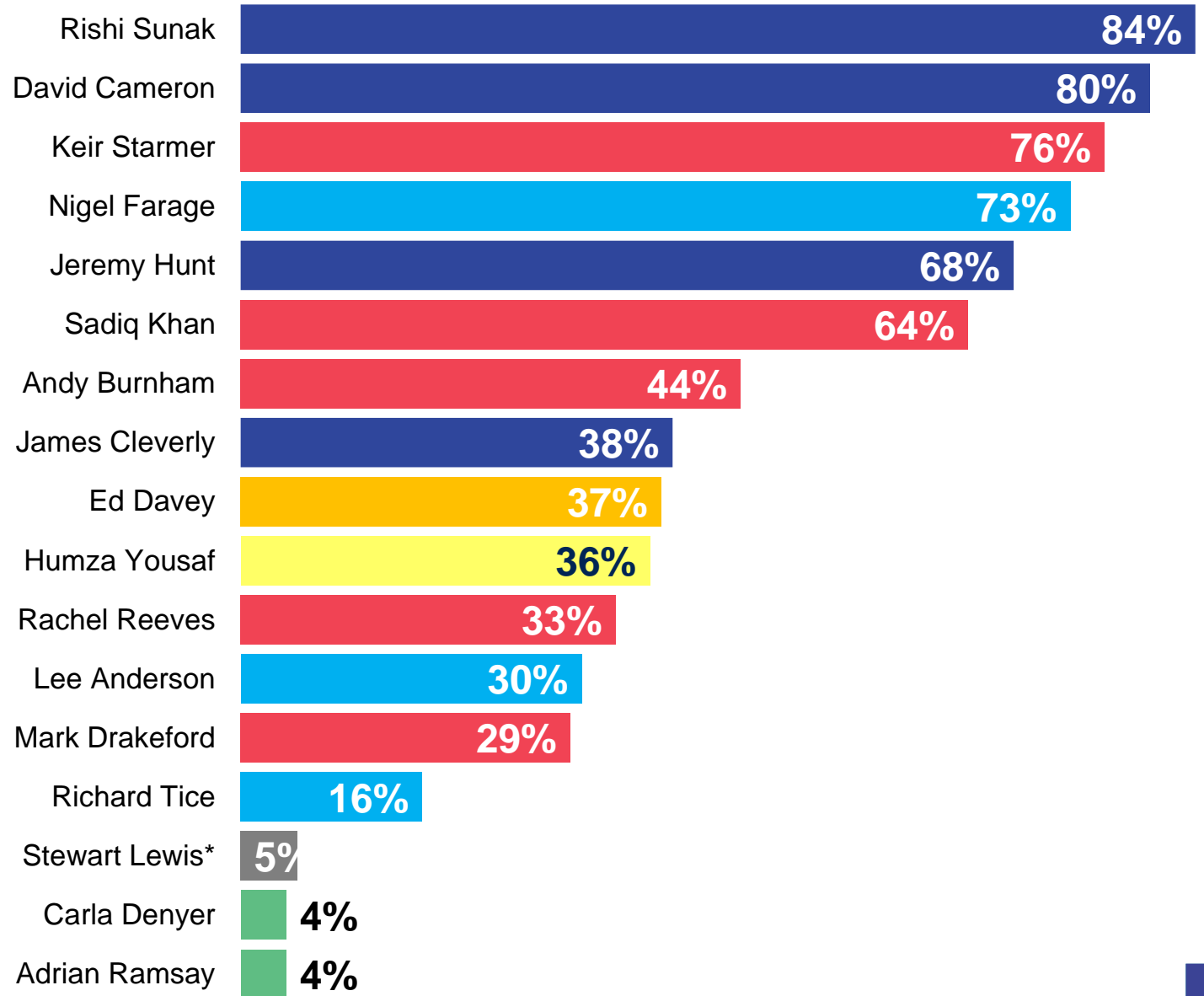


# IPSOS UK POLITICAL POLLING

March 2024

# Rishi Sunak is the politician that the public are most familiar with, followed by David Cameron, Keir Starmer, and Nigel Farage.

