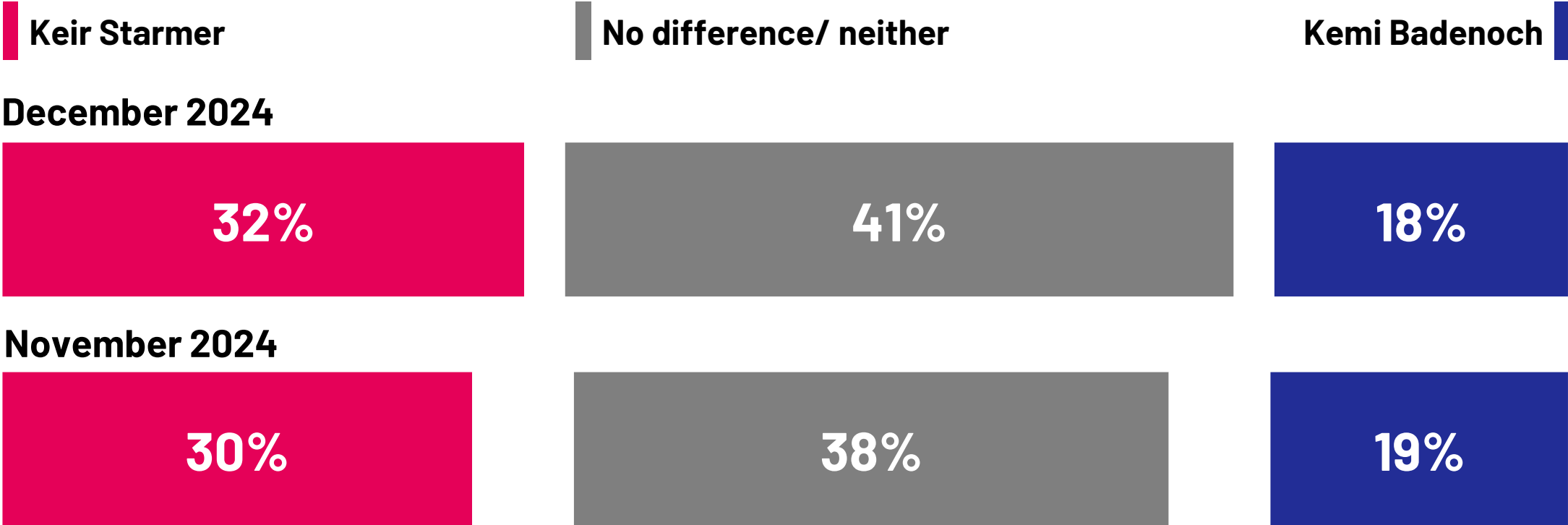


Ipsos Political Pulse

December 2024

The public continue to think that Keir Starmer would make a better Prime Minister than Kemi Badenoch

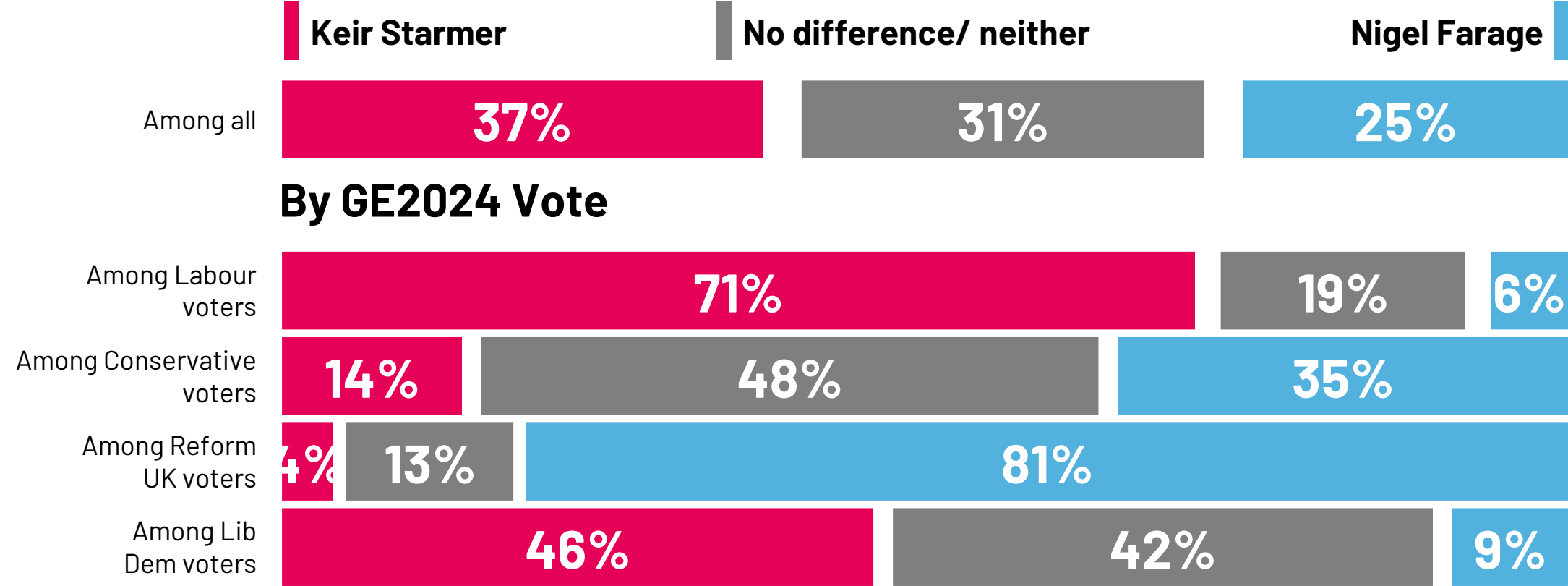
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,137 Online British adults aged 18+, 13-17 December 2024

