

Ipsos Political Pulse

November 2024

Just a quarter say they know a great deal/ fair amount about Kemi Badenoch

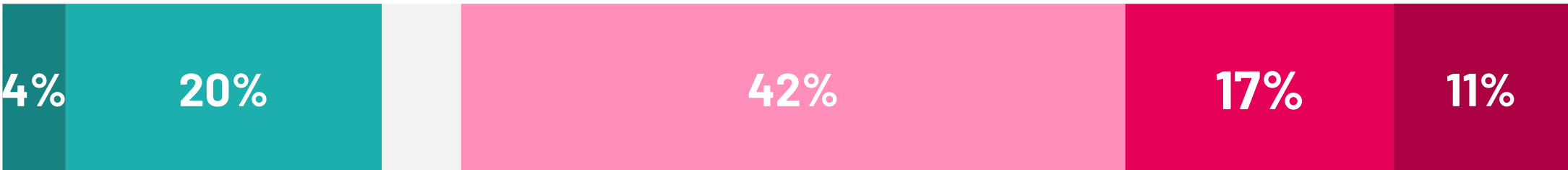
How much, if anything, do you know about each of the following politicians?



Keir Starmer



Kemi Badenoch

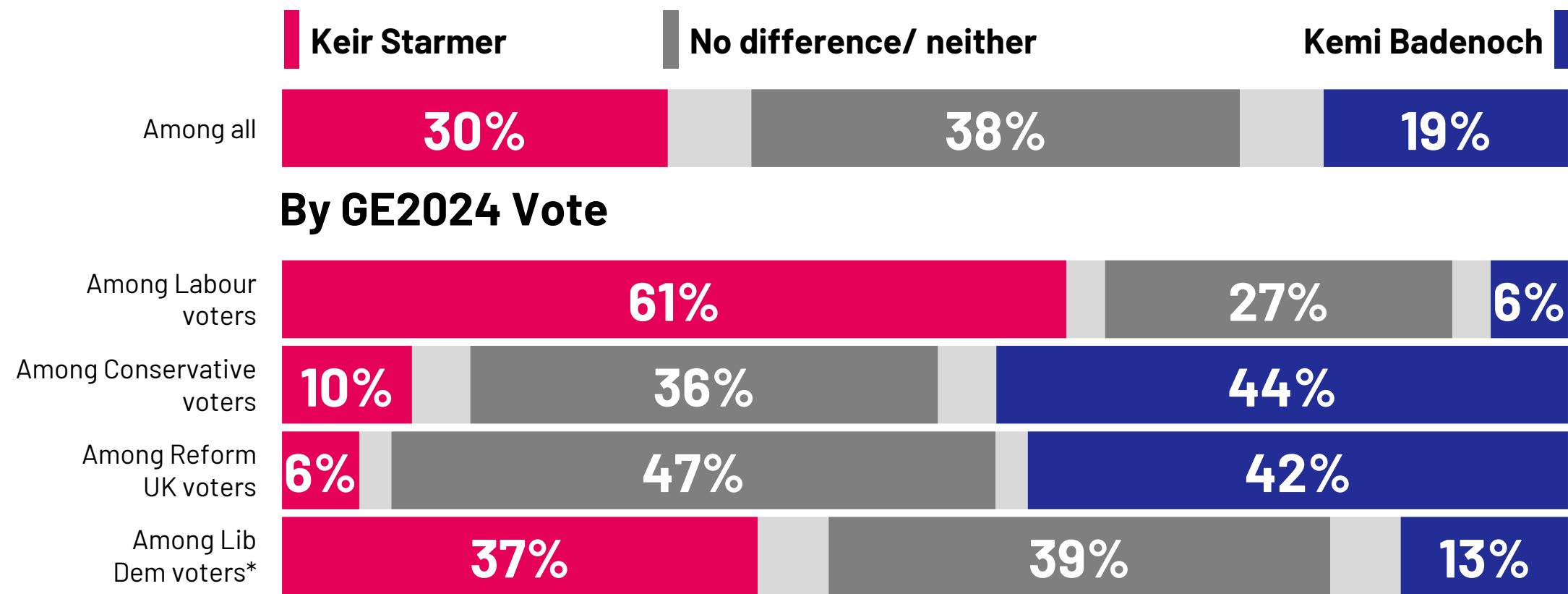


Base: 1,139 Online British adults aged 18+, 8-11 November 2024



Keir Starmer leads Kemi Badenoch in terms of who the public think would make a better Prime Minister

