Ipsos October 2023 - Political polling

PUBLIC

Fieldwork: 13-19 October 2023

1,061 GB adults 18+

Q1. How closely, if at all, have you been following stories about…? - Summary

All Adults aged 18+ in Great Britain

	Q1. How closely, if at all, have you been following stories about…?	
	The Labour Party Conference	**The Conservative Party Conference**
	(A)	**(B)**
Unweighted base	1061	1061
Weighted base	1061	1061
Very closely	85 8%	88 8%
Fairly closely	292 28%	292 28%
Not very closely	332 31%	338 32%
Not at all closely	332 31%	324 31%
Don't know	20 2%	18 2%
Net: Very / Fairly closely	377 36%	380 36%
Net: Not very / Not at all closely	664 63%	663 62%
Mean	2.12	2.14

ents of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q1. How closely, if at all, have you been following stories about...? - The Labour Party Conference
All Adults aged 18+ in Great Britain

	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	76+	18-34	35-54	55-75	76+	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	Leave	Lab Very/fairly	Lab Very	Lab Fairly	Lab Not very	Lab Not at all	Con Very/fairly	Con Very	Con Fairly	Con Not very	Con 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)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very closely	85	54	30	15	17	8	11	32	2	32	19	32	2	58	27	63	22	20	26	14	14	7	4	43	42	73	11	47	26	12	29	56	21	40	7	10	46	27	85	85	-	-	-	73	45	28	8	4
Very closely %	8%	11% C	6%	13% FG	9%	4%	6%	9%	3%	11% K	5%	9%	3%	10% O	6%	10% Q	5%	8%	9%	6%	9%	14%	4%	13% Y	6%	8%	10%	8%	9%	8%	9%	7%	6%	16% g	13%	8%	11% l	7%	23% npq	100% mopq*	-	-	-	19% tuv	51% rtuv*	9% uv	2%	1%
Fairly closely	292	162	127	29	58	49	39	98	19	88	88	98	19	181	112	180	112	67	72	52	47	20	34	107	185	264	26	173	83	37	84	208	93	97	16	39	147	98	292	-	292	-	-	222	29	193	50	18
Fairly closely %	28%	32% C	24%	26%	32%	28%	22%	28%	29%	30% O	25%	28%	29%	30% O	24%	28%	28%	27%	26%	21%	31% T*	38% T*	38%	33% Y	25%	28%	26%	28%	28%	24%	27%	28%	27%	38% g	30%	32%	36% l	25%	77% npq	-	100% mpq	-	-	58% suv	33% uv*	66% rsuv	15% v	5%
Not very closely	332	146	180	30	59	51	63	109	19	89	114	109	19	173	158	202	130	85	75	87	47	14	24	97	235	297	34	192	85	55	96	235	117	71	15	40	116	124	-	-	-	332	-	51	3	48	245	35
Not very closely %	31%	29%	34%	27%	33%	30%	36%	31%	30%	30%	33%	31%	30%	29%	34%	31%	32%	34%	27%	36% S	32%	27%	26%	30%	32%	31%	33%	32%	28%	35%	31%	31%	34%	28%	29%	32%	29%	32%	-	-	-	100% mnoq	-	13% s	3%	17% rs	73% rstv	11% s
Not at all closely	332	139	187	32	42	60	61	114	24	73	121	114	24	173	160	192	140	72	103	82	37	11	27	78	255	300	27	183	99	50	93	240	112	43	15	30	95	137	-	-	-	-	332	33	11	22	32	266
Not at all closely %	31%	27%	35% B	28%	23%	35%	35%	32%	37%	25%	35% J	32%	37%	29%	34% N	29%	35%	29%	37%	34%	25%	21%	29%	24%	35% X	32%	27%	30%	33%	32%	30%	32%	33% h	17%	28%	25%	23%	36% k	-	-	-	-	100% mnop	9%	12%	8%	10%	82% rstu
Don't know	20	10	8	7	5	5	2	-	-	12	7	-	-	8	12	17	3	3	2	8	4	-	3	4	16	13	5	12	7	1	10	10	-	3	-	3	3	-	-	-	-	-	-	1	-	-	1	2
Don't know %	2%	2%	2%	6% GH	3% H	3% H	1%	-	-	4% L	2% L	-	-	1%	3%	3%	1%	1%	1%	3%	3%	-	3%	1%	2%	1%	5% 2*	2%	2%	1%	3%	1%	-	1%	-	3% g*	1%	-	-	-	-	-	-	*	-	-	*	1%
Net: Very / Fairly closely	377	216	157	44	75	56	50	131	21	120	106	131	21	239	138	243	134	87	99	66	61	27	38	150	227	337	37	219	109	49	113	264	114	137	23	49	193	125	377	85	292	-	-	295	74	220	58	22
Net: Very / Fairly closely %	36%	42% C	30%	39%	41% G	33%	28%	37%	33%	41%	30%	37%	33%	40% O	30%	37%	33%	35%	35%	27%	41% T*	52% RST*	42% T*	46% Y	31%	36%	36%	36%	36%	32%	36%	35%	33%	54% gj	43%	40%	47% h	32%	100% npq	100% pst*	100% pq	-	-	78% uv	84% uv*	75% pq	17%	7%
Net: Not very / Not at all closely	664	285	367	62	101	110	124	223	43	163	235	223	43	346	318	394	270	158	178	169	84	25	51	175	489	598	61	375	183	106	189	475	229	114	30	70	211	261	-	-	-	332	332	85	14	71	278	301
Net: Not very / Not at all closely %	63%	56%	69% B	55%	56%	64%	71% DE	63%	67%	55%	67% J	63%	67%	58%	68% N	60%	66%	64%	64%	70% UVW	56%	48%	55%	53%	67% X	63%	59%	62%	61%	68%	61%	63%	67% h	45%	57%	57%	52%	68% k	-	-	-	100% mno	100% mno	22%	16%	24%	82% rst	93% rstu
Mean	2.12 v	2.26 C	2.00	2.26 G*	2.29 FG	2.03	2.00	2.14	1.99 *	2.28 K	2.01	2.14	1.99 *	2.21 O	2.01	2.18 Q	2.04	2.14	2.08	1.99	2.26 T*	2.45 ST*	2.17 *	2.35 Y	2.02	2.12	2.21 *	2.14	2.12	2.07	2.16	2.11	2.07	2.53 gj	2.28 *	2.24 *	2.36 I	2.04	3.23 opq	4.00 m*	3.00	2.00	1.00	2.88 tuv	3.23 rtuv*	2.77 uv	2.10 v	1.26

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Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q1. How closely, if at all, have you been following stories about…? - The Conservative Party Conference
All Adults aged 18+ in Great Britain

