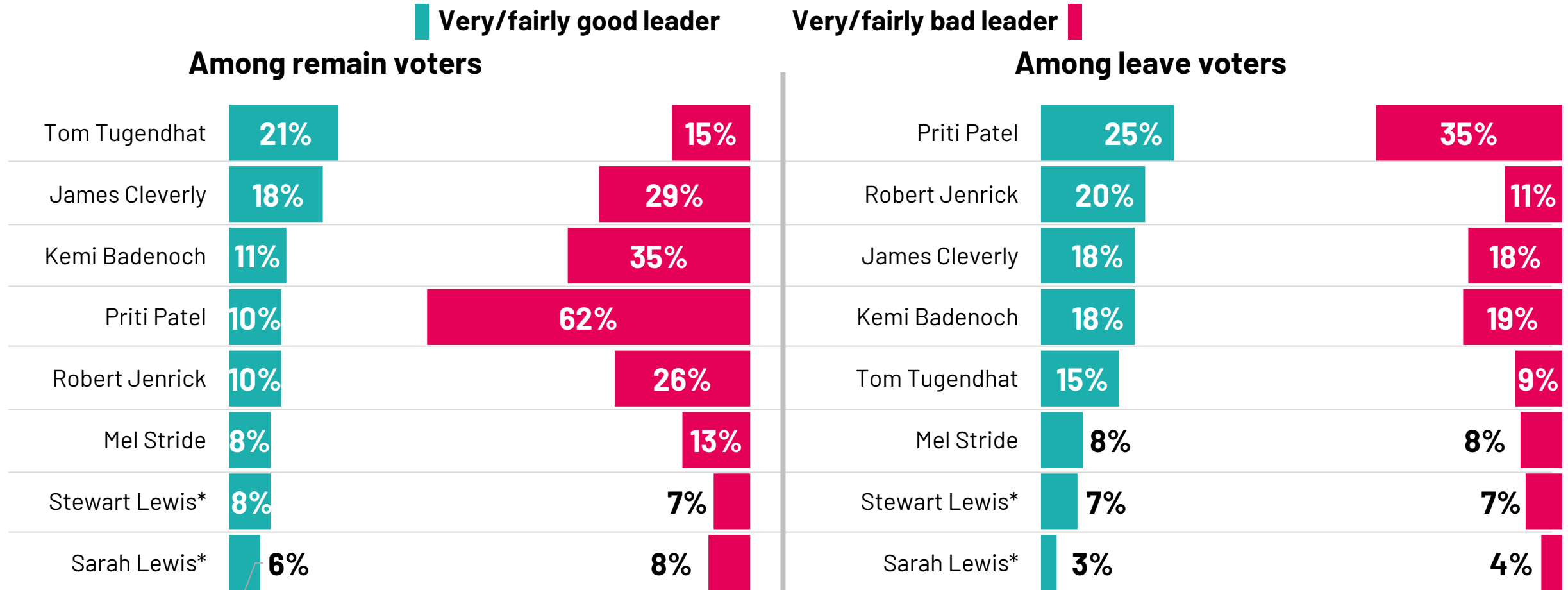
To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?



Base: 1,141 Online British adults aged 18+, 2-5 August 2024. \*Stewart Lewis and Sarah Lewis are fake politicians