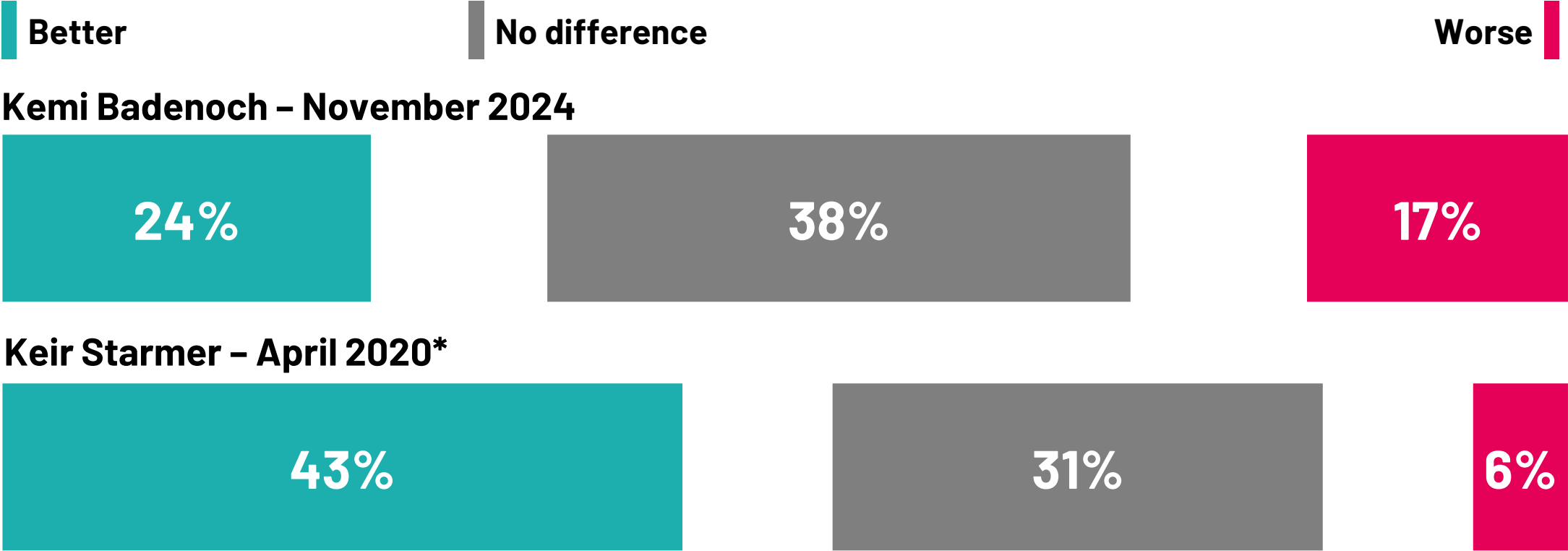
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,139 Online British adults aged 18+, 8-11 November 2024, including (369) Labour voters, (191) Conservative voters, (78) Liberal Democrat voters, (127) Reform UK voters. *Note low base size.

Only a quarter think Kemi Badenoch will change the Conservative party for the better

From what you've seen or heard about Kemi Badenoch, if anything, do you think she will change the Conservative party for the better, worse or make no difference



Base: 1,139 Online British adults aged 18+, 8-11 November 2024. * The question in April 2020 asked: From what you've seen or heard about Keir Starmer, if anything, do you think he will change the Labour party for the better, worse or make no difference

More than half of Britons think it is unlikely that Kemi Badenoch will ever be Prime Minister

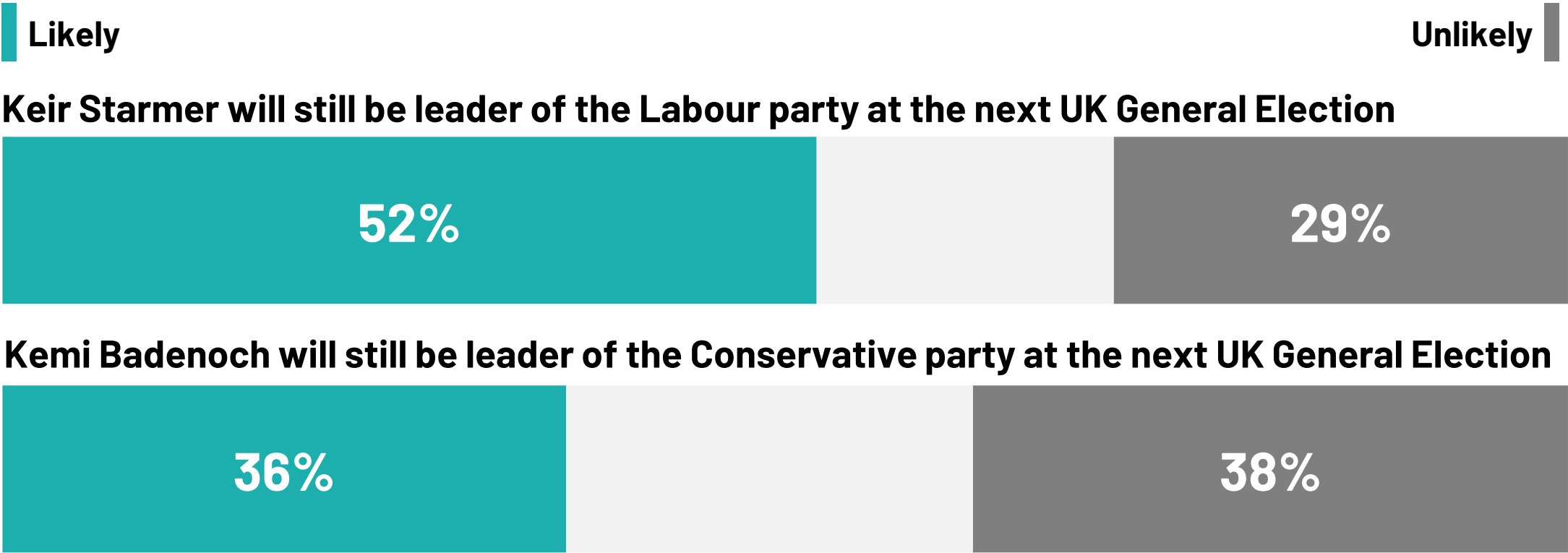
In your opinion, how likely or not is that Conservative leader Kemi Badenoch will ever be Prime Minister?



Base: 1,139 Online British adults aged 18+, 8-11 November 2024.

The public are split in terms of whether they think it is likely or unlikely that Kemi Badenoch will lead the Conservatives at the next General Election but a majority think Starmer will lead Labour

And In your opinion, how likely or not is it that ... at the next UK General Election?



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