	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	76+	18-34	35-54	55-75	76+	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	Not at all closely	Very/fairly closely	Very closely	Fairly closely	Not very closely	Not at all closely
	(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)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very closely	88	59	30	15	14	10	11	34	4	29	21	34	4	53	36	63	25	22	21	23	11	4	7	38	50	79	9	46	25	18	28	60	36	22	6	13	40	38	74	45	29	3	11	88	88	-	-	-
	8%	11% C	6%	13%	8%	6%	6%	9%	7%	10%	6%	9%	7%	9%	8%	10%	6%	9%	7%	10%	8%	7%	7%	12% y	7%	8%	9% *	8%	8%	12%	9%	8%	11%	9%	12%	10%	10%	10%	20% opq	53% mopq*	10% pq	1%	3% p	23%	100% rtuv*	-	-	-
Fairly closely	292	166	122	32	53	43	42	103	19	85	85	103	19	185	107	183	109	63	70	68	43	17	30	107	185	261	30	171	82	39	85	207	110	87	15	42	125	114	220	28	193	48	22	292	-	292	-	-
	28%	33% C	23%	28%	29%	25%	24%	29%	30%	29%	24%	29%	30%	31% O	23%	28%	27%	26%	25%	28%	29%	33%	33%	32% y	25%	28%	29% *	28%	28%	25%	27%	28%	32%	34%	28%	34%	31%	30%	58% npq	32% pq*	66% mnpq	15% q	7%	77% suv	-	100% rsuv	-	-
Not very closely	338	146	187	21	61	50	63	121	22	83	113	121	22	176	162	201	137	82	84	75	54	20	22	95	243	306	31	203	81	53	91	247	128	73	16	32	136	127	58	8	50	245	32	-	-	-	338	-
	32%	29%	35% B	19%	34% D	29%	36% D	34% D	34%	28%	32%	34%	34%	30%	35%	31%	34%	33%	30%	31%	37%	38%	24%	29%	33%	32%	30%	34%	27%	34%	29%	33%	37%	29%	30%	26%	33% q	33%	15% q	10%	17% q	74% mnoq	10%	-	-	-	100% rstv	-
Not at all closely	324	135	182	40	50	64	57	97	16	90	121	97	16	170	154	194	130	73	102	67	40	11	31	86	238	288	30	175	105	44	101	223	66	70	16	35	102	106	22	4	18	35	266	-	-	-	-	324
	31%	26%	34% B	36%	27%	37% H	32%	27%	25%	30%	35% K	27%	25%	29%	33%	30%	32%	30%	37%	28%	27%	22%	33%	26%	33% X	30%	29% *	29%	35%	28%	32%	30%	19%	28% g	30%	29%	25%	28%	6%	5%	6%	11% m	80% mnoq	-	-	-	-	100% rstu
Don't know	18	5	12	5	3	5	3	-	2	8	8	-	2	9	9	14	5	6	2	8	-	-	2	3	15	14	2	11	5	2	6	12	2	2	-	1	3	-	3	-	3	-	1	-	-	-	-	-
	2%	1%	2%	4% H	2% H	3% H	2% H	-	3% H*	3% L	2% L	-	3% L*	1%	2%	2%	1%	2%	1%	3% *	-	-	2% *	1%	2% *	1%	2% *	2%	2%	1%	2%	2%	1%	1% *	-	1% *	1% *	-	1%	-	1%	-	*	-	-	-	-	-
Net: Very / Fairly closely	380	225	151	46	68	53	53	136	24	114	106	136	24	238	143	246	135	86	91	92	54	21	37	145	235	339	39	217	107	57	113	267	146	109	21	54	165	153	295	73	222	51	33	380	88	292	-	-
	36%	44% C	28%	41%	37%	31%	30%	39%	37% *	39% J	30%	39% J	37% *	40% O	30%	38%	33%	35%	33%	38%	37%	40% *	40% *	44% Y	32%	36%	38% *	36%	36%	36%	36%	36%	43%	43%	40% *	45% *	41% m	40%	78% pq	86% pq*	76% pq	15%	10%	100% uv	100% uv*	100% uv	-	-
Net: Not very / Not at all closely	663	281	370	61	111	114	120	218	38	172	234	218	38	346	316	395	268	156	186	142	94	31	53	181	482	595	62	378	187	97	192	470	194	143	32	67	239	233	80	12	68	280	298	-	-	-	338	324
	62%	55%	69% B	54%	61%	66%	68% D	61%	60% *	59%	67% J	61%	60% *	58%	68% N	60%	66%	63%	67%	59%	63%	60% *	58% *	55%	66% X	63%	60% *	62%	63%	62%	62%	63%	57%	56%	60% *	55% *	59%	60%	21%	14%	23%	85% mno	90% mno	-	-	-	100% rst	100% rst
Mean	2.14	2.29 C	2.00	2.19 *	2.18	1.99	2.04	2.21	2.19 *	2.19 K	2.02	2.21 K	2.19 *	2.21 O	2.05	2.18	2.07	2.14	2.04	2.20	2.17 *	2.26 *	2.14 *	2.30 Y	2.07	2.14	2.18 *	2.15	2.09	2.20	2.13	2.14	2.34	2.24	2.23 *	2.26 *	2.26	2.22	2.93 opq	3.34 mopq*	2.81 pq	2.06 q	1.33	3.23 tuv	4.00 r*	3.00 tuv	2.00	1.00

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PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q2. From what you have either seen, read or heard, how well or badly do you think... - Summary

All Adults aged 18+ in Great Britain

	Q2. From what you have either seen, read or heard, how well or badly do you think...	
	The Labour Party conference went for Keir Starmer?	The Conservative Party conference went for Rishi Sunak?
	(A)	(B)
Unweighted base	1061	1061
Weighted base	1061	1061
Very well	101 10% B	46 4%
Fairly well	318 30% B	177 17%
Neither well nor badly	212 20%	249 23% A
Fairly badly	114 11%	204 19% A
Very badly	48 5%	135 13% A
Don't know	269 25% B	250 24%
Net: Very / Fairly well	418 39% B	223 21%
Net: Very / Fairly badly	162 15%	339 32% A
Mean	3.39 B	2.75

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Overlap formulae used

ColumnProportions (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling

PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q2. From what you have either seen, read or heard, how well or badly do you think... - The Labour Party conference went for Keir Starmer?
All Adults aged 18+ in Great Britain