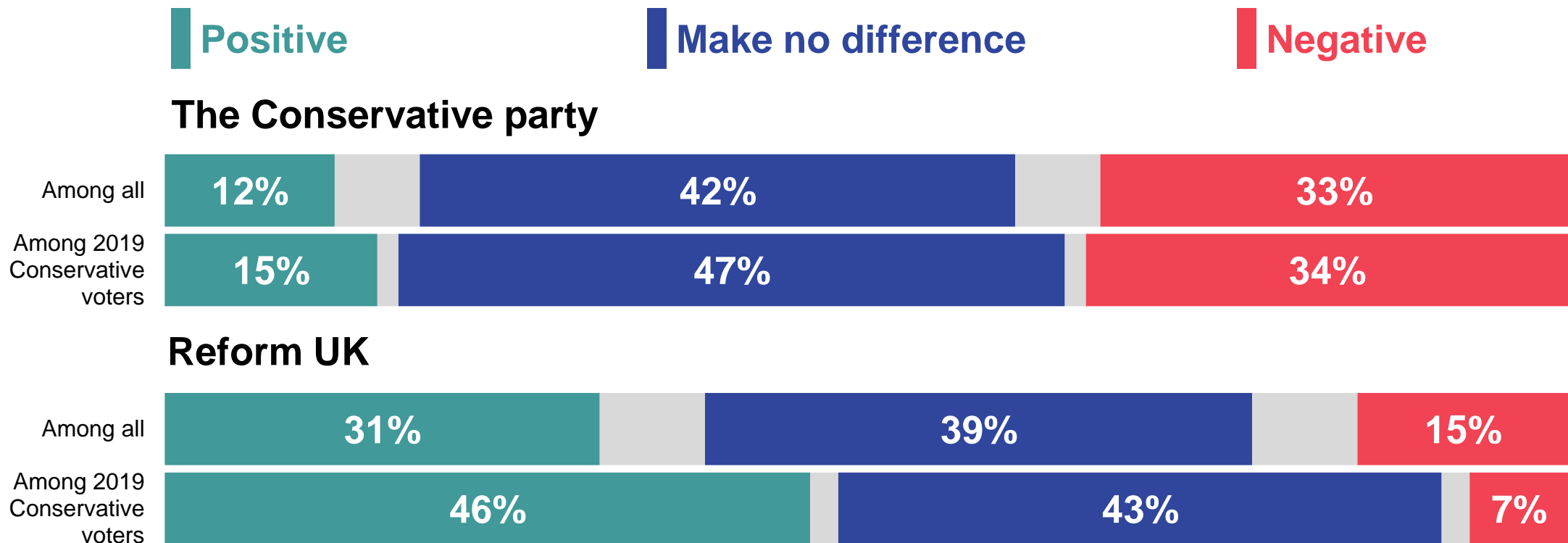
Which of the following British politicians, if any, would you say you are familiar with? Please select all that apply.



Base: 1,139 Online British adults 18-75, 11-12 March 2024. \*Stuart Lewis is a fake politician

# One in three think that Lee Anderson's decision to leave the Conservative Party for Reform UK will have a negative impact on the Conservatives.

As you may know, former Conservative Party Chair and MP Lee Anderson has left the Conservative Party to join Reform UK. He will now sit as a Reform UK MP in parliament. Do you think Lee Anderson's decision to leave the Conservative Party to join Reform UK will have a positive or negative impact, or make no difference, on the following?



Base: 1,139 Online British adults 18-75, including (352) 2019 Conservative voters, 11-12 March 2024



# Almost half think there should be a by-election as soon as possible following Lee Anderson's decision to join Reform UK

Now that Lee Anderson has joined Reform UK, which if the following, if either, do you think should happen now in the Ashfield constituency he represents?

There should be a by-election as soon as possible because when he was elected as an MP he was standing for a different party

49%

There is no need for a by-election because there will be a General Election between now and January 2025 latest

23%

No preference

17%

Don't know

11%

Base: 1,139 Online British adults 18-75, 11-12 March 2024





**Political Polling  
March 2024**

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