# Who would do a good job as Conservative leader? *By EU Referendum vote*

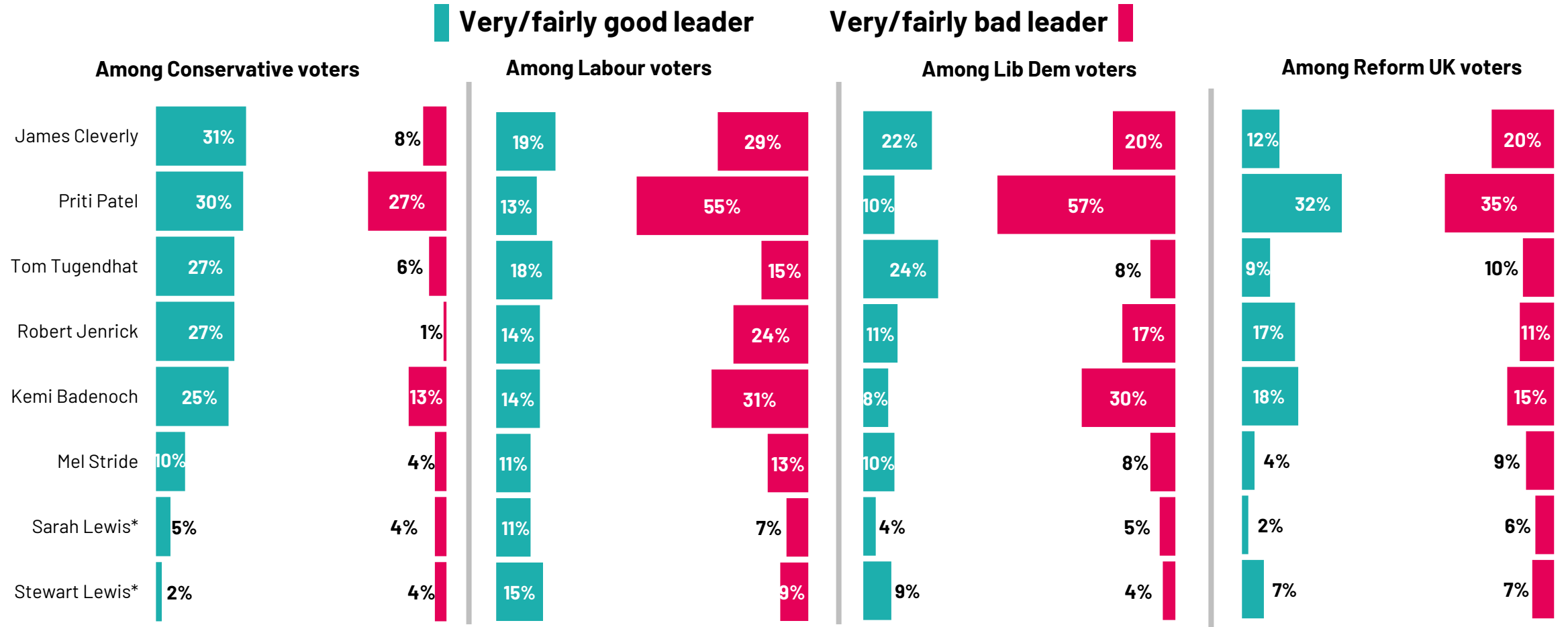
To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?



Base: 1,141 Online British adults aged 18-75, including (477) Remain voters and (355) Leave voters, 2-5 August 2024. \*Stewart Lewis and Sarah Lewis are fake politicians

# Who would do a good job as Conservative leader? *By 2024 Party vote*

To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative Party?