	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	76+ (I)	18-34 (J)	35-54 (K)	55-75 (L)	76+ (M)	ABC1 (N)	C2DE (O)	Working (P)	Not working (Q)	North (R)	Midlands (S)	South (T)	London (U)	Wales (V)	Scotland (W)	Graduates (X)	Non-graduates (Y)	White ethnic group (Z)	Minority ethnic group (a)	Married/Living as Married (b)	Single (c)	Widowed/Divorced/Separated (d)	At least one child present (e)	No children present (f)	Conservative (g)	Labour (h)	Liberal Dems (i)	Other party (j)	Remain EU (k)	Leave EU (l)	Very/fairly closely [Lab] (m)	Very closely [Lab] (n)	Fairly closely [Lab] (o)	Not very closely [Lab] (p)	Not at all closely [Lab] (q)	Very/fairly closely [Con] (r)	Very closely [Con] (s)	Fairly closely [Con] (t)	Not very closely [Con] (u)	Not at all closely [Con] (v)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very well	101	61	38	7	25	11	15	41	4	31	25	41	4	64	37	72	29	20	23	22	20	8	8	53	48	96	4	62	27	12	34	67	30	44	11	10	60	29	84	31	53	11	2	64	22	42	29	6
Very well %	10%	12%	7%	6%	13%	6%	8%	12%	6%	11%	7%	12%	6%	11%	8%	11%	7%	8%	8%	9%	13%	14%	9%	16%	7%	10%	4%	10%	9%	8%	11%	9%	9%	17%	21%	8%	15%	8%	22%	37%	18%	3%	*	17%	25%	14%	9%	2%
Fairly well	318	170	145	27	47	46	55	123	20	73	101	123	20	208	110	197	120	76	87	59	48	21	26	116	201	273	43	199	72	47	82	236	96	112	22	35	162	109	176	39	137	110	31	153	33	121	113	50
Fairly well %	30%	33%	27%	24%	26%	27%	31%	35%	32%	25%	29%	35%	32%	35%	24%	30%	30%	31%	31%	24%	32%	41%	28%	35%	27%	29%	42%	33%	24%	30%	26%	31%	28%	44%	42%	29%	40%	28%	47%	46%	47%	33%	9%	40%	37%	41%	34%	16%
Neither well nor badly	212	101	107	31	37	27	32	62	23	68	59	62	23	116	96	114	98	51	54	55	29	6	16	58	154	189	21	108	62	42	60	152	81	43	4	27	70	87	71	9	62	79	54	82	14	68	72	51
Neither well nor badly %	20%	20%	20%	28%	20%	16%	18%	18%	36%	23%	17%	18%	36%	20%	21%	17%	24%	21%	19%	23%	20%	12%	17%	18%	21%	20%	20%	18%	21%	27%	19%	20%	24%	17%	7%	22%	17%	23%	19%	10%	21%	24%	16%	21%	16%	23%	21%	16%
Fairly badly	114	53	59	16	19	17	16	41	4	35	34	41	4	58	56	74	40	30	24	29	11	4	16	32	82	106	6	68	28	18	35	79	43	17	3	19	31	45	27	5	22	60	24	40	9	31	52	20
Fairly badly %	11%	10%	11%	14%	10%	10%	9%	12%	7%	12%	10%	12%	7%	10%	12%	11%	10%	12%	9%	12%	7%	7%	17%	10%	11%	11%	6%	11%	9%	11%	11%	11%	13%	7%	6%	16%	8%	12%	7%	6%	8%	18%	7%	10%	10%	10%	15%	6%
Very badly	48	24	22	2	7	16	13	10	-	9	29	10	-	20	28	35	13	6	6	15	12	2	6	12	35	43	5	23	19	6	17	31	21	4	1	11	13	26	7	1	6	9	32	19	6	13	11	18
Very badly %	5%	5%	4%	2%	4%	9%	7%	3%	-	3%	8%	3%	-	3%	6%	5%	3%	2%	2%	6%	8%	4%	7%	4%	5%	5%	4%	4%	7%	4%	5%	4%	6%	2%	1%	9%	3%	7%	2%	1%	2%	3%	10%	5%	7%	4%	3%	5%
Don't know	269	103	161	30	49	55	46	77	13	78	100	77	13	128	141	162	107	63	84	61	29	12	19	58	211	240	24	147	90	32	85	184	72	35	12	19	73	90	12	1	12	62	189	22	4	19	61	180
Don't know %	25%	20%	30%	26%	27%	32%	26%	22%	20%	27%	29%	22%	20%	22%	30%	25%	26%	26%	30%	25%	20%	23%	21%	18%	29%	25%	24%	24%	30%	20%	27%	25%	21%	14%	22%	16%	18%	23%	3%	1%	4%	19%	57%	6%	4%	6%	18%	55%
Net: Very / Fairly well	418	231	184	33	71	57	69	164	24	104	126	164	24	271	147	269	150	96	110	82	67	29	34	169	249	369	47	261	99	59	115	303	125	155	33	45	222	138	260	70	190	121	33	217	55	162	143	56
Net: Very / Fairly well %	39%	45%	34%	29%	39%	33%	39%	46%	37%	35%	36%	46%	37%	46%	31%	41%	37%	39%	39%	34%	45%	55%	37%	51%	34%	39%	46%	43%	33%	38%	37%	40%	37%	61%	63%	37%	54%	36%	69%	83%	65%	37%	10%	57%	62%	56%	42%	17%
Net: Very / Fairly badly	162	77	81	19	25	34	29	51	4	44	63	51	4	78	84	109	53	37	31	44	23	5	22	44	118	149	11	91	48	23	52	110	64	21	4	31	44	71	34	5	29	69	56	59	15	43	63	37
Net: Very / Fairly badly %	15%	15%	15%	16%	14%	20%	17%	14%	7%	15%	18%	14%	7%	13%	18%	17%	13%	15%	11%	18%	15%	10%	24%	13%	16%	16%	10%	15%	16%	15%	17%	15%	19%	8%	7%	25%	11%	18%	9%	5%	6%	10%	21%	17%	15%	18%	19%	12%
Mean	3.39	3.47	3.32	3.23	3.48	3.15	3.32	3.52	3.46	3.38	3.24	3.52	3.46	3.51	3.22	3.40	3.38	3.40	3.49	3.25	3.44	3.72	3.19	3.61	3.28	3.38	3.46	3.45	3.28	3.34	3.35	3.41	3.26	3.79	3.98	3.13	3.67	3.24	3.83	4.13	3.74	3.20	2.63	3.57	3.66	3.54	3.35	3.05

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

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q2. From what you have either seen, read or heard, how well or badly do you think... - The Conservative Party conference went for Rishi Sunak?
All Adults aged 18+ in Great Britain