The public are more likely to think that Starmer would make a better Prime Minister than Farage

Which of the following, if either, do you think would make a better Prime Minister?

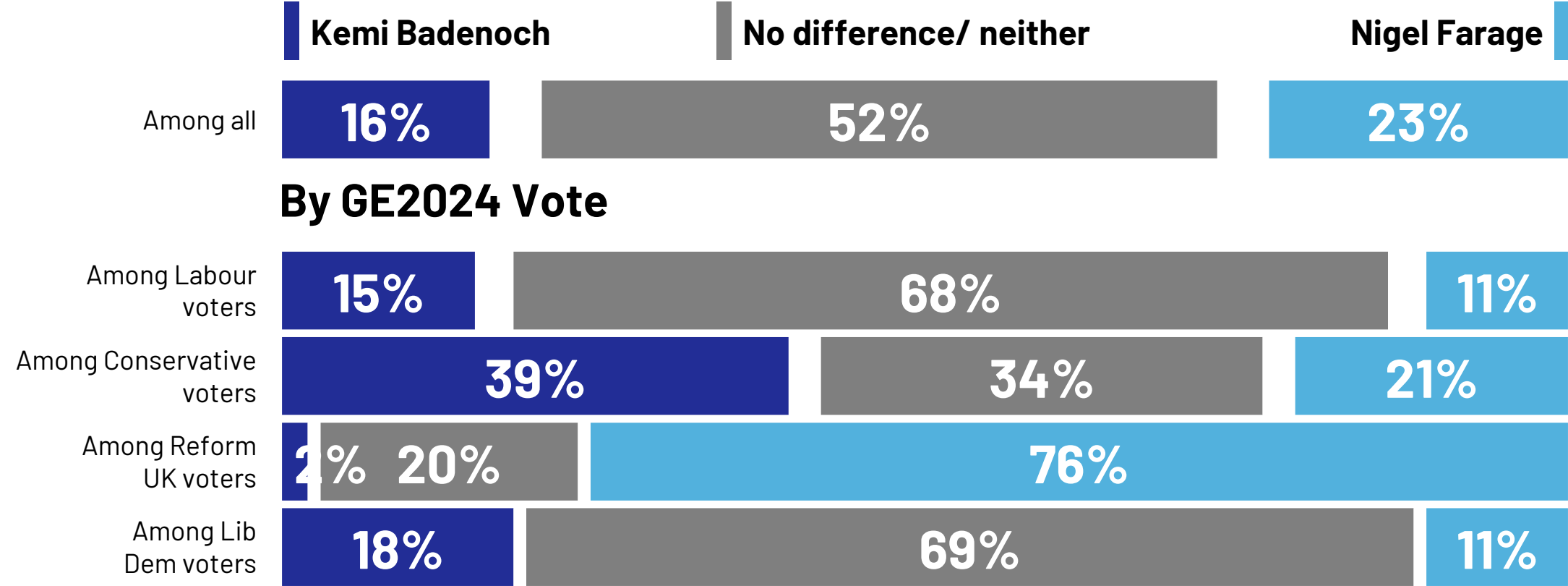


Base: 1,137 Online British adults aged 18+, including (386) 2024 Labour voters, (185) 2024 Conservative voters, (115) 2024 Reform UK voters, and (106) Liberal Democrat voters, 13-17 December 2024



The public are slightly more likely to think that Farage would make a better Prime Minister than Badenoch. But half say neither or it would make no difference

Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,137 Online British adults aged 18+, including (386) 2024 Labour voters, (185) 2024 Conservative voters, (115) 2024 Reform UK voters, and (106) Liberal Democrat voters, 13-17 December 2024



Just a quarter think it is likely that either Nigel Farage or Kemi Badenoch will ever be Prime Minister

In your opinion, how likely or not is that ... will ever be Prime Minister?

Reform UK leader Nigel Farage



Conservative leader Kemi Badenoch



Base: 1,137 Online British adults aged 18+, 13-17 December 2024

The public are slightly more likely to think that it is unlikely that Kemi Badenoch will be Prime Minister compared to last month

In your opinion, how likely or not is that Conservative leader Kemi Badenoch will ever be Prime Minister?

December 2024



November 2024



Base: 1,137 Online British adults aged 18+, 13-17 December 2024





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Political Pulse

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