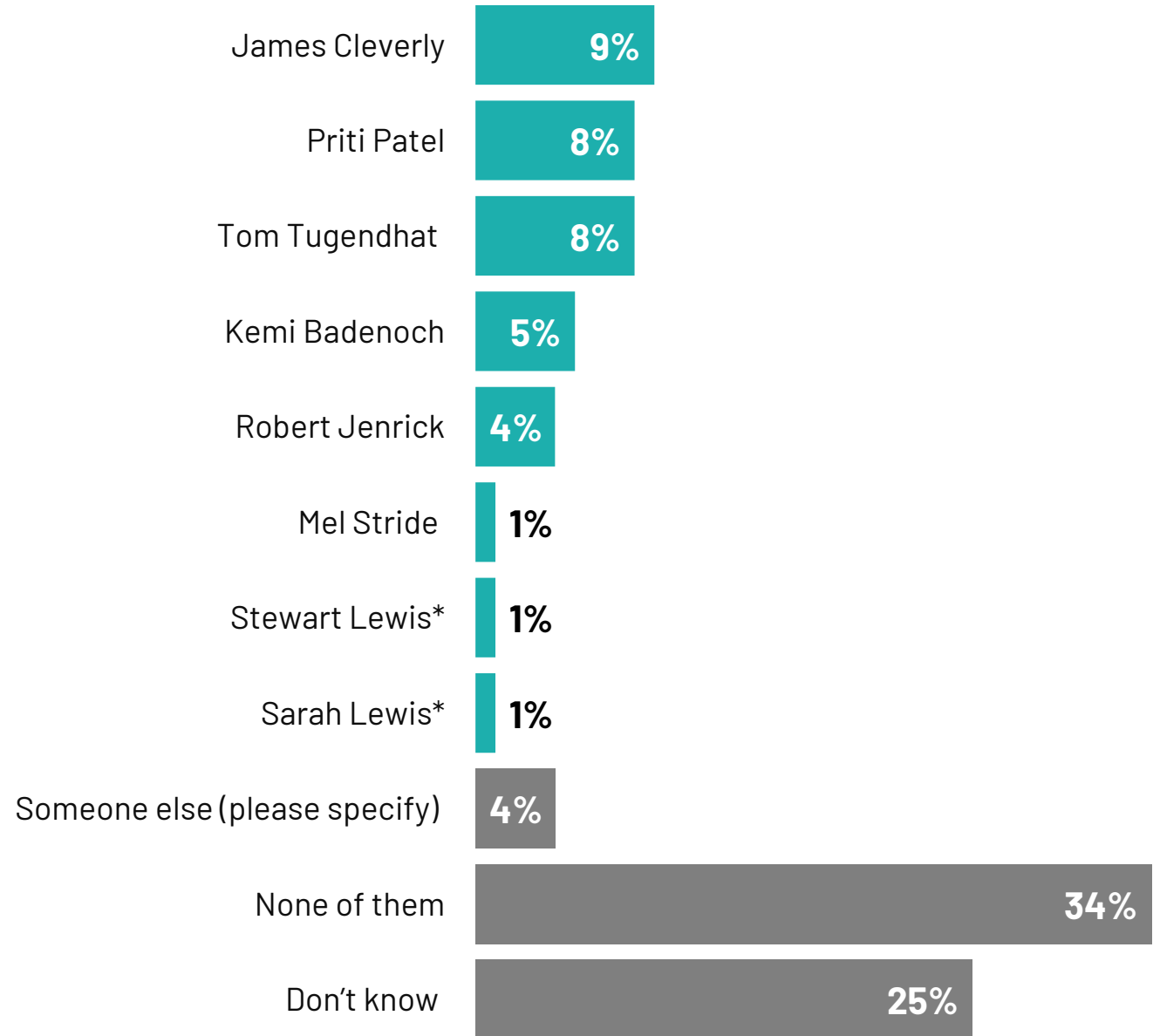


**Base: 1,141** Online British adults aged 18-75, including (399) 2024 Labour voters, (170) 2024 Conservative voters, (105) 2024 Liberal Democrat voters, and (102) 2024 Reform UK voters, 2-5 August 2024. \*Note low base size. \*Stuart Lewis and Sarah Lewis are fake politicians

# A majority say they either none of them or don't know, when asked about who they would prefer to become the next leader of the Conservative Party

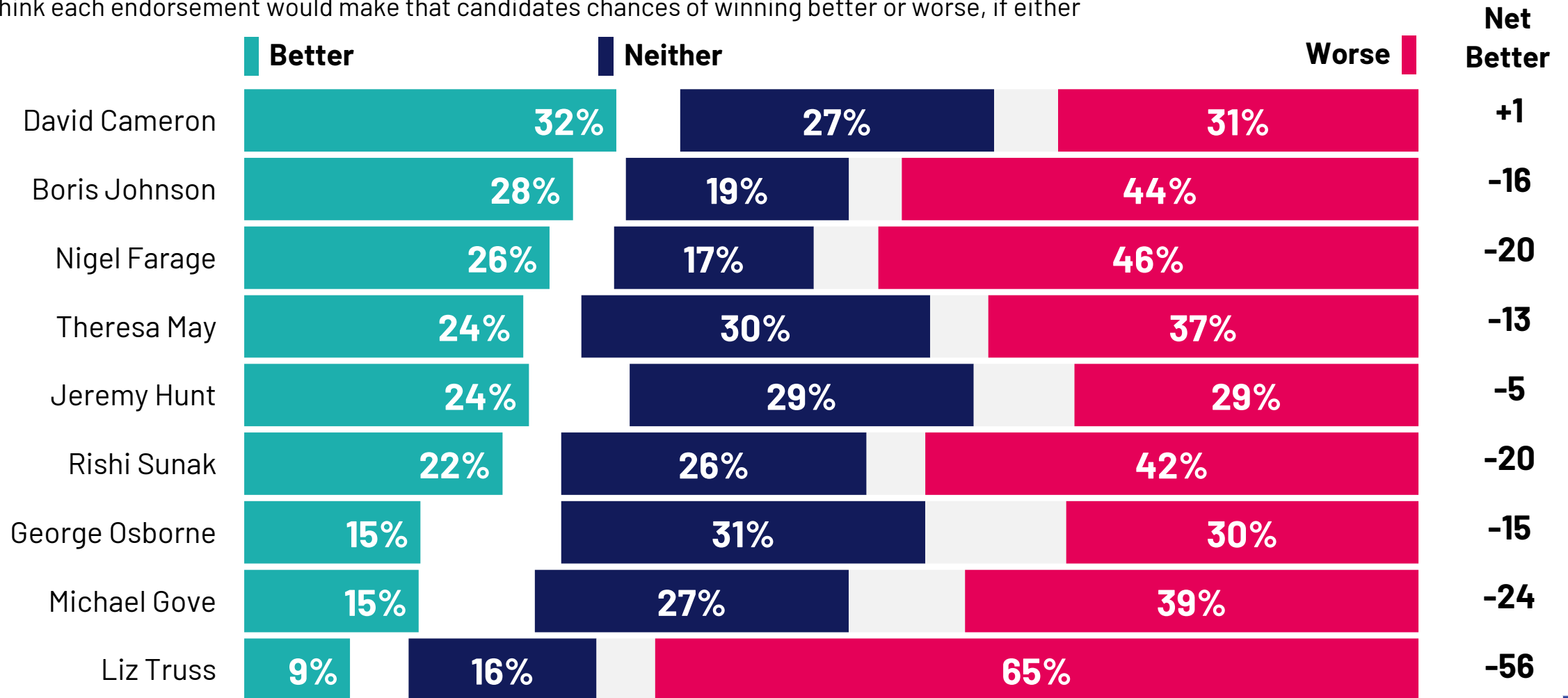
Which of the following, if any, would you MOST prefer to become the next leader of the Conservative Party