	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	76+ (I)	18-34 (J)	35-54 (K)	55-75 (L)	76+ (M)	ABC1 (N)	C2DE (O)	Working (P)	Not working (Q)	North (R)	Midlands (S)	South (T)	London (U)	Wales (V)	Scotland (W)	Graduates (X)	Non-grad (Y)	White (Z)	Minority (a)	Married (b)	Single (c)	Wid/Div/Sep (d)	≥1 child (e)	No child (f)	Con (g)	Lab (h)	LibDem (i)	Other (j)	Remain (k)	Leave (l)	LabConf V/F (m)	LabConf Very (n)	LabConf Fairly (o)	LabConf NotVery (p)	LabConf NotAtAll (q)	ConConf V/F (r)	ConConf Very (s)	ConConf Fairly (t)	ConConf NotVery (u)	ConConf NotAtAll (v)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very well (count)	46	31	15	6	14	8	6	9	3	20	13	9	3	19	27	35	11	8	12	18	7	1	1	19	27	38	8	30	10	6	23	23	26	6	3	5	15	20	27	9	18	5	14	39	23	16	6	1
Very well (%)	4%	6% C	3%	5%	8% H	4%	3%	3%	5% *	7% L	4%	3%	5% *	3%	6%	5%	3%	3%	4%	7%	5% *	1% *	1% *	6%	4%	4%	7% *	5%	4%	4%	7% f	3%	8% h	2%	5%	4%	4%	5%	7%	10% pq*	6% p	2%	4%	10% tuv	26% rtuv*	6% uv	2%	*
Fairly well (count)	177	100	76	21	25	23	24	67	18	46	47	67	18	93	85	101	76	50	45	40	20	6	15	50	127	163	14	104	52	22	40	137	98	30	4	18	53	92	82	16	66	56	34	104	19	85	54	17
Fairly well (%)	17%	20% C	14%	18%	14%	13%	14%	19% EFG*	28% EFG*	15%	13%	19%	28% K*	16%	18%	15%	19%	20%	16%	17%	14% *	12% *	17% *	15%	17%	17%	14% *	17%	17%	14%	13%	18% e	12%	12%	*	15% *	13%	24% k	22%	19% q*	22% q	17% q	10%	27% uv	21%	29% uv	16% v	5%
Neither well nor badly (count)	249	115	130	31	46	29	34	94	15	77	63	94	15	142	107	157	91	54	52	63	48	12	20	76	172	211	36	140	66	42	76	173	84	61	11	28	103	90	84	13	71	107	50	82	11	71	104	56
Neither (%)	23%	23%	24%	28% F	25%	17%	19%	27% F	23% *	26% K	18%	27% g	23% *	24%	23%	24%	22%	22%	18%	26%	32% S*	24% *	22% *	23%	24%	22%	35% Z*	23%	22%	27%	24%	23%	25%	24%	21% *	23%	25%	23%	22% q	15% *	24%	32% q	15%	22%	12%	24% rsv	31% rsv	17%
Fairly badly (count)	204	89	110	18	33	32	38	63	19	52	70	63	19	130	73	116	88	53	47	36	32	17	18	75	129	190	12	125	48	31	48	156	47	67	17	27	105	53	97	20	78	71	35	84	11	73	78	38
Fairly badly (%)	19%	17%	21%	16%	18%	19%	22%	18%	29% *	17%	20%	18%	29% *	22% O	16%	18%	22%	22%	17%	15%	22%	33% ST*	20%	23% Y	18%	20%	12%	21%	16%	20%	15%	21%	14%	26% g	33% g*	22% *	26%	14%	26% rsv	23% q*	27%	21%	10%	22%	13%	25% rsv	23% rsv	12%
Very badly (count)	135	83	50	18	22	26	28	41	1	40	53	41	1	82	53	92	44	20	37	35	20	3	20	46	89	118	13	70	43	22	45	91	21	50	4	25	64	43	76	26	50	31	27	66	24	42	31	38
Very badly (%)	13%	16% C	9%	18% I	12% I	15% I	16% I	12%	2% *	13% M	15% M	12%	2% *	14%	11%	14%	11%	8%	13%	15% R	13% *	6% *	22% RV*	14%	12%	13%	13% *	12%	15%	14%	14%	12%	6%	20% g	8% *	21% g*	16%	11%	20% opq	26% mopq*	17% pq	9%	8%	17% tu	27% rtuv*	14%	9%	12%
Don't know (count)	250	92	152	18	42	55	47	79	8	60	102	79	8	127	123	153	97	61	87	50	21	13	18	61	188	227	19	138	79	33	81	169	66	40	14	19	68	87	12	2	10	61	172	5	1	5	65	175
Don't know (%)	24%	18%	29% B	16%	23%	32% DHI	27%	22%	13% *	20%	29% JM	22%	13% *	21%	26%	23%	24%	25% U	31% TU	21%	14% *	24% *	19% *	19%	26% X	24%	18% *	23%	26%	21%	26%	23%	19%	16%	26% *	16% *	17%	23%	3%	2% *	4%	18% mno	52% mnop	1%	1% *	2%	19% rst	54% rstu
Net: Very / Fairly well (count)	223	131	90	27	39	31	29	77	21	66	60	77	21	111	112	136	87	58	57	58	28	7	16	70	154	201	22	133	62	28	63	161	124	36	6	23	68	112	109	25	84	62	48	143	42	102	60	18
Net: Very / Fairly well (%)	21%	26% C	17%	24%	21%	18%	17%	22%	33% FG*	22%	17%	22%	33% K*	19%	24%	21%	21%	24%	20%	24%	19% *	13%	18% *	21%	21%	21%	21% *	22%	21%	18%	20%	21%	36% hij	14%	9% *	19% *	17%	29% k	29%	29% pq	29% pq*	19% pq	14%	38% uv	47% uv*	35% uv	18% v	5%
Net: Very / Fairly badly (count)	339	172	160	36	55	58	66	104	20	91	124	104	20	212	127	208	131	73	84	71	52	20	38	121	218	309	26	195	92	53	93	246	68	116	22	52	168	97	173	45	127	102	62	149	35	114	109	76
Net: Very / Fairly badly (%)	32%	34%	30%	32%	30%	34%	37%	29%	31% *	31%	36%	29%	31% *	36% O	27%	32%	32%	30%	30%	29%	35%	39% *	42% Y	37% Y	30%	33%	25% *	32%	31%	34%	30%	33%	20%	46% g	41% g*	42% g*	41% l	25%	46% pq	53% pq*	44% pq	31% q	19%	39% v	40% v*	39% v	32% v	23%
Mean	2.75	2.78	2.72	2.78	2.82 *	2.62 *	2.55 *	2.78	3.06 **	2.81	2.58	2.78	3.06 **	2.65	2.88 N	2.74	2.75	2.86 W	2.73	2.84	2.71	2.60 **	2.45 *	2.70	2.77	2.74	2.89	2.78	2.72	2.67 *	2.78	2.74	3.22 hj	2.42	2.56 **	2.53 *	2.56	2.98 k	2.69	2.55 *	2.73	2.76	2.82	2.91 v	3.07 uv*	2.87 v	2.73 v	2.36 *

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Overlap formulae used

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q3A. Did Keir Starmer's speech to Labour Party conference leave you with a positive or negative impression, if either, of: - Summary

All Adults aged 18+ in Great Britain

	Q3A. Did Keir Starmer's speech to Labour Party conference leave you with a positive or negative impression, if either, of:	
	Keir Starmer (A)	The Labour Party (B)
Unweighted base	1061	1061
Weighted base	1061	1061
Very positive	79 7%	81 8%
Fairly positive	224 21%	236 22%
Neither positive nor negative	306 29%	302 28%
Fairly negative	119 11%	113 11%
Very negative	103 10%	102 10%
Don't know	230 22%	227 21%
Net: Very / Fairly positive	303 29%	317 30%
Net: Very / Fairly negative	222 21%	215 20%
Mean	3.07	3.10

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q3A. Did Keir Starmer's speech to Labour Party conference leave you with a positive or negative impression, if either, of: - Keir Starmer
All Adults aged 18+ in Great Britain

	Total	Man	Woman	18-24	25-34	35-44	45-54	55-75	76+	18-34	35-54	55-75	76+	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 EU	Leave EU	Very/fairly closely (Lab)	Very closely (Lab)	Fairly closely (Lab)	Not very closely (Lab)	Not at all closely (Lab)	Very/fairly closely (Con)	Very closely (Con)	Fairly closely (Con)	Not very closely (Con)	Not at all closely (Con)
	(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)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very positive	79	44	33	7	17	9	14	30	2	24	23	30	2	49	30	54	25	15	21	18	15	9	2	34	45	69	9	50	17	12	25	54	18	42	7	7	50	17	62	25	36	12	3	40	12	28	26	13
Very positive %	7%	9%	6%	7%	9%	5%	8%	8%	3%	8%	7%	8%	3%	8%	6%	8%	6%	6%	7%	7%	10%	16%	3%	10%	6%	7%	9%	8%	6%	7%	8%	7%	5%	16%	13%	6%	12%	4%	16%	30%	12%	4%	1%	10%	14%	9%	8%	4%
Fairly positive	224	122	100	26	43	37	34	74	11	69	71	74	11	141	83	156	68	51	61	38	42	12	21	94	130	199	25	134	60	30	66	158	48	95	17	27	124	63	152	34	118	60	9	125	32	94	71	26
Fairly positive %	21%	24%	19%	23%	23%	22%	19%	21%	17%	23%	20%	21%	17%	24%	18%	24%	17%	21%	22%	16%	28%	22%	23%	29%	18%	21%	24%	22%	20%	19%	21%	21%	14%	38%	32%	22%	30%	16%	40%	40%	40%	18%	3%	33%	36%	32%	21%	8%
Neither positive nor negative	306	137	164	38	54	51	45	95	23	92	96	95	23	167	139	183	122	76	84	76	32	13	26	99	207	269	35	174	92	40	95	211	102	65	15	36	104	112	96	11	84	127	76	105	13	92	107	84
Neither %	29%	27%	31%	33%	30%	30%	25%	27%	35%	31%	28%	27%	35%	28%	30%	28%	30%	31%	30%	31%	21%	25%	28%	30%	28%	28%	34%	29%	31%	26%	30%	28%	30%	25%	28%	29%	26%	29%	25%	14%	29%	38%	23%	28%	14%	31%	32%	26%
Fairly negative	119	72	45	14	16	12	19	47	11	30	31	47	11	69	50	68	51	33	23	31	14	6	13	27	93	111	8	71	26	22	29	90	62	15	2	19	40	55	40	10	31	51	26	58	19	39	43	16
Fairly negative %	11%	14%	9%	12%	9%	7%	11%	13%	18%	10%	9%	13%	18%	12%	11%	10%	13%	13%	8%	13%	9%	11%	14%	8%	13%	12%	7%	12%	9%	14%	9%	12%	18%	6%	4%	15%	10%	14%	11%	12%	10%	15%	8%	15%	22%	13%	13%	5%
Very negative	103	57	43	4	11	23	21	37	6	15	44	37	6	53	50	63	39	18	22	27	21	1	14	26	76	96	5	54	29	20	23	80	51	6	2	21	24	67	26	4	22	26	50	45	13	32	30	27
Very negative %	10%	11%	8%	3%	6%	13%	12%	11%	10%	5%	13%	11%	10%	9%	11%	10%	10%	7%	8%	11%	14%	3%	15%	8%	10%	10%	5%	9%	10%	13%	7%	11%	15%	3%	4%	17%	6%	17%	7%	5%	8%	8%	15%	12%	15%	11%	9%	8%
Don't know	230	79	146	24	40	40	44	71	11	64	84	71	11	115	115	130	101	54	69	54	25	12	16	49	181	204	23	124	74	32	75	156	63	31	10	13	66	71	1	*	56	169	8	-	8	62	158
Don't know %	22%	15%	27%	21%	22%	23%	25%	20%	17%	22%	24%	20%	17%	19%	25%	20%	25%	22%	25%	22%	17%	22%	17%	15%	25%	22%	22%	20%	25%	21%	24%	21%	18%	12%	19%	11%	16%	19%	*	-	17%	51%	2%	-	*	3%	18%	49%
Net: Very / Fairly positive	303	166	134	33	60	46	48	103	13	93	94	103	13	190	113	210	93	66	82	55	56	20	23	128	175	268	33	184	78	41	91	212	66	137	24	34	174	80	214	60	154	72	12	165	44	121	97	39
Net positive %	29%	33%	25%	30%	33%	27%	27%	29%	20%	32%	27%	29%	20%	32%	24%	32%	23%	27%	29%	23%	38%	39%	25%	39%	24%	28%	32%	30%	26%	27%	29%	28%	19%	54%	45%	28%	43%	21%	57%	70%	53%	22%	4%	43%	49%	41%	29%	12%
Net: Very / Fairly negative	222	129	88	18	28	35	40	84	18	45	75	84	18	122	100	131	91	51	45	57	35	7	27	53	169	207	12	125	54	43	51	170	112	22	4	39	63	122	66	14	53	77	76	103	32	71	73	43
Net negative %	21%	25%	17%	16%	15%	20%	23%	24%	28%	15%	21%	24%	28%	21%	21%	20%	22%	21%	16%	24%	23%	14%	30%	16%	23%	22%	12%	21%	18%	27%	17%	23%	33%	9%	8%	32%	16%	32%	18%	16%	18%	23%	23%	27%	36%	24%	22%	13%
Mean	3.07	3.06	3.09	3.22	3.27	2.97	3.01	3.04	2.82	3.25	2.99	3.04	2.82	3.13	2.98	3.13	2.96	3.07	3.17	2.94	3.13	3.50	2.79	3.29	2.96	3.05	3.31	3.11	3.05	2.92	3.17	3.03	2.72	3.67	3.57	2.82	3.40	2.71	3.49	3.78	3.40	2.93	2.31	3.15	3.12	3.16	3.07	2.89

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Q3A. Did Keir Starmer's speech to Labour Party conference leave you with a positive or negative impression, if either, of: - The Labour Party
All Adults aged 18+ in Great Britain