Base: 1,141 Online British adults aged 18+, 2-5 August 2024. \*Stuart Lewis and Sarah Lewis are fake politicians



# Two thirds think that an endorsement from Liz Truss would give the candidate a worse chance of winning

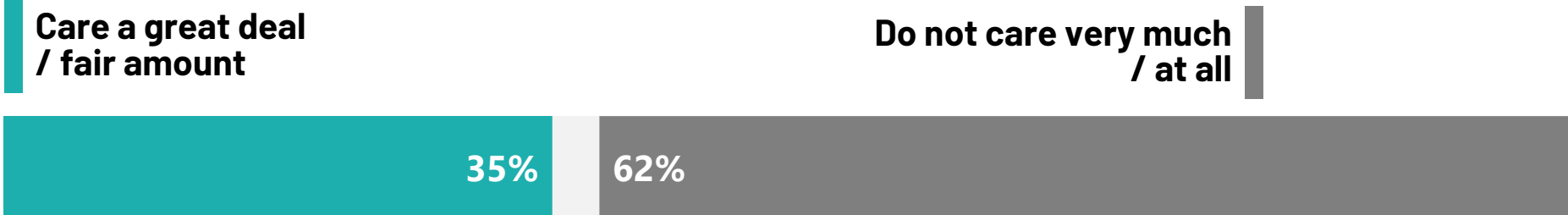
Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either



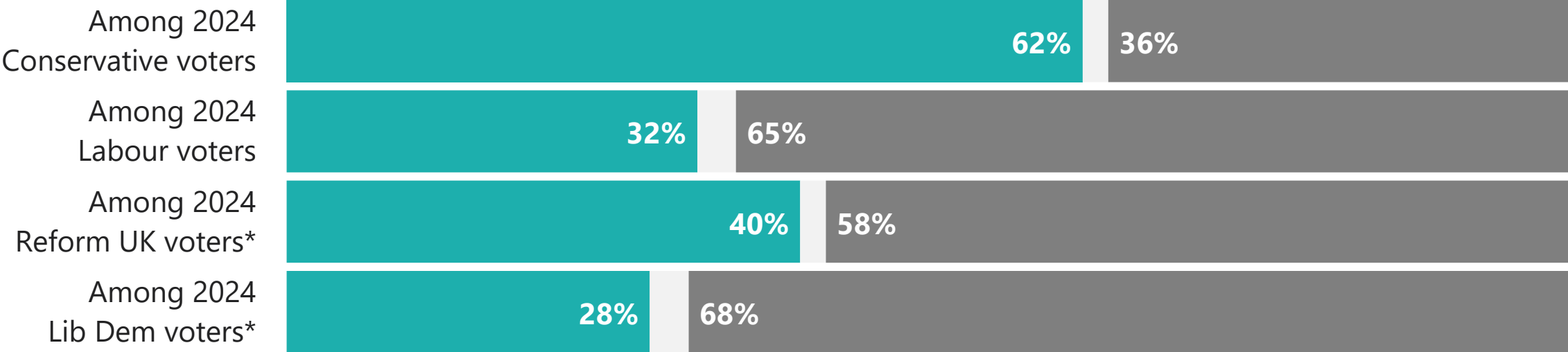
Base: 1,141 Online British adults aged 18+, 2-5 August 2024

# 3 in 5 do not care who becomes the next leader of the Conservatives

To what extent, if at all, do you personally care about who becomes the next leader of the Conservative party?



## By party vote



Base: 1,141 Online British adults aged 18-75, including (399) 2024 Labour voters, (170) 2024 Conservative voters, (105) 2024 Liberal Democrat voters, and (102) 2024 Reform UK voters, 2-5 August 2024. \*Note low base size.





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