	Total	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				
		Man	Woman	18-24	25-34	35-44	45-54	55-75	76+	18-34	35-54	55-75	76+	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	Not at all closely	Very/fairly closely	Very closely	Fairly closely	Not very closely	Not at all closely
	(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)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very positive	81	44	36	10	17	10	10	32	2	27	20	32	2	53	27	59	21	20	18	16	17	6	4	41	39	71	10	51	19	11	29	52	17	45	7	5	49	23	72	31	41	8	1	51	23	28	23	7
Very positive (%)	8%	9%	7%	9%	9%	6%	6%	9%	4%	9%	6%	9%	4%	9%	6%	9%	5%	8%	6%	7%	11%	11%	5%	13%	5%	8%	9%	8%	6%	7%	9%	7%	5%	18%	13%	4%	12%	6%	19%	37%	14%	2%	*	13%	26%	10%	7%	2%
Fairly positive	236	137	97	22	53	40	41	74	7	74	81	74	7	148	88	165	71	47	70	45	33	15	27	94	142	210	24	147	59	30	74	162	39	105	22	34	135	54	141	29	112	77	12	120	23	97	75	38
Fairly positive (%)	22%	27%	18%	19%	29%	23%	23%	21%	11%	25%	23%	21%	11%	25%	19%	25%	18%	19%	25%	19%	22%	28%	29%	29%	19%	22%	23%	24%	20%	19%	24%	22%	11%	41%	42%	28%	33%	14%	37%	34%	38%	23%	4%	32%	26%	33%	22%	12%
Neither positive nor negative	302	133	162	39	51	48	45	97	22	90	93	97	22	160	142	176	125	80	82	71	39	13	17	86	216	269	30	165	96	41	87	215	111	60	12	30	102	112	102	15	87	117	73	104	15	89	111	75
Neither (%)	28%	26%	30%	34%	28%	28%	25%	27%	35%	30%	27%	27%	35%	27%	31%	27%	31%	32%	30%	29%	26%	25%	19%	26%	29%	28%	29%	27%	32%	26%	28%	29%	32%	24%	22%	24%	25%	29%	27%	17%	30%	35%	22%	27%	17%	31%	33%	23%
Fairly negative	113	63	49	14	8	13	19	45	14	23	32	45	14	68	44	64	49	29	23	28	14	4	14	30	83	102	10	69	21	23	29	84	62	9	3	20	38	58	34	6	28	45	32	53	12	41	39	20
Fairly negative (%)	11%	12%	9%	13%	4%	8%	11%	13%	21%	8%	9%	13%	21%	12%	9%	10%	12%	12%	8%	12%	10%	8%	15%	9%	11%	11%	10%	11%	7%	14%	9%	11%	18%	4%	5%	16%	9%	15%	9%	8%	9%	13%	10%	14%	13%	14%	12%	6%
Very negative	102	59	42	5	11	22	19	40	6	16	40	40	6	55	47	59	43	19	20	27	21	2	14	29	73	93	8	54	29	18	20	82	53	7	2	19	22	66	26	4	22	28	49	45	15	30	30	27
Very negative (%)	10%	11%	8%	5%	6%	13%	11%	11%	10%	5%	12%	11%	10%	9%	10%	9%	11%	8%	7%	11%	14%	3%	15%	9%	10%	10%	7%	9%	10%	12%	7%	11%	15%	3%	4%	15%	5%	17%	7%	5%	7%	8%	15%	12%	17%	10%	9%	8%
Don't know	227	77	147	23	43	41	43	66	12	66	83	66	12	108	119	131	97	52	66	56	25	12	16	48	179	202	21	120	74	33	73	154	61	28	7	15	61	72	3	-	3	57	165	7	-	-	60	158
Don't know (%)	21%	15%	28%	20%	24%	24%	24%	19%	19%	22%	24%	19%	19%	18%	25%	20%	24%	21%	24%	23%	17%	23%	18%	15%	24%	21%	21%	20%	25%	21%	23%	21%	18%	11%	14%	12%	15%	19%	1%	-	1%	17%	50%	2%	-	-	18%	49%
Net: Very / Fairly positive	317	181	133	32	69	49	51	106	9	101	100	106	9	202	115	224	93	67	87	61	50	21	31	136	181	281	34	198	78	41	103	214	57	150	29	39	184	78	213	60	153	85	13	171	46	125	97	45
Net: Very / Fairly positive (%)	30%	35%	25%	28%	38%	29%	29%	30%	15%	34%	29%	30%	15%	34%	25%	34%	23%	27%	31%	25%	33%	40%	34%	41%	25%	30%	33%	33%	26%	26%	33%	29%	16%	59%	55%	32%	45%	20%	57%	70%	52%	26%	4%	45%	53%	43%	29%	14%
Net: Very / Fairly negative	215	121	91	20	19	35	38	84	20	38	72	84	20	123	91	123	92	48	43	55	35	6	27	59	156	195	18	123	50	41	49	165	114	16	5	39	60	125	60	10	49	72	81	98	27	71	69	47
Net: Very / Fairly negative (%)	20%	24%	17%	17%	10%	20%	21%	24%	31%	13%	21%	24%	31%	21%	20%	19%	23%	20%	16%	23%	24%	12%	29%	18%	21%	21%	17%	20%	17%	26%	16%	22%	33%	6%	9%	32%	15%	32%	16%	12%	17%	22%	24%	26%	31%	24%	20%	14%
Mean	3.10	3.10	3.10	3.19	3.40	3.02	3.04	3.05	2.73	3.32	3.03	3.05	2.73	3.16	3.01	3.19	2.93	3.10	3.19	2.98	3.09	3.47	2.93	3.32	2.99	3.09	3.21	3.15	3.08	2.94	3.26	3.03	2.67	3.76	3.65	2.88	3.44	2.71	3.53	3.90	3.42	2.98	2.31	3.21	3.30	3.18	3.08	2.87

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Overlap formulae used

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q3B. Did Rishi Sunak's speech to Conservative Party conference leave you with a positive or negative impression, if either, of: - Summary

All Adults aged 18+ in Great Britain

	Q3B. Did Rishi Sunak's speech to Conservative Party conference leave you with a positive or negative impression, if either, of:	
	Rishi Sunak (A)	The Conservative Party (B)
Unweighted base	1061	1061
Weighted base	1061	1061
Very positive	50 5%	38 4%
Fairly positive	134 13%	134 13%
Neither positive nor negative	251 24%	240 23%
Fairly negative	194 18%	184 17%
Very negative	242 23%	261 25%
Don't know	189 18%	204 19% A
Net: Very / Fairly positive	184 17%	172 16%
Net: Very / Fairly negative	437 41%	445 42%
Mean	2.49 B	2.42

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 - Political polling
PUBLIC
Fieldwork: 13-19 October 2023
1,061 GB adults 18+

Q3B. Did Rishi Sunak's speech to Conservative Party conference leave you with a positive or negative impression, if either, of: - Rishi Sunak
All Adults aged 18+ in Great Britain

	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	76+ (I)	18-34 (J)	35-54 (K)	55-75 (L)	76+ (M)	ABC1 (N)	C2DE (O)	Working (P)	Not working (Q)	North (R)	Midlands (S)	South (T)	London (U)	Wales (V)	Scotland (W)	Graduates (X)	Non-graduates (Y)	White ethnic group (Z)	Minority ethnic group (a)	Married/Living as Married (b)	Single (c)	Widowed/Divorced/Separated (d)	At least one child present (e)	No children present (f)	Conservative (g)	Labour (h)	Liberal Dems (i)	Other party (j)	Remain EU (k)	Leave EU (l)	Very/fairly closely Lab (m)	Very closely (n)	Fairly closely (o)	Not very closely (p)	Not at all closely (q)	Very/fairly closely Con (r)	Very closely (s)	Fairly closely (t)	Not very closely (u)	Not at all closely (v)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very positive	50 / 5%	27 / 5%	21 / 4%	7 / 7%	9 / 5%	7 / 4%	6 / 4%	18 / 5%	2 / 3%	17 / 6%	13 / 4%	18 / 5%	2 / 3%	28 / 5%	22 / 5%	40 / 6% Q	10 / 3%	8 / 3%	12 / 4%	13 / 6%	12 / 8%	- / -	4 / 4%	22 / 7%	29 / 4%	44 / 5%	6 / 6%	37 / 6% c	7 / 2%	6 / 4%	21 / 7%	29 / 4%	27 / 8% h	2 / 1%	4 / 7% h*	7 / 6% h*	17 / 4%	23 / 6%	24 / 6% op	11 / 13% moq*	13 / 4%	8 / 2%	15 / 5%	37 / 10% tuv	20 / 23% rtuv*	17 / 6% v	10 / 3%	3 / 1%
Fairly positive	134 / 13%	66 / 13%	68 / 13%	13 / 11%	19 / 10%	16 / 9%	20 / 12%	53 / 15%	13 / 20%	32 / 11%	36 / 10%	53 / 15%	13 / 20%	70 / 12%	63 / 14%	75 / 11%	59 / 14%	32 / 13%	36 / 13%	38 / 16% W	17 / 11%	5 / 9%	6 / 6%	41 / 12%	93 / 13%	119 / 13%	14 / 13%	76 / 13%	37 / 12%	21 / 13%	38 / 12%	96 / 13%	84 / 24% hij	21 / 8%	4 / 7%	11 / 9%	44 / 11%	72 / 19% k	62 / 16% nq	7 / 8%	55 / 19% nq	42 / 13%	30 / 9%	84 / 22% uv	19 / 21% v*	65 / 22% uv	43 / 13% v	6 / 2%
Neither positive nor negative	251 / 24%	125 / 24%	124 / 23%	25 / 22%	42 / 23%	49 / 28%	44 / 25%	74 / 21%	18 / 28%	66 / 22%	93 / 27%	74 / 21%	18 / 28%	128 / 22%	123 / 26%	156 / 24%	95 / 23%	62 / 25%	62 / 22%	63 / 26%	31 / 21%	14 / 27%	19 / 21%	76 / 23%	175 / 24%	222 / 23%	28 / 27%	154 / 25%	69 / 23%	29 / 18%	84 / 27%	167 / 22%	96 / 28% h	47 / 18%	9 / 18%	23 / 19%	79 / 19%	96 / 25%	81 / 21%	19 / 23%	61 / 21%	103 / 31%	57 / 17%	75 / 20%	8 / 9%	67 / 23% rs	98 / 29% rsv	69 / 21% s
Fairly negative	194 / 18%	99 / 19%	92 / 17%	19 / 17%	35 / 19%	22 / 13%	26 / 15%	75 / 21% F	17 / 27% F*	54 / 18%	48 / 14%	75 / 21% K	17 / 27% K*	118 / 20%	77 / 16%	118 / 18%	76 / 19%	52 / 21%	41 / 15%	37 / 15%	37 / 25% S*	11 / 20%	16 / 18%	60 / 18%	135 / 18%	173 / 18%	19 / 18%	110 / 18%	45 / 15%	40 / 26% c	40 / 13%	155 / 21%	56 / 16%	60 / 24% g	16 / 31% g*	22 / 18%	88 / 22%	65 / 17%	81 / 22%	11 / 13%	70 / 24%	75 / 23% q	34 / 10%	79 / 21%	12 / 14%	67 / 23%	70 / 21% v	40 / 12%
Very negative	242 / 23%	125 / 24%	109 / 21%	34 / 30% I	43 / 24%	42 / 25%	43 / 24%	73 / 21%	7 / 11%	77 / 26% M	85 / 24%	73 / 21%	7 / 11%	155 / 26% O	88 / 19%	154 / 23%	89 / 22%	46 / 19%	68 / 24%	46 / 19%	36 / 25%	13 / 25%	33 / 36% RST*	88 / 27% Y	154 / 21%	217 / 23%	21 / 20%	129 / 21%	78 / 26%	35 / 23%	66 / 21%	176 / 24%	26 / 8%	96 / 38% g	12 / 23% g*	45 / 37% g*	128 / 32% l	64 / 17%	123 / 33% pq	35 / 41% pq*	88 / 30% pq	65 / 20%	53 / 16%	102 / 27%	29 / 33% uv*	72 / 25%	70 / 21%	70 / 21%
Don't know	189 / 18%	69 / 13%	118 / 22% B	15 / 13%	34 / 19%	35 / 21%	37 / 21%	61 / 17%	7 / 12%	49 / 17%	72 / 21%	61 / 17%	7 / 12%	94 / 16%	95 / 20%	111 / 17%	78 / 19%	46 / 19%	60 / 21%	44 / 18%	15 / 10%	10 / 19%	14 / 15%	42 / 13%	147 / 20% X	172 / 18%	15 / 15%	100 / 16%	63 / 21%	26 / 17%	63 / 20%	126 / 17%	54 / 16%	28 / 11%	7 / 14%	14 / 12%	51 / 13%	65 / 17%	6 / 2%	1 / 1%	5 / 2%	39 / 12% mno	143 / 43% mnop	4 / 1%	- / -	4 / 1%	47 / 14% rst	138 / 42% rstu
Net: Very / Fairly positive	184 / 17%	93 / 18%	89 / 17%	20 / 18%	28 / 16%	23 / 13%	27 / 15%	72 / 20%	14 / 22%	49 / 16%	50 / 14%	72 / 20%	14 / 22%	98 / 18%	86 / 18%	115 / 18%	69 / 17%	40 / 16%	49 / 17%	52 / 21% W	29 / 20%	5 / 9%	10 / 10%	62 / 19%	122 / 17%	163 / 17%	20 / 20%	113 / 19%	44 / 15%	26 / 17%	59 / 19%	125 / 17%	111 / 32% hij	23 / 9%	8 / 14%	18 / 15%	61 / 15%	96 / 25% k	86 / 23%	18 / 22%	68 / 23% pq	50 / 15%	45 / 14%	121 / 32% tuv	39 / 44% rtuv*	83 / 28% uv	53 / 16% v	9 / 3%
Net: Very / Fairly negative	437 / 41%	224 / 44%	202 / 38%	53 / 47%	78 / 43%	65 / 38%	69 / 39%	148 / 42%	24 / 38%	134 / 44%	134 / 38%	148 / 42%	24 / 38%	272 / 46% O	165 / 35%	272 / 42%	165 / 41%	98 / 40%	109 / 39%	83 / 34%	73 / 49% T*	24 / 45%	49 / 54% RST*	148 / 45%	289 / 39%	390 / 41%	40 / 38%	239 / 39%	123 / 41%	75 / 48%	106 / 34%	331 / 44%	83 / 24%	156 / 61% g	29 / 54% g*	67 / 55% g*	216 / 53% l	129 / 33%	205 / 54% pq	46 / 55% q*	158 / 54% pq	140 / 42% q	87 / 26%	180 / 47% v	41 / 47% v*	139 / 48% v	140 / 41%	109 / 34%
Mean	2.49	2.48	2.52	2.40	2.44	2.43	2.44	2.55	2.72	2.42	2.44	2.55	2.72	2.40	2.61 N	2.50	2.47	2.52	2.47	2.67 W	2.49	2.25	2.11	2.47	2.50	2.48	2.62	2.57	2.37	2.40	2.63	2.43	3.10 hij	2.00	2.35	2.19	2.25	2.77 k	2.41	2.39	2.42	2.50	2.58	2.67 v	2.86 uv*	2.61 v	2.49 v	2.11

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Q3B. Did Rishi Sunak's speech to Conservative Party conference leave you with a positive or negative impression, if either, of: - The Conservative Party

All Adults aged 18+ in Great Britain

	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	76+ (I)	18-34 (J)	35-54 (K)	55-75 (L)	76+ (M)	ABC1 (N)	C2DE (O)	Working (P)	Not working (Q)	North (R)	Midlands (S)	South (T)	London (U)	Wales (V)	Scotland (W)	Graduates (X)	Non-graduates (Y)	White ethnic group (Z)	Minority ethnic group (a)	Married/Living as Married (b)	Single (c)	Widowed/Divorced/Separated (d)	At least one child present (e)	No children present (f)	Conservative (g)	Labour (h)	Liberal Dems (i)	Other party (j)	Remain (k)	Leave (l)	Very/fairly closely (m)	Very closely (n)	Fairly closely (o)	Not very closely (p)	Not at all closely (q)	Very/fairly closely (r)	Very closely (s)	Fairly closely (t)	Not very closely (u)	Not at all closely (v)
Unweighted base	1061	502	542	121	173	174	203	340	50	294	377	340	50	626	435	655	406	274	282	242	119	54	90	533	528	938	111	602	309	150	336	725	323	276	66	122	425	367	392	98	294	330	322	389	93	296	328	327
Weighted base	1061	511	533	113	182	172	176	354	64	295	348	354	64	593	468	654	407	247	279	242	148	52	92	329	732	948	103	607	299	156	312	749	343	254	53	122	408	386	377	85	292	332	332	380	88	292	338	324
Very positive	38 / 4%	23 / 4%	15 / 3%	4 / 4%	7 / 4%	6 / 3%	6 / 3%	13 / 4%	3 / 5% *	11 / 4%	11 / 3%	13 / 4%	3 / 5% *	20 / 3%	19 / 4%	28 / 4%	11 / 3%	5 / 2%	7 / 3%	17 / 7% RSW	8 / 6%	- / -	1 / 1%	15 / 5%	23 / 3%	33 / 3%	6 / 6% *	25 / 4%	7 / 2%	6 / 4%	15 / 5%	24 / 3%	25 / 7% h	4 / 1%	3 / 5% *	3 / 2% *	11 / 3%	22 / 6% k	13 / 3%	4 / 5% *	9 / 3%	7 / 2%	18 / 5% p	32 / 9%	20 / 23% rtuv*	13 / 4%	4 / 1%	2 / 1%
Fairly positive	134 / 13%	63 / 12%	69 / 13%	16 / 14%	24 / 13%	16 / 10%	13 / 8%	46 / 13%	18 / 28% EFGH*	40 / 14%	30 / 9%	46 / 13%	18 / 28% JKL*	65 / 11%	69 / 15%	77 / 12%	57 / 14%	33 / 13%	29 / 10%	35 / 14%	25 / 17% *	3 / 6% *	9 / 9% *	41 / 12%	93 / 13%	123 / 13%	10 / 9% *	77 / 13%	36 / 12%	21 / 13%	33 / 11%	100 / 13%	87 / 26% hij	11 / 4%	2 / *	19 / 15% h*	37 / 9%	73 / 19% k	61 / 16% q	13 / 15% q*	48 / 17% q	44 / 13% q	24 / 7%	82 / 22% uv	17 / 19% v*	65 / 22% uv	44 / 13% v	6 / 2%
Neither positive nor negative	240 / 23%	118 / 23%	120 / 23%	25 / 22%	29 / 16%	50 / 29% E	42 / 24%	81 / 23%	14 / 22%	53 / 18%	92 / 26% J	81 / 23%	14 / 22%	129 / 22%	111 / 24%	148 / 23%	92 / 23%	62 / 25%	66 / 23%	57 / 24%	27 / 18%	11 / 22%	17 / 18%	66 / 20%	174 / 24%	215 / 23%	25 / 24%	133 / 22%	71 / 24%	36 / 23%	76 / 24%	164 / 22%	94 / 27% h	29 / 11%	9 / 16%	23 / 18%	72 / 18%	101 / 26% k	73 / 19%	14 / 17%	59 / 20%	96 / 29% mnoq	63 / 19%	81 / 21%	11 / 12%	70 / 24%	96 / 28% rs	55 / 17%
Fairly negative	184 / 17%	85 / 17%	98 / 18%	24 / 21% F	37 / 20% F	17 / 10%	29 / 17%	64 / 18%	13 / 20%	60 / 21% K	46 / 13%	64 / 18%	13 / 20%	110 / 18%	75 / 16%	118 / 18%	66 / 16%	48 / 20%	41 / 15%	34 / 14%	36 / 25% ST*	11 / 20%	14 / 15%	56 / 17%	128 / 18%	160 / 17%	22 / 21%	109 / 18%	49 / 16%	26 / 17%	55 / 18%	129 / 17%	51 / 15%	71 / 28% g	12 / 22%	21 / 17%	85 / 21%	60 / 15%	85 / 23%	14 / 16%	71 / 24%	71 / 21%	23 / 7%	73 / 19%	11 / 13%	61 / 21%	67 / 20%	39 / 12%
Very negative	261 / 25%	146 / 28% C	106 / 20%	28 / 25%	48 / 27%	44 / 26%	47 / 27%	86 / 24%	8 / 12% *	76 / 26%	91 / 26%	86 / 24%	8 / 12% *	169 / 29% O	91 / 19%	162 / 25%	99 / 24%	51 / 21%	75 / 27%	47 / 19%	34 / 23%	17 / 32%	38 / 41% RSTU*	109 / 33% Y	152 / 21%	235 / 25%	22 / 21%	153 / 25%	70 / 23%	38 / 24%	67 / 22%	193 / 26%	29 / 8%	110 / 43% g	20 / 38% g*	44 / 36% g*	150 / 37% l	63 / 16%	137 / 36% pq	39 / 46% mopq*	98 / 34% pq	70 / 21%	53 / 16%	109 / 29%	30 / 34% u*	79 / 27%	74 / 22%	77 / 24%
Don't know	204 / 19%	76 / 15%	126 / 24% B	17 / 15%	37 / 20%	38 / 22%	39 / 22%	64 / 18%	9 / 14%	54 / 18%	77 / 22%	64 / 18%	9 / 14%	100 / 17%	104 / 22%	122 / 19%	82 / 20%	48 / 19%	62 / 22%	52 / 22% U	18 / 12%	11 / 20%	15 / 15%	42 / 13%	162 / 22% X	183 / 19%	19 / 19%	109 / 18%	66 / 22%	29 / 18%	66 / 21%	138 / 18%	57 / 17%	30 / 12%	7 / 14%	14 / 12%	53 / 13%	68 / 18%	7 / 2%	1 / 1%	7 / 2% *	7 / 2%	151 / 45% mnop	4 / 1%	- / -	4 / 1%	52 / 15%	147 / 45% rst
Net: Very / Fairly positive	172 / 16%	86 / 17%	83 / 16%	20 / 18%	31 / 17%	22 / 13%	19 / 11%	59 / 17%	21 / 33% EFGH*	51 / 17%	41 / 12%	59 / 17%	21 / 33% JKL*	85 / 14%	87 / 19%	105 / 16%	67 / 17%	39 / 16%	36 / 13%	52 / 22% SVW	33 / 22% SVW*	3 / 6% *	9 / 10% *	56 / 17%	116 / 16%	156 / 16%	16 / 15% *	103 / 17%	43 / 14%	27 / 17%	48 / 15%	124 / 17%	112 / 33% hij	15 / 6%	5 / 10% *	22 / 18% h*	48 / 12%	94 / 24% k	74 / 20% q	17 / 20%	57 / 20% q	51 / 15%	42 / 13%	114 / 30%	37 / 42% tuv	78 / 27% uv*	49 / 14% v	7 / 2%
Net: Very / Fairly negative	445 / 42%	231 / 45% C	204 / 38%	51 / 46%	85 / 47%	62 / 36%	76 / 43%	150 / 42%	21 / 32% *	136 / 46%	138 / 40%	150 / 42%	21 / 32% *	279 / 47% O	166 / 35%	279 / 43%	165 / 41%	99 / 40%	116 / 41%	80 / 33%	70 / 47% T*	27 / 52% T*	52 / 57% RST*	165 / 50% Y	280 / 38%	395 / 42%	43 / 42%	261 / 43%	119 / 40%	64 / 41%	122 / 39%	323 / 43%	80 / 23%	180 / 71% g	32 / 60% g*	64 / 52% g*	235 / 58% l	122 / 32%	222 / 59% pq	53 / 62% pq*	169 / 58% pq	141 / 42% q	77 / 23%	181 / 48% v	41 / 46%	140 / 48% v	142 / 42% v	115 / 36% *
Mean	2.42	2.38	2.48	2.43 *	2.34 *	2.41 *	2.28	2.43	2.92 **	2.38	2.35	2.43	2.92 **	2.30	2.59 N	2.42	2.43	2.47 W	2.32	2.69 SW	2.52 W*	2.02 **	1.97 *	2.29	2.49	2.42	2.48	2.43	2.40	2.45 *	2.49	2.40	3.10 hij	1.79	2.05 *	2.23 h*	2.08	2.78 k	2.27	2.17 *	2.30	2.47	2.62 mno*	2.62 v	2.84 uv*	2.55 v	2.43 v	1.97 *

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

ColumnProportions (5%): 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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): 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 Minimum Base: 30(**) Small Base: 